

30+ STATISTICS FOR BUSINESS BLOGGING

POPULARITY OF BLOGGING FOR BUSINESS



81% of consumers trust blog content



90% of businesses employ some type of content marketing



Blogging is the **third-most popular** content marketing tactic behind videos and e-books



80% of businesses use blogs for marketing

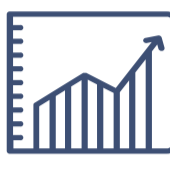


77% of Fortune 500 companies have blogs



62% of companies outsource content marketing

ROI OF BUSINESS BLOGGING



Companies that blog have **55%** more website traffic



Businesses with blogs get **97%** more inbound links



Blogs can increase your conversion rate by **600%**



Content marketing generates **3x** the ROI of traditional outbound marketing



Content marketing is **62%** less expensive than other marketing methods



Custom content made **81%** of consumers feel more positive about a brand



70% felt closer to a brand after reading its custom content

WHAT MAKES BLOG CONTENT EFFECTIVE



Bloggers who spend **6+ hours** on an article see **31%** better results



Top-earning bloggers are **6x** more likely to do their own research



33% read blogs to learn something new



70% of people prefer learning about a brand from articles vs ads



Content with visual assets gets **94%** more views



Top-performing blog posts have **7+ images**



Articles with images get **83%** more traffic



Listicles get **2x** the shares of other article types



59% of people will share an article on social without reading it

OPTIMAL FREQUENCY AND TIMING OF BLOG POSTS



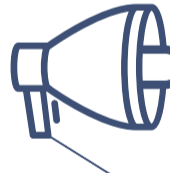
Blogs that post four times or more a week get **3.5x** more web traffic



Marketers posting new articles daily are **128%** more likely to report "strong success"



Most views occur from 7-10 a.m., so posting by **7 a.m.** is optimal



70% of successful bloggers promote their content via social, email, and more

HOW BLOGGING AFFECTS SEO



Sites with blogs have **4x** more indexed pages



SEO-generated leads have a **14.6%** close rate vs 1.7% from outbound marketing



72% of marketers say content creation is the best tactic for SEO



80% of people ignore the ads in online search, opting for organic content instead



70% of bloggers recycle aging posts to improve rankings



Long-form posts perform the best



The average blog post length is **1,500-2,000** words

A FEW MORE BLOG STATS TO KEEP IN MIND



43% of readers skim articles



60-65% of readers will view your article on Google Chrome



Over **50%** of Google searches occur on mobile devices

SOURCE: [HTTPS://WWW.BLOGGER.COM/](https://www.blogger.com/)
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