

Report: Optimal Word Count for Articles on CollisionRepairMag.com

Introduction:

This report aims to determine the optimal word count for articles published on CollisionRepairMag.com based on an analysis of user engagement metrics. The analysis focused on the relationship between word count, engagement time, and content consumption percentages to identify the range that yields the highest level of reader engagement and content consumption.

Methodology:

To begin I pulled the analytics data from google analytics about all the posts on the site published in 2023. I then accessed the database of the site and uploaded google's analytics data to the database so I can query it at the same time as the rest of the sites data. Afterwards I wrote an SQL query to create a table containing all posts, their word counts, and their engagement, which had been viewed at least 89 times. 89 to reduce anecdotal data, since more views means more accurate average engagement time.

Engagement time is good especially if ad revenue is involved, but a longer engagement time average doesn't necessarily mean that all the content is being consumed. The average reading speed is 200-300 words per minute. Using 250 words / minute or 4.167 words / second as a basis for how fast our readers can read, we can multiply this number by the average engagement time for each post to figure out an estimate of how many words were actually read (on average). This number can then be divided by the word count to figure the percentage of the content that was consumed (on average). Anything above a 1 means that the reader remained on the site longer than necessary to read the entire article. This method isn't perfect because it doesn't take into account the potential that the user may spend time looking at an image, and it assumes that every second spent viewing the post was spent reading.

Data Collection:

Google Analytics data was extracted for all posts on CollisionRepairMag.com. The analytics data was merged with the site's database to enable comprehensive analysis.

Data Preparation:

A SQL query was developed to create a table containing relevant information: post details, character counts, and engagement metrics. Only posts published in 2023 with a minimum of 89 views were considered to reduce anecdotal data and improve accuracy.

Insights:

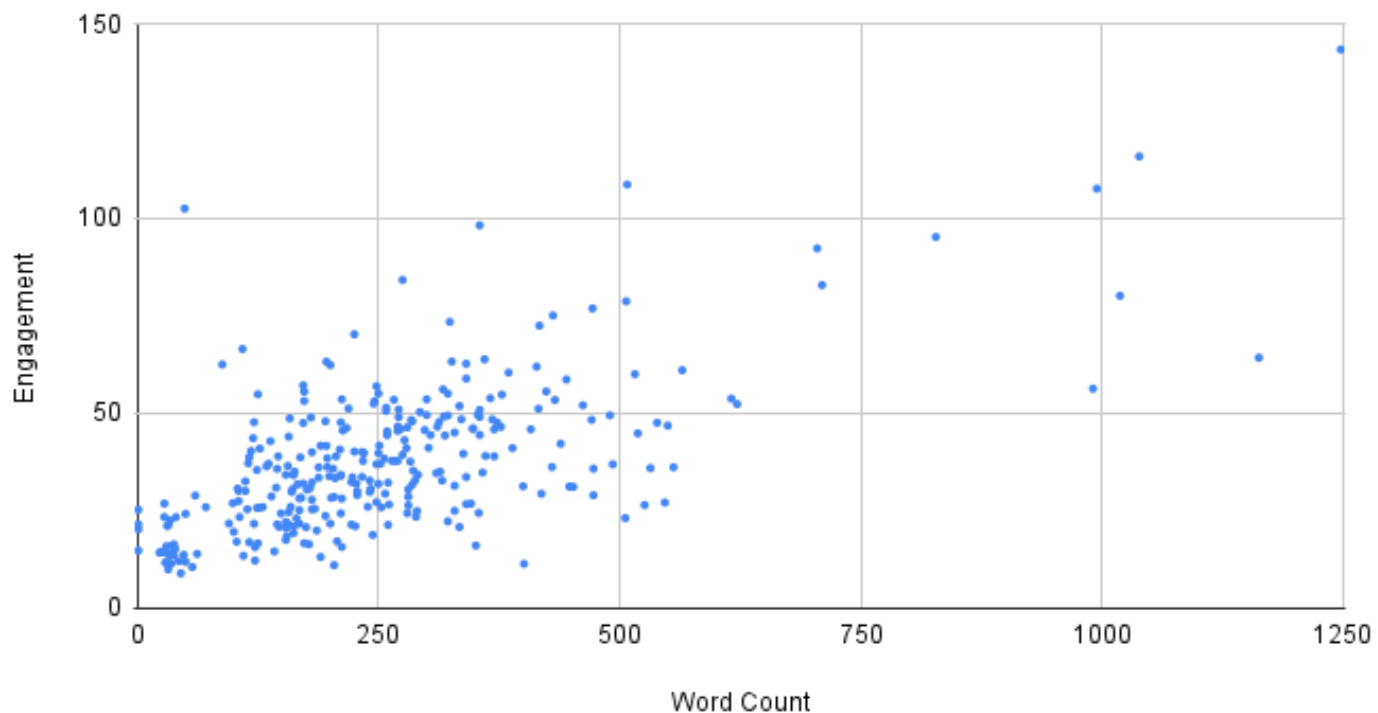
Aim to keep articles within the range of 250-425 words for optimal average user engagement times (25s - 60s) and average content consumption (30% - 80%) on CollisionRepairMag.com.

