



ARE LONGER ARTICLES BETTER FOR SEO



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DATA **DOES NOT** PROVE

That rankings are
higher when there is
a high word count.

BUT...



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LARGE WORD COUNT IS **CORRELATED WITH** HIGER RANKINGS

This is because larger
quality content tend
to get more backlinks
and satisfies a users'
search intent



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IF YOU CREATE **IN-DEPTH** **COMPREHENSIVE** CONTENT

It tends to be longer than
2000 words. Don't focus
on the length but focus
on these 3 components



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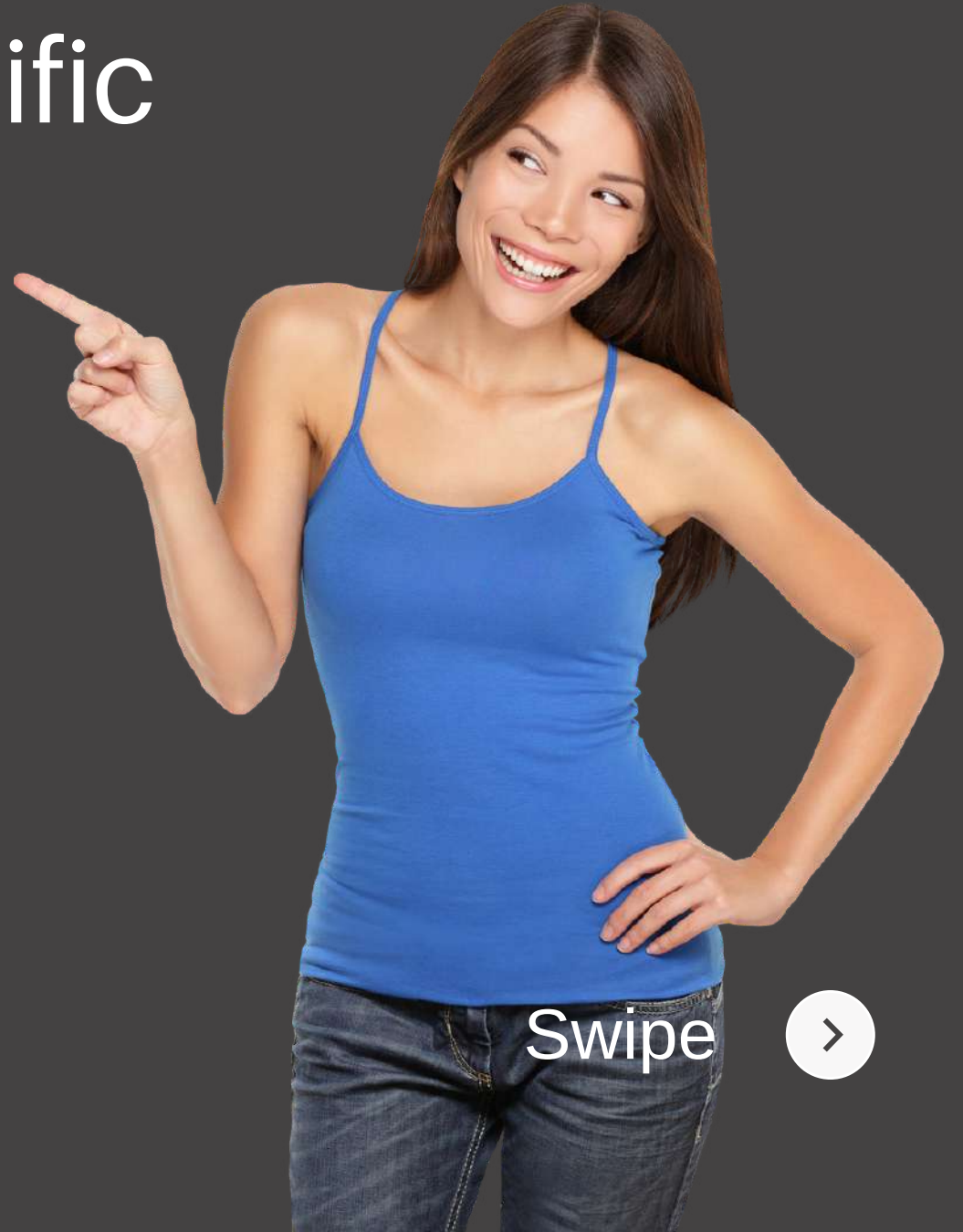
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3 COMPONENTS TO RANK HIGHER

- Deep
- Comprehensive
- Topic Specific



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post reach more people
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things

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