

Mashable VIDEO ENTERTAINMENT CULTURE TECH SCIENCE BUSINESS SOCIAL GOOD MORE

RESISTANCE BURNOUT

How to keep the resistance going, even when you're impossibly tired

DOWN CLOCK OF DOOM
age: Turn your phone's
ry percentage off

d losers of CES

d's Tale'

e

Mashable Online News Popularity Business Case Study

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[❖] VIDEOGAMER

**FORTNITE
BATTLE
ROYALE IS
PLAYED BY
3.7 MILLION
EACH DAY**

CLICK HERE TO FIND OUT MORE

Mashable REELS

How Micro-transactions Bleed You Dry

The 6 Best Places to Live in the Event of Nuclear War

Why 'Final Fantasy' Has the Best Hair in Gaming

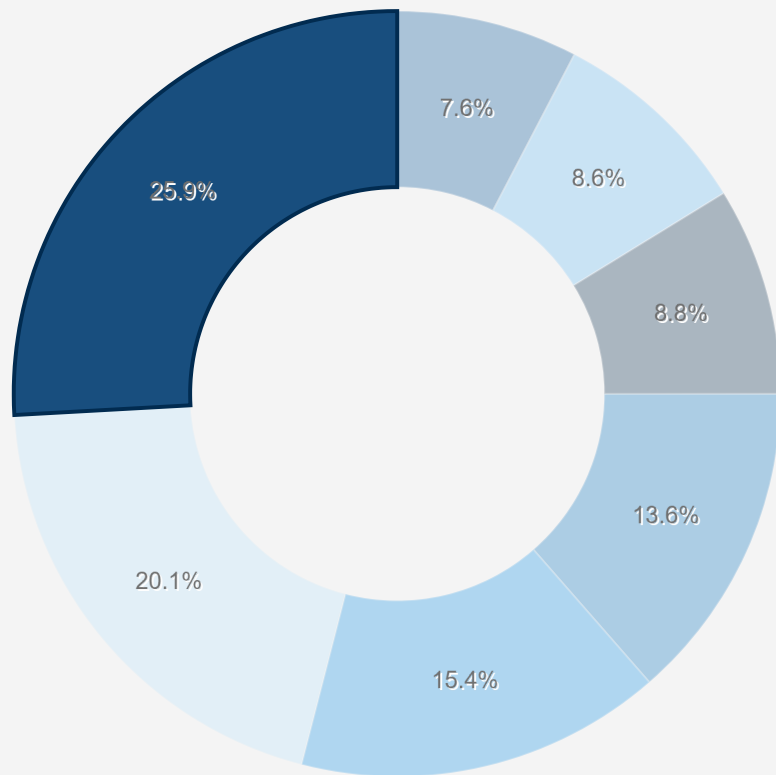
Print any design you want onto your nails

Categories

Popular categories that can get your article on trending!

Shares by category

- Lifestyle
- World
- Social Medi...
- Entertainm...
- Business
- Technical
- Other