When publishing shorter articles of 0-175 words consider the potential trade-off between average engagement times (15s - 25s) and average content consumption percentages (40% - 100+%), ensuring the content is concise and impactful.

Data Analysis:

Average Engagement Time vs. Word Count:

Engagement vs. Word Count



An analysis of engagement time revealed the following correlations between word count and engagement time:

0-175 words: Engagement time of about 15s - 25s

175-250 words: Engagement time of about 15s - 50s

250-425 words: Engagement time of about 25s - 60s

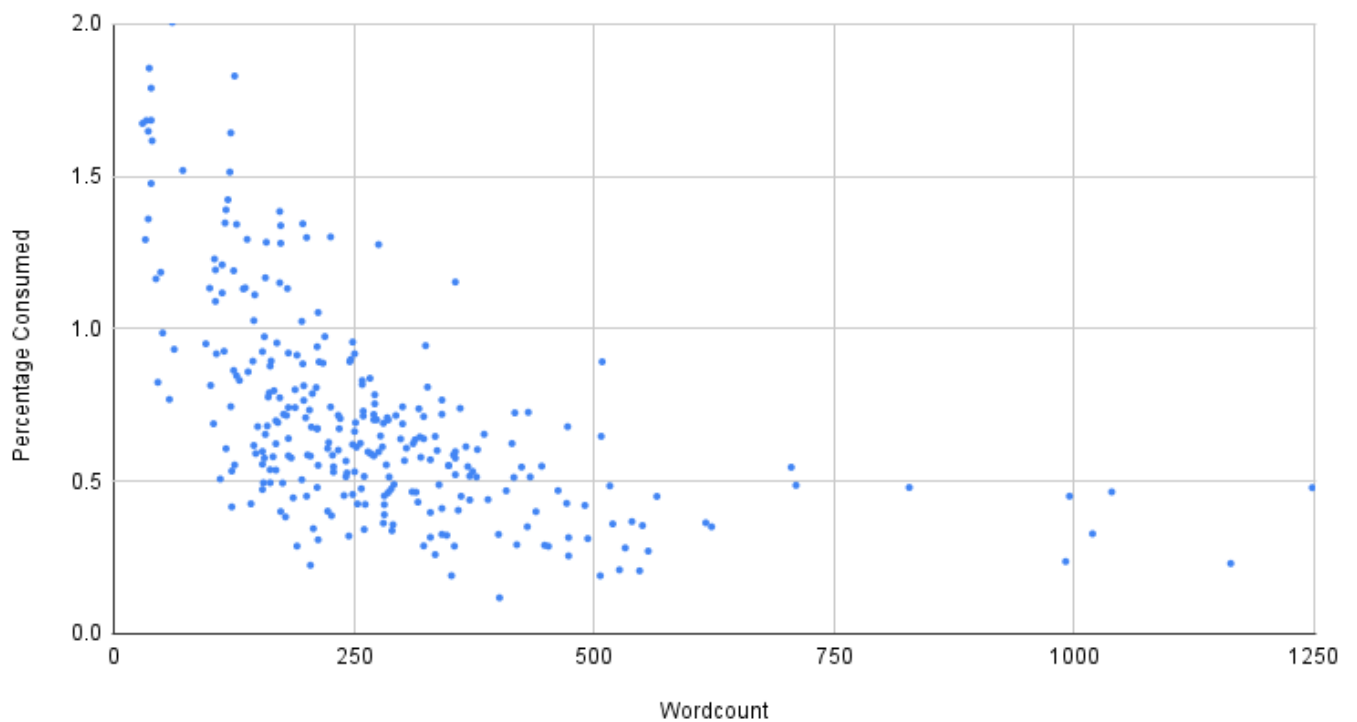
425-560 words: Engagement time of about 25s - 60s

560-1000 words: Engagement time of about 50s - 100s

1000-1250 words: Engagement time of about 50s - 150s

Content Consumption Percentage vs. Word Count:

Percentage Consumed vs. Wordcount



Analyzing content consumption percentages in relation to word count revealed the following correlations:

0-175 words: Content consumption of about 40% - 100+%

175-250 words: Content consumption of about 30% - 100+%

250-425 words: Content consumption of about 30% - 80%
425-500 words: Content consumption of about 30% - 70%
500-1250 words: Content consumption of about 25% - 50%

Conclusions:

Based on the data analysis conducted, the following conclusions can be drawn regarding the optimal word count for articles on CollisionRepairMag.com:

Articles within the range of 250-425 words yield higher engagement times and relatively higher content consumption percentages, indicating an optimal balance between user engagement and content consumption.

Shorter articles with word counts of 0-175 words can also be effective, as they have the potential for high content consumption percentages, but the engagement time may be relatively shorter.

Continuously monitor user engagement metrics and conduct further analysis to refine and adjust content strategies accordingly. The optimal word count may evolve over time based on changing reader preferences and behavior.

It is important to note that these findings are specific to CollisionRepairMag.com and its target audience. Other websites and target audiences may have different optimal word counts. Regularly reviewing and analyzing user engagement metrics will provide valuable insights to tailor content strategies effectively.

Please feel free to reach out for any further clarification or assistance.

Toodles,

Marc Touma