

33 KILLER STATS: YOUR JUICY ROUND-UP OF THE LATEST DATA ON BLOGS AND BLOGGING

Google gets over 100 billion searches a month, and on average it shows 8.5 organic posts on the 1st page of every search. OK, so not every one of those organic posts will be a blog, but with the right content and functionality, your blog could easily be up there.

And all that blogging costs you is time.



ABOUT BUSINESS BLOGS AND BLOGGERS

1. Blogs have been rated as the 5th most trusted source for accurate information.
2. Just over half (51%) of business owners report that content management is “very important” or “absolutely critical” to creating a cohesive buyer journey.
3. B2B marketers (75%) are more likely to use blogs in their social media content than B2C (61%).
4. 53% of marketers say blogging is their top content marketing priority; 65% of marketers increased their use of blogging in 2017.
5. The average word count of top-ranking content (in Google) is between 1,140-1,285 words.
6. Long-form blog posts generate 9x more leads than short-form blog posts.
7. On average, compounding blog posts make up 10% of all blog posts and generate 38% of overall traffic.
8. 61% of the most effective B2B content marketers meet with their content team daily or weekly.
9. The average blog post now takes 3.5 hours to write.
10. Bloggers who spend 6 or more hours per post are 56% more likely to report “strong results” than those who don’t.
11. Bloggers who publish weekly or more are nearly 2.5x more likely to report strong results than bloggers who publish monthly or less.
12. Top three ways bloggers drive traffic to their posts: social media marketing; search engine optimisation; email marketing.
13. 71% of marketers report using visual assets as part of their content marketing strategy.



ABOUT BLOG READERS

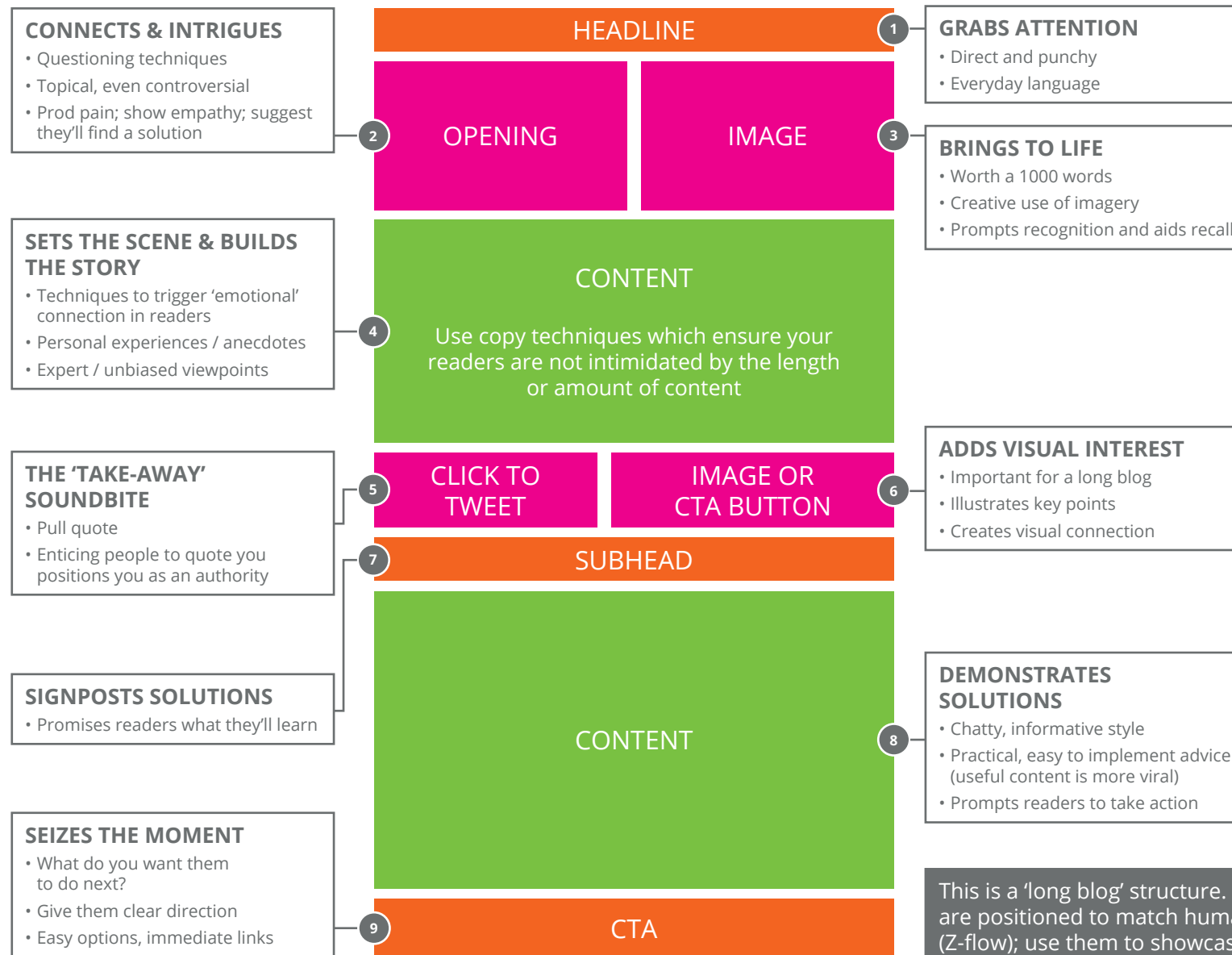
14. 78% of internet users conduct product research online.
15. 70% of buyers learn about a company through content rather than ads.
16. 70-80% of users ignore paid ads and only focus on organic results. Blogs are organic, and the average number of organic search results which Google shows on page 1 is now 8.5 (if you can have half a result!)
17. 47% of buyers viewed 3-5 pieces of content before engaging with a sales rep.
18. By 2020, customers will manage 85% of their relationships without talking to a human.
19. 90% of consumers report that they find custom content useful.
20. 43% of people admit to skimming blog posts.
21. 94% of people who share posts do so because they think it might be helpful to others.



ABOUT BLOG RESULTS

22. Companies which blog receive 97% more links to their website than those which don't.
23. B2B marketers who use blogs generate 67% more leads than those who do not; for B2C, that increases to 88% more leads.
24. You have a 434% higher chance of being ranked highly on search engines if you feature a blog as part of your website.
25. Blog posts continue to drive traffic and generate impressions up to 700 days after they go live.
26. One compounding post creates as much traffic as six decaying blog posts.
27. 69% of businesses attribute their lead generation success to blogging.
28. Blog articles with images get 94% more views.
29. 57% of companies with a blog have acquired a customer from their blog.
30. 82% of marketers who blog get positive ROI.
31. Amongst those using email marketing, companies which blog get twice as much traffic from email than those which don't.
32. Companies which publish 16+ blog posts per month get almost 3.5x more traffic and 4.5x more leads than companies which publish 0 - 4 monthly posts.
33. Bloggers who update older content are twice as likely to report strong results, but only 38% do it!





This is a 'long blog' structure. Elements 2, 5 & 9 are positioned to match human reading patterns (Z-flow); use them to showcase your main themes, so skim readers get the message too!

6 Tactics Which Add User-Friendliness / 'Find-Ability' to Your Blog