Number of shares



Technical
World
Business
Other
Entertainment
Social Media
Lifestyle

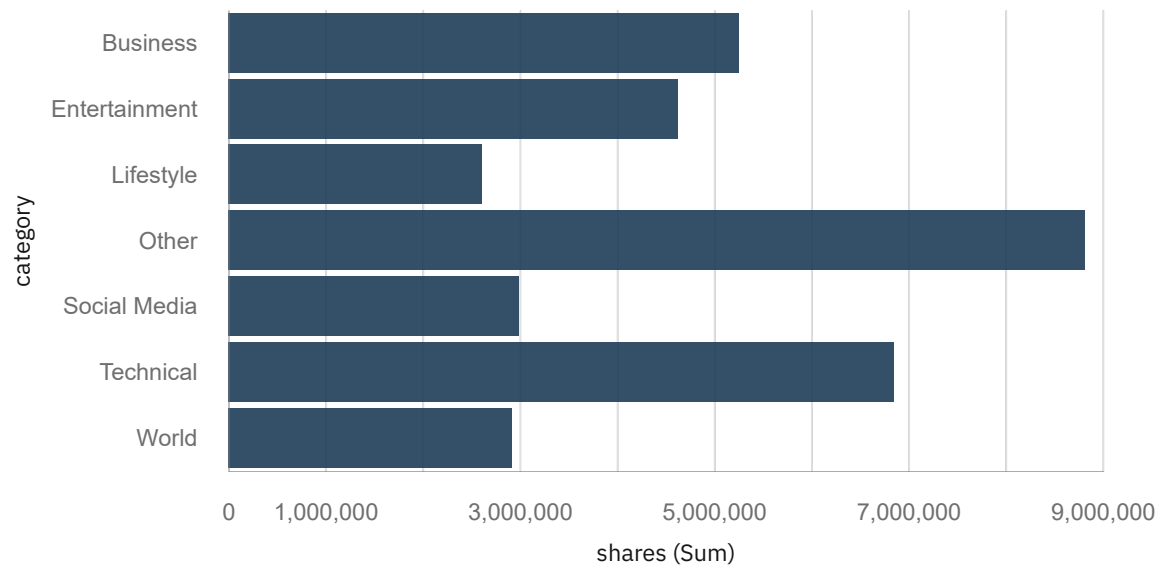


Weekdays

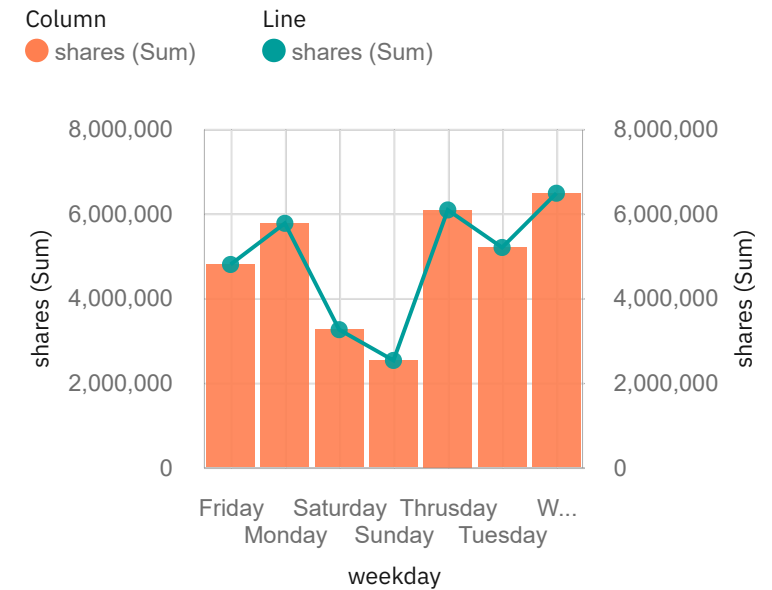
Timing is everything!

So, on what weekday, what type of article should Mashable post more?

