

Home & Garden

*Article Engagement and
Word Count Ranges in the Industry*

*What can you learn from
200,000+
articles?*

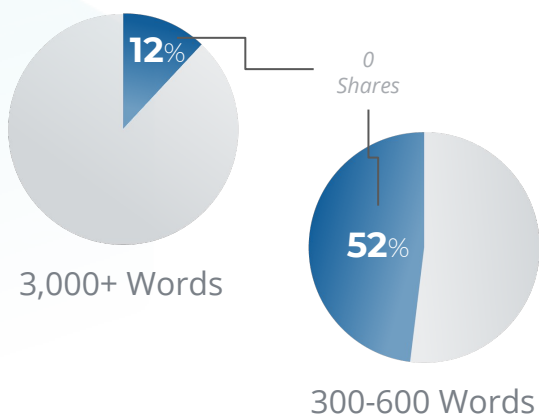
Bigger articles lead to bigger engagement...

In December 2019, our colleagues at SEMrush published a study on "[The Anatomy of Top Performing Articles](#)." And after they analyzed the engagement rates on 700,000+ articles, one set of their key takeaways centered on article length.

Without a doubt, longer articles perform better:



Articles with **3,000+ words** get **6.4x** more traffic, **4.5x** more social shares, and **5x** more backlinks than short articles (300-600 words).



Only **12%** of articles with 3,000+ words had 0 shares, while **52%** of short articles (300-600 words) had 0 shares.



And we've added bigger data to offer further insights...



200,000+
articles

To take the SEMrush study a step further, we pulled matching word-count ranges from our VoiceGraph index of more than **200,000+ articles** posted 2014-2019 in the **Home & Garden** industry.

Our proprietary **VoiceGraph** technology indexes more than **73,000 publishers daily** and uses machine learning to map articles to more than **200 business categories**. Our VoiceGraph index currently includes more than **106,000,000 articles** — and rising.

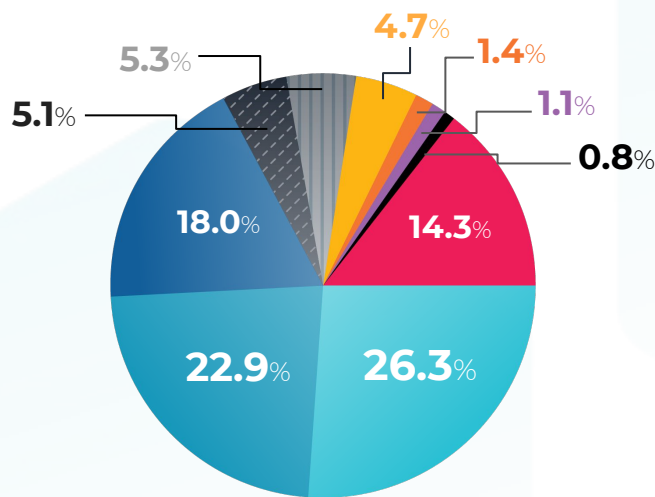
And here are some further questions we were able to answer for Home & Garden...



What is the distribution of articles in Home & Garden categories?

Our VoiceGraph index mapped 200,000+ Home & Garden articles from thousands of sites into 10 main categories. Articles were most frequently published in Holidays & Decorating and Home Improvement.

