

Retail

*Article Engagement and
Word Count Ranges in the Industry*

What can you learn from

171,000+
articles?

Bigger articles lead to bigger engagement...

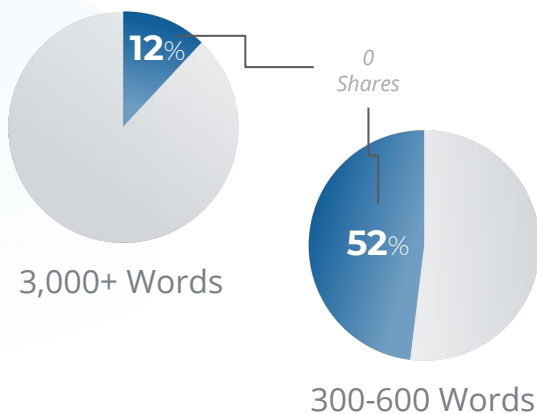
In December 2019, our colleagues at SEMrush published a study on "[The Anatomy of Top Performing Articles](#)." And after they analyzed the engagement rates on 700,000+ articles, one set of their key takeaways centered on article length.

Without a doubt, longer articles perform better:



Articles with **3,000+ words** get **3x** more traffic, **4x** more social shares, and **3.5x** more backlinks than articles of average length (901-1200 words).

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...

171,000+
articles



To take the SEMrush study a step further, we pulled matching word-count ranges from our VoiceGraph index of more than **171,000+ articles** posted 2014-2019 in the **Retail** 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.

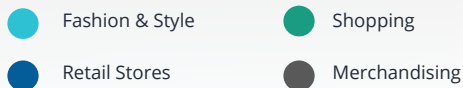
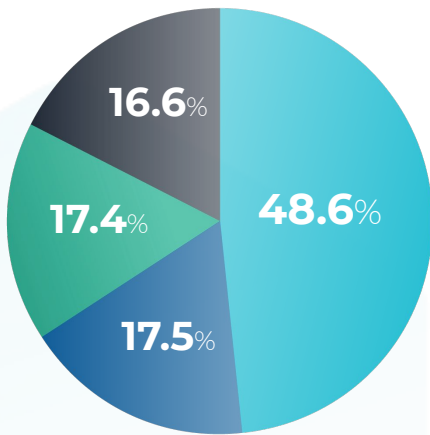
And here are some further questions we were able to answer for Retail...



What is the distribution of articles in Retail categories?

Our VoiceGraph index mapped 171,000+ Retail articles from thousands of sites into four primary categories. About half the industry's articles were published in Fashion & Style.

Category Distribution of Retail Articles



Retail Categories

of Websites Indexed

| Category | # of Websites Indexed |
|-----------------|-----------------------|
| Fashion & Style | 5,416 |
| Merchandising | 4,479 |
| Shopping | 4,302 |
| Retail Stores | 3,602 |

