



Blogging Fundamentals

6 Ways to Win at Blogging (Backed by Data)

Blogging is good for business. Done right, it demonstrates your expertise, earns you valuable backlinks (boosting your search rankings in the process) and drives organic traffic. But the competition is fierce—more than 70 million posts are published monthly on WordPress alone, according to OptinMonster—and entrepreneurs are of course notoriously pressed for time. To help focus your efforts, we're bringing you six data-driven tips from Orbit Media's new survey of more than 1,000 bloggers. Put them into practice so you, too, can win at blogging.

1.



WRITE MORE LONG-FORM ARTICLES.

You may have read in Time magazine that goldfish have longer attention spans than people. [Don't believe it.](#) Long-form content regularly outperforms short-form, and that's as true for blog posts as it is for magazine articles and videos. "There are a ton of studies that show a direct correlation between length and results, particularly in search rankings," writes Orbit Media co-founder and CMO Andy Crestodina in his [post covering his company's blogging survey](#). Just how many words do you need? Thirty-six percent of bloggers who deliver 3,000 or more words per post report strong results. But you don't have to go long every time: It's okay to have a mix of shorter and longer posts. And don't stretch your content just to fit a certain word-count goal—this isn't a high school essay, after all. Just be sure to cover your topic in depth.

Pro Tip: Facing down a blank screen? [Roundup posts](#) are the most likely to correlate with success, according to Orbit's study, so be sure to include plenty in your mix.

2.



PUBLISH CONSISTENTLY.

While Orbit's study showed that about half of bloggers post weekly, those who publish more often—two to six times a week—report strong results.

Pro Tip: Some experts argue that consistency matters more than frequency. For best results, stick to a regular publishing schedule.

3.



RESEARCH KEYWORDS.

More than half of bloggers "usually" or "always" conduct keyword research before they write, and those who do report better results.

Pro Tip: Use [AnswerThePublic](#) (it's free) to find out what questions people are asking about a certain topic. A quick search of "artificial intelligence" returned 392 results. If you're in the AI business, you've got a lot of potential posts right there.

4.



ADD VISUALS.

When it comes to getting your point across, visuals are as important as words: Bloggers who report strong results regularly include 10 or more images in their posts. Pictures and charts are a nice way to break up your text, plus they help people remember your content.

Pro Tip: Save time for adding visuals by cutting back on the time you spend crafting a killer headline. Orbit Media's study showed that writing more draft headlines doesn't correlate with strong results, possibly due to the proliferation of tools that analyze, or even generate, headlines for you.

5.



GET TO KNOW INDUSTRY INFLUENCERS.

Promoting new blog posts via your social channels is easy, but successful content promotion requires a bit more effort. One proven way to get more eyeballs on your blog is to partner with industry influencers when you're creating content. Ask for a quote that helps make your point, or conduct a full-blown Q&A with the influencer, and be sure to give them a backlink and tag them in your social channels when you're promoting the piece. They will probably share the content with their network, amplifying your reach. (One expert CI interviewed has over a million Twitter followers and shared our article eight times over two years. That's a lot of exposure!)

Pro Tip: Don't steamroll people you don't know with requests. Like a solid content strategy, building relationships with influencers takes time. Interact with them on Twitter, comment on their blogs, share their LinkedIn posts, etc. Approach them for help only once you've built rapport.

6.



CHECK YOUR ANALYTICS.

Twenty-nine percent of bloggers in Orbit Media's survey always check their analytics. That's a smart move, because the ones who make adjustments based on data are the ones who are most likely to reach their blogging goals.

Pro Tip: Look back at your most popular posts and update them. According to the survey, bloggers who update old posts are three times more likely to get results. You can also combine your most popular posts into an e-book or white paper to use as a lead magnet for a digital ad campaign. The more value prospects see from your offer, the more likely they'll be to give you their email, setting you up to nurture that relationship toward a sale.

Want more tips? [Content Chemistry](#) by Andy Crestodina, Orbit Media's co-founder and CMO, is a must-read book for anyone with a business website.