Category Distribution of Home & Garden Articles



Top Home & Garden Categories

of Websites Indexed

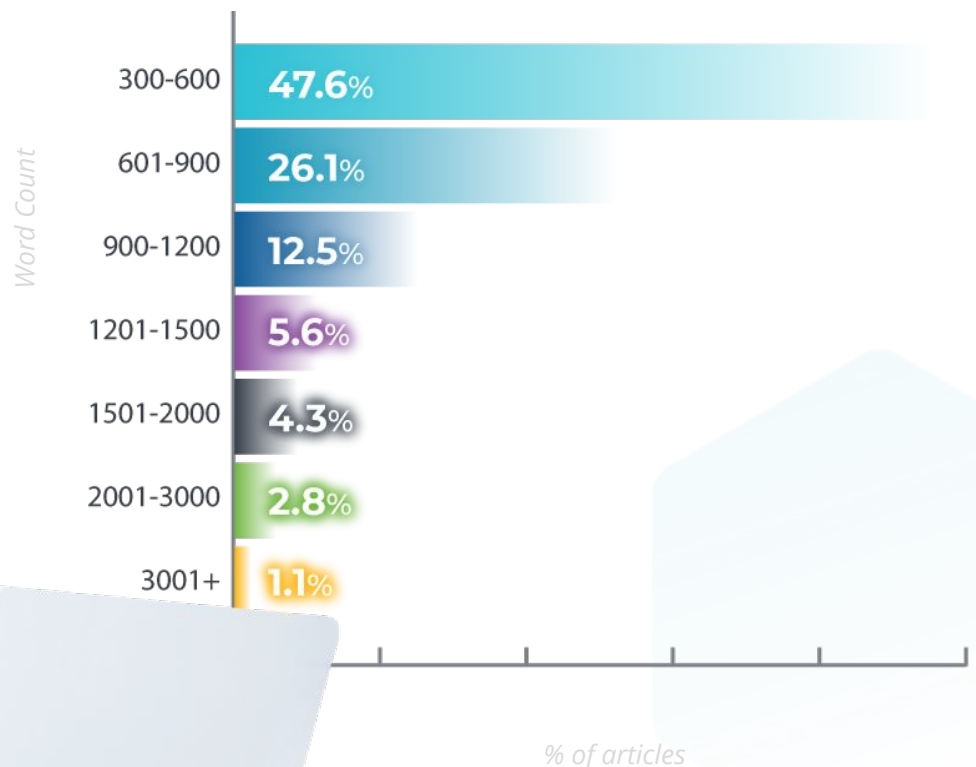
Category	# of Websites Indexed
Holidays & Decorating	6,939
Home Improvement	6,796
Interior Design	3,847
Sustainability	3,585
Landscaping	2,682
Remodeling	2,099
Home & Domestic Services	1,995
Home Security	1,212
Tools & Equipment	686
Home Automation	158

What are the typical article word counts in the Home & Garden industry?

When we looked at **36,000+ new Home & Garden articles published in 2019**, we found less than half were the shortest length (those 300-600 words). Overall, the small percentage of longest articles shows that there is still ample room to beat competitors in the less-crowded long-form content space.

Length of New Articles in Home & Garden

Published in 2019



How does Home & Garden compare to other industries?

Looking at word count data across other major industries in 2019, we found that Home & Garden articles skewed longer in length than most other industries.

% of New Articles by Word Count in Major Industries

Published in 2019

	Fitness	Home & Garden	Beauty	Software & Tech	Entertainment
300-600	38.7	47.6	51.1	55.6	62
601-900	27.5	26.1	25.4	20.3	20.2
901-1200	15.1	12.5	11.7	10.7	8.2
1201-1500	7.3	5.6	5.2	5.3	3.8
1501-2000	6.0	4.3	3.8	4.0	2.9
2001-3000	3.5	2.8	2.1	2.8	1.9
3000+	1.8	1.1	0.8	1.4	1



How have Home & Garden article word counts changed?

After analyzing 200,000+ articles in Home & Garden, we found a shift toward longer articles happening more rapidly than in other industries. The percentage of all long-form articles (those over 1500 words) had the highest rate of growth — more than tripling — while the shortest articles (those 300-600 words) dropped significantly.

% of New Articles by Word Count in Home & Garden

*Published 2014-2019**

	2014	2015	2016	2017	2018	2019
300-600	63.0	60.7	59.5	57.5	53.2	47.6
601-900	23.5	23.7	24.5	24.6	26.1	26.1
901-1200	8.2	9.6	9.1	9.3	10.2	12.5
1201-1500	2.9	3.0	3.1	3.9	4.5	5.6
1501-2000	1.5	1.8	2.2	2.6	3.2	4.3
2001-3000	0.7	0.9	1.1	1.4	1.9	2.8
3000+	0.2	0.3	0.5	0.7	0.9	1.1

**Percentages refer to the percentage of all new articles published in Home & Garden during each respective year. The percentages are not based on cumulative sums of total articles published over time.*



Key takeaways....

The long-form space is still growing.