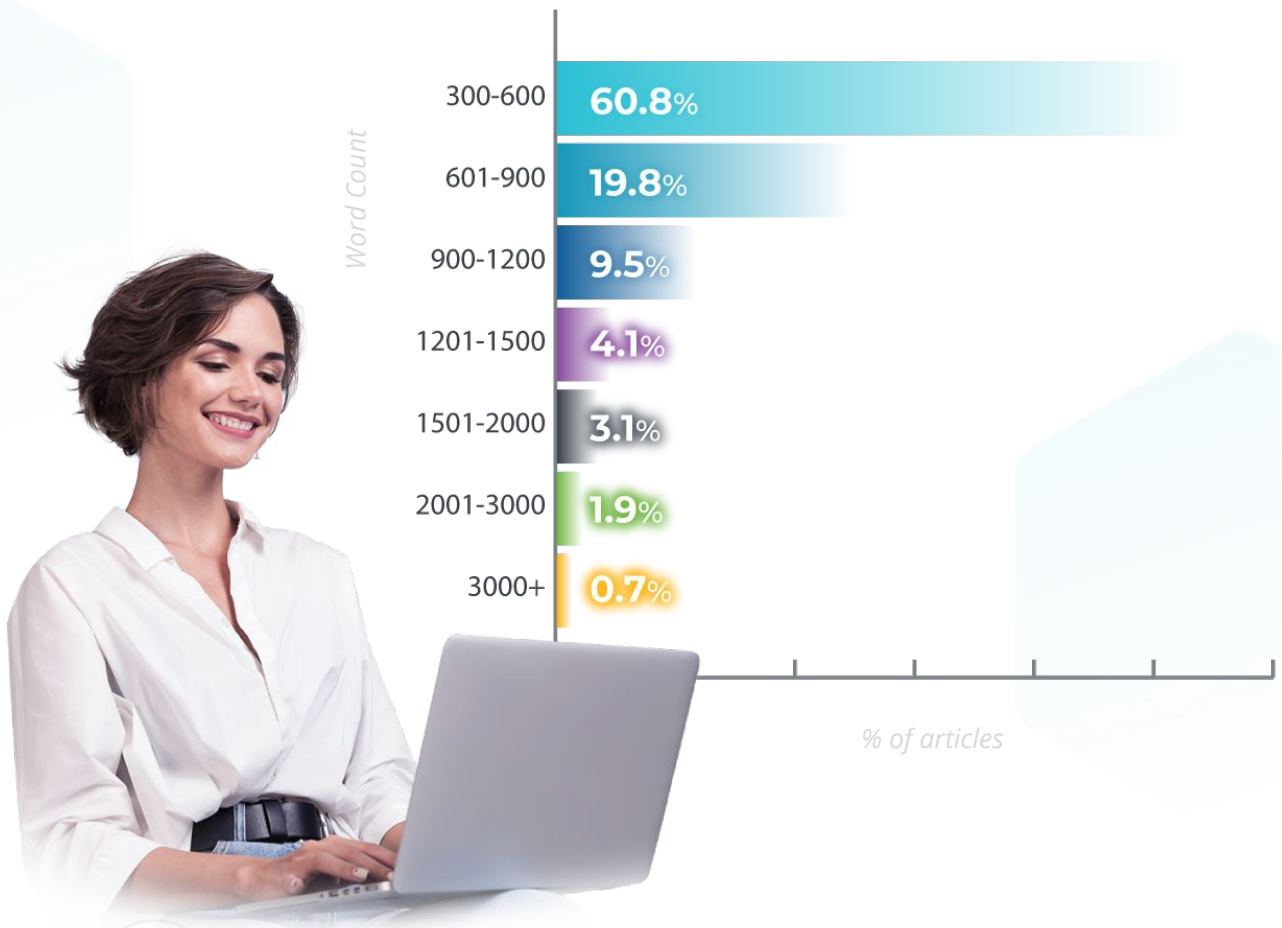


What are the typical article word counts in the Retail industry?

When we looked at **26,000+ new Retail articles published in 2019**, we found about 8 in 10 were 900 or words or less in length. Overall, the small percentage of long-form articles shows that there is still ample room to beat competitors in the less-crowded long-form content space.

Length of New Articles in Retail

Published in 2019



How does Retail compare to other industries?

When we looked at word count data across other major industries in 2019, we found Retail articles to be significantly shorter on average. Only Entertainment articles skewed shorter in length overall.

% of New Articles by Word Count in Major Industries

Published in 2019

| | Health | Beauty | Finance | Retail | Entertainment |
|-----------|--------|--------|---------|--------|---------------|
| 300-600 | 46.1 | 51.1 | 52.4 | 60.8 | 62 |
| 601-900 | 28.2 | 25.4 | 24.8 | 19.8 | 20.2 |
| 901-1200 | 12.9 | 11.7 | 11.6 | 9.5 | 8.2 |
| 1201-1500 | 5.5 | 5.2 | 4.5 | 4.1 | 3.8 |
| 1501-2000 | 3.8 | 3.8 | 3.4 | 3.1 | 2.9 |
| 2001-3000 | 2.2 | 2.1 | 2.1 | 1.9 | 1.9 |
| 3000+ | 1.3 | 0.8 | 1.2 | 0.7 | 1 |



How have Retail article word counts changed?

After analyzing 171,000+ articles in Retail, we found a continuing trend toward longer, especially medium-length, articles. Although more than 80% of articles are still 900 words and under, articles in the 1501-2000 word range more than doubled in the past five years.

And with such a tiny percentage of the longest articles (3000+ words), there is potential to win the less competitive long-form segment.

% of New Articles by Word Count in Retail

*Published 2014-2019**

| | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|-----------|------|------|------|------|------|------|
| 300-600 | 66.7 | 66.3 | 62.9 | 61.3 | 60.5 | 60.8 |
| 601-900 | 20.2 | 20.7 | 21.8 | 22.7 | 22.2 | 19.8 |
| 901-1200 | 6.2 | 7.0 | 8.1 | 8.2 | 8.7 | 9.5 |
| 1201-1500 | 2.3 | 2.7 | 3.2 | 3.3 | 3.6 | 3.1 |
| 1501-2000 | 1.3 | 1.7 | 2.2 | 2.4 | 2.5 | 3.1 |
| 2001-3000 | 0.9 | 1.2 | 1.3 | 1.2 | 1.6 | 1.9 |
| 3000+ | 1.4 | 0.5 | 0.5 | 0.8 | 0.8 | 0.7 |

**Percentages refer to the percentage of all new articles published in Retail 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.