Shares by category



Shares by weekday



Weekdays



Sunday

Monday

Tuesday

Wednesday

Thursday

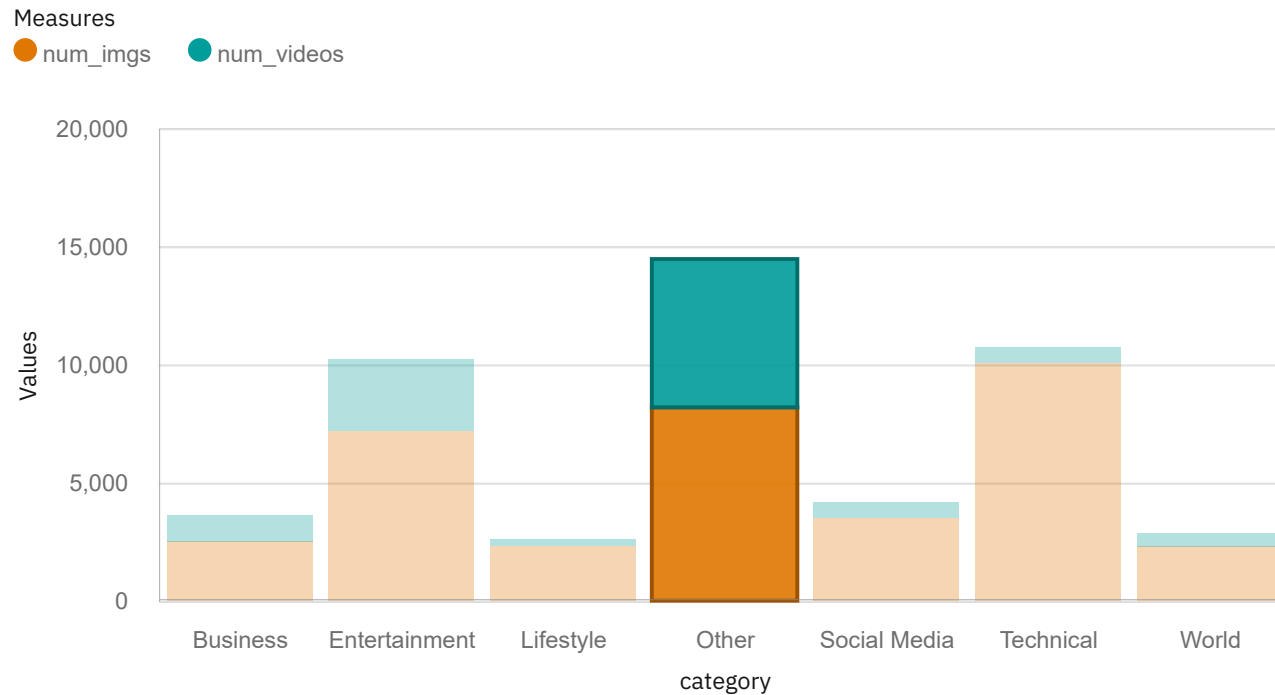
Friday

Saturday



Visual content is the new trending alert!

No. of images & No. of videos by Category



Visual content, if included can do wonders popularising your article. The average number of images is greater than the average number of videos.

So, include **more photos than video** in your article.

Categories

Business
Entertainme...
Lifestyle
Other
Social Media
Technical
World

Average number of images per article

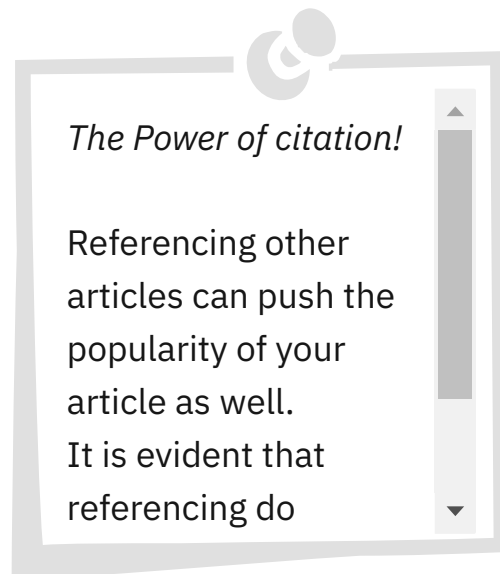
5

Average number of videos per article

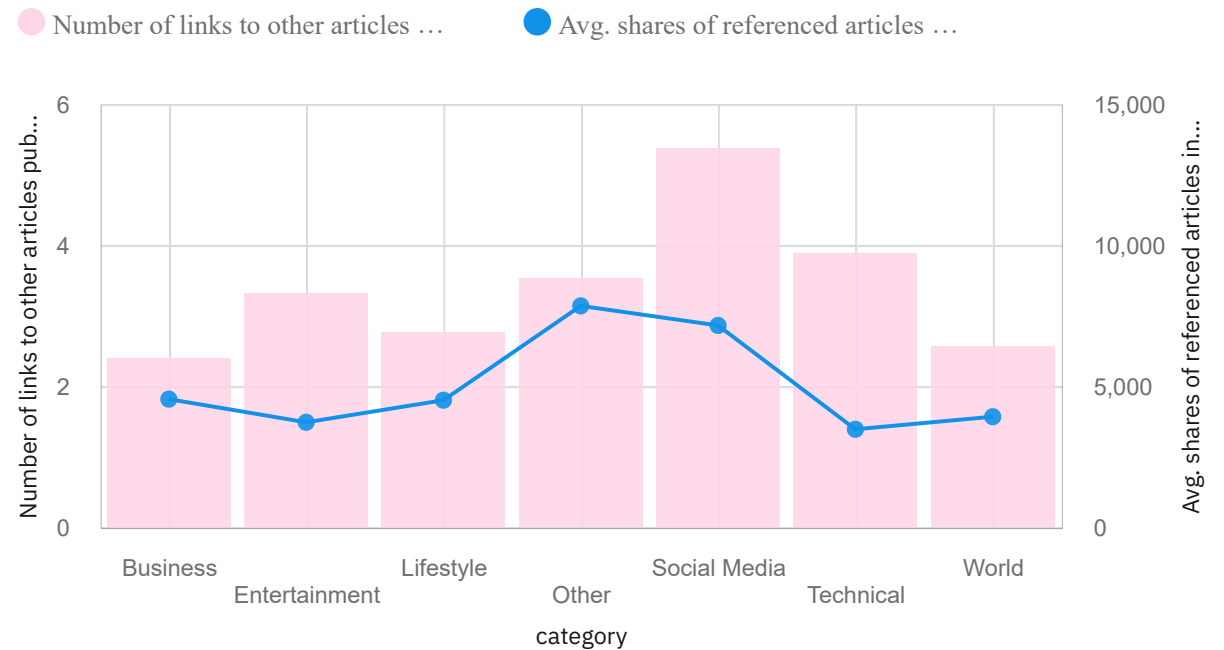
4



Does referencing other articles affect popularity?