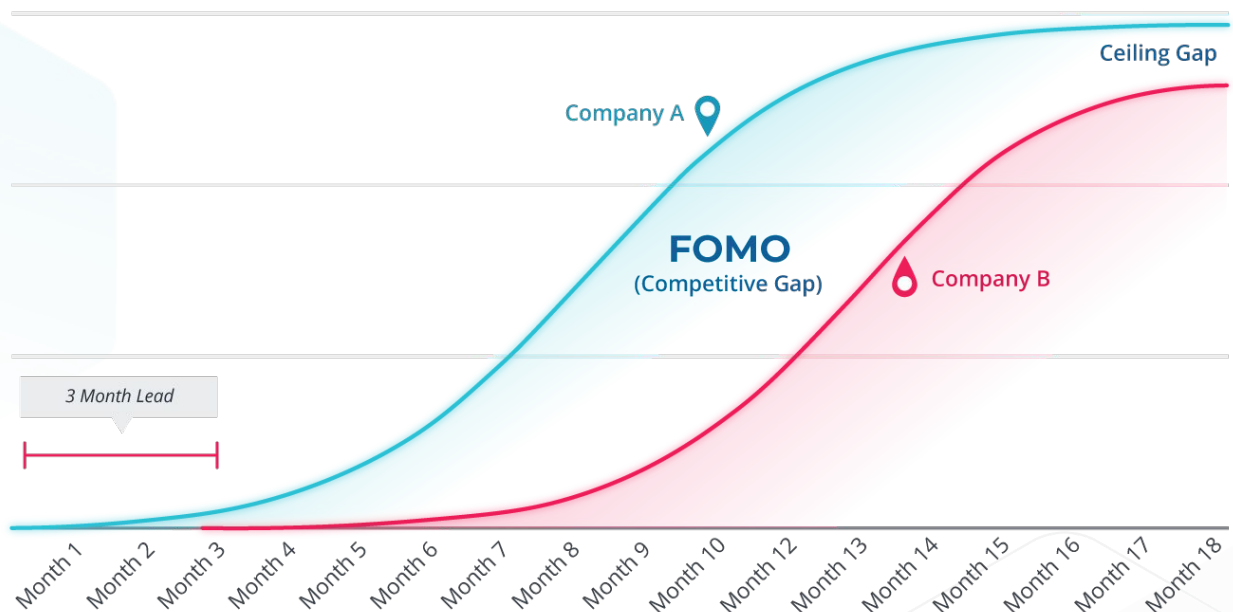
Although long-form articles still represent a small overall percentage of Home & Garden articles, there are definitely indications that your competitors might have caught on already, as there is a growing trend from shorter to longer, more authoritative content. Fortunately, the long-form space is still not saturated.

So mind the FOMO gap.

Without a doubt, longer-form content performs better. But don't miss out on organic traffic. The longer you wait to create content, the more traffic you might lose to your competitors. Even short lead times in publishing can lead to long-term traffic advantages, especially if you win the audience share first — and keep on top.

The FOMO Gap of Organic Traffic

Competitive Advantage of Publishing Sooner, Not Later



Start Creating With Us

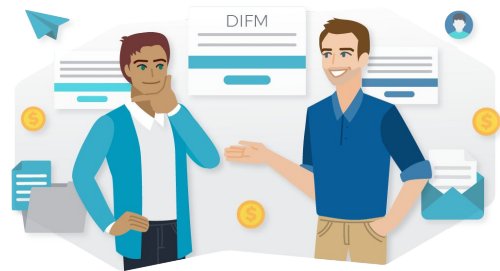
Ready to capitalize on long-form content? ClearVoice can assemble freelance teams in 200+ business categories and **fully manage your content creation** for you.

Visit clearvoice.com today!



1. Consultation

Contact us and we'll be happy to talk content, whether you need long-term initiatives, enterprise-level scale, specific content projects, or content strategy services.



2. Content Plan

Our team can tailor a content plan priced to you, based on your goals and resources, so you're not paying for what you don't need.



3. Customer Brief

After you finalize your plan, we'll connect you with your designated ClearVoice Success Manager, so they can learn about your branding, guidelines, current content and expectations.



4. Kickoff Session

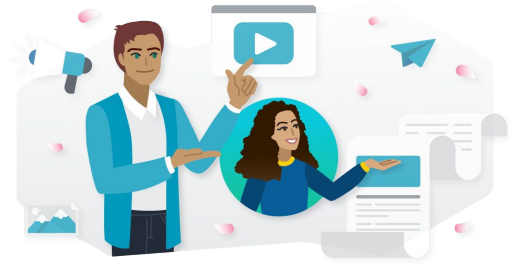
Your designated ClearVoice Success Manager will review your plan and goals with you, get to know your team, clarify branding or talent preferences, and explain timelines and process.





5. Strategy Session

After aligning your needs, your designated ClearVoice Success Manager will review content strategy, objectives, concepts, and talent samples to get you on the path to wonderful content.



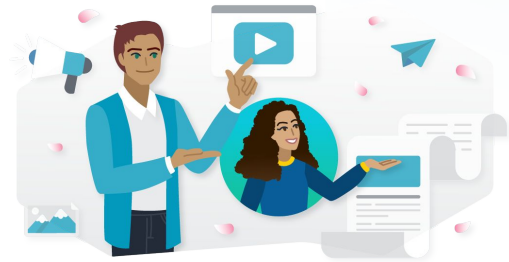
6. Wonderful Content

Our team will manage your content fulfillment and the entire production process, including freelancer recruitment, brand education, and management.



7. Approvals

Be as involved in the process as you want to be. We will provide content updates to keep you abreast of next steps, approvals we require from you, and deliverables.



8. Ongoing Success

Our team can provide ongoing strategy, analysis, KPI reporting and direction to keep your content on track.

