

The Internet Is a Zoo

The Ideal Length of Everything Online

Every piece of content should be as long as it takes to convey the message, and no longer.



THE IDEAL CHARACTER COUNT

TWEETS

71-100

POSTS

40

POSTS

60

PARAGRAPHS

40-55

URL DOMAINS

8

HASHTAGS

6

SUBJECT LINES

28-39

TITLE TAGS

55

SIDE NOTES

TWITTER

Tweets shorter than 100 characters have a 17% higher engagement rate.

FACEBOOK

Posts with 40 characters receive 86% more engagement than posts with a higher character count.

GOOGLE PLUS

If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.

PARAGRAPHS

Opening paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.

DOMAIN NAMES

The best domain names are short, easy to remember and spell, don't contain hyphens or numbers, and have a .com extension.

HASHTAGS

Don't use spaces or special characters, don't start with or only use numbers, and be careful with using slang.

E-MAIL SUBJECTS

Subject lines containing 28-39 characters get an open rate of 12.2% and click rate of 4% on average.

TITLE TAGS

Make sure your title doesn't exceed 60 characters or it will get shortened with an ellipsis.

THE IDEAL WORD COUNT



6

WORDS

BLOG HEADLINES

Only the first 3 words and the last 3 words of a headline tend to be read. Rather than worrying about length, you should focus on making every word count.



25

WORDS

LINKEDIN POSTS

If you're marketing to businesses, write a 16-25 word post. If you're marketing to consumers, though, a 21-25 word post would get the most shares.



1,600

WORDS

BLOG POSTS

Overall, 74% of posts that are read are under 3 minutes long and 94% are under 6 minutes long.

THE IDEAL NUMBER OF MINUTES



3

MINUTES

YOUTUBE

The most popular videos are pretty short. After analyzing the length of the top 50 YouTube videos, the average length was 2 minutes 54 seconds.



22

MINUTES

PODCASTS

The average Podcast listener stays connected for 22 minutes on average. Studies show students zone out after 15-20 minutes of lecture time. After 20 minutes, attention and retention rates crash.



18

MINUTES

TED TALK

All TED Talk presenters are required to come in under the 18 minute mark based on studies on people's attention spans. Putting a time limit forces people to be more concise in what they want to say as well as increases chances of virality.



6

MINUTES

SLIDESHARE

If you're following the rules of good presentation design, you're creating in-depth presentations with an ideal number of about 61 slides.