Number of references and their average number of shares in an article



Categories



Business Entertainment Lifestyle Other Social Media Technical World



First impression is the last impression, So choose your **METADATA** wisely !

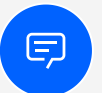


According to the data, the metadata containing **5-7 keywords** is more likely to get popularised. It is the appropriate number of keywords in the metadata.

Nor too low, neither too high !

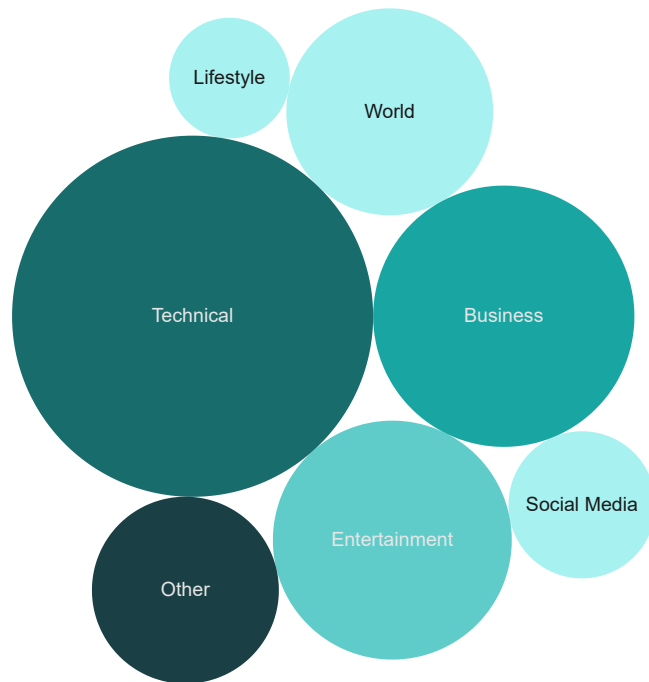
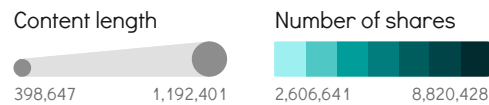
Average number of words in the article title

10

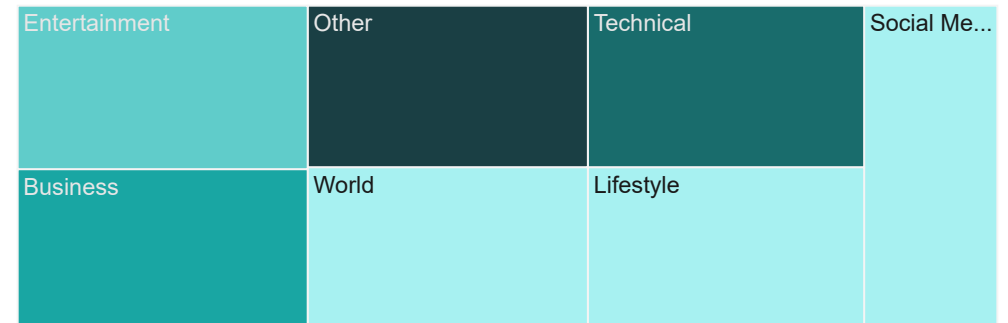
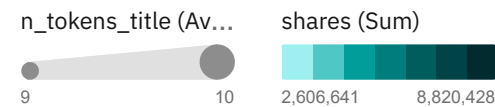


How does the articulation of an article affect its popularity?

Number of words in an article



Average number of words in the article title



The length of an article solely depends on the domain you are writing upon. Through google analytics study, it has been found out that content length of articles push the **SEO** of that article!

According to Kevin Delaney, the editor-in-chief of business news site Quartz, articles that range between 500 and 800 words are least likely to be successful. As a result, he's encouraged either short form or long-form content — but nothing in between.

