



IDEAL PAGE LENGTH FOR SEO





DIFFERENT ANSWER FOR PAGE TYPES OR NICHEs



BLOG POST IN A SMALL NICHE: 300-500 WORDS



BLOG POST IN A COMPETITIVE NICHE: 1,000-5,000 WORDS



**PRODUCT SALES PAGE: FULL AND INTERESTING
PRODUCT DESCRIPTION**



**HOME PAGE: AS LONG AS IT TELLS THE
STORY ABOUT YOUR BUSINESS**



GOOD IS BETTER THAN LONG





BEST OF BOTH WORLDS



START WITH A FEW HUNDRED WORDS



SEE WHERE IT RANKS



EVERY FEW WEEKS: ADD PHOTOS, TEXT, VIDEO EMBEDS, LINKS



BUILD IT UP OVER TIME WITHOUT OVER-INVESTING TOO MANY RESOURCES INTO THE PAGE ALL AT ONCE