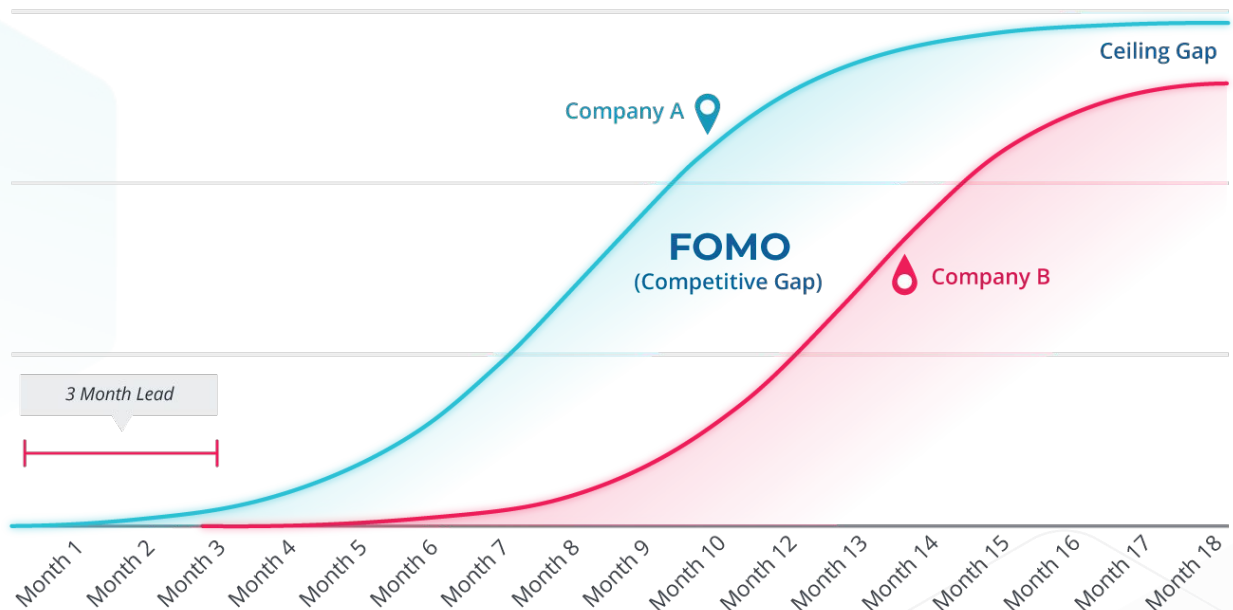
Although long-form articles still represent a small overall percentage of Retail articles, there are definitely indications that your competitors might have caught on already, as there is a growing trend from shorter to longer, more authoritative content. Fortunately, the long-form space is still not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

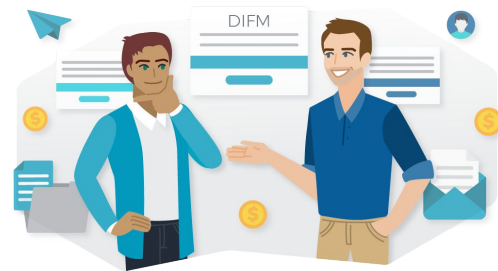
Ready to capitalize on long-form content? ClearVoice can assemble freelance teams in **200+** **business categories** and **fully manage your content creation** for you.

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

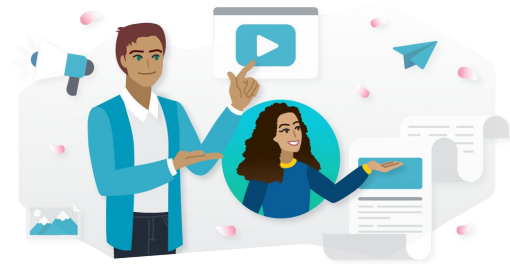
Your designated ClearVoice Success Manager will review your plan and goals with you, get to know your team, clarify branding or talent preferences, and explain timelines and process.





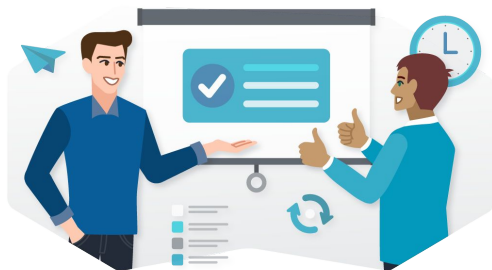
5. Strategy Session

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.



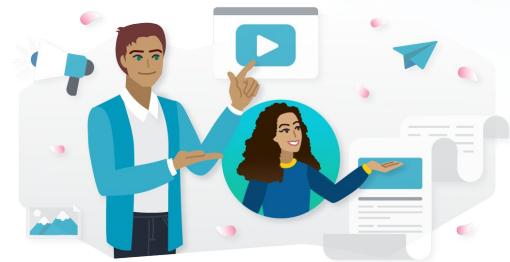
6. Wonderful Content

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.

