



Top 100 Blogging Statistics, Facts And Trends (2020 Update)

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Blogging is a major form of content marketing and both content marketing and blogging are highly integrated. Good blogging practice requires a focus on three metrics: Quality content, Regular publishing and good Post Layout. Collaborative editing support is important as is using engaging media like images, videos and audios. Regular updates and research can build authority and thought leadership. If you are about to start your blogging journey or already an accomplished blogger, knowing these top blogging statistics, facts and trends can help you stay on top of your blogging game.

Asad Butt

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Top 10 Blogging Statistics (Editor’s Choice)

1. Content marketing industry is to be worth \$400 billion by the end of 2020.
2. The content marketing industry is projected to enjoy a growth rate of 16% annually.
3. There are 1700 million people in the world and over 500 million blogs on the internet, i.e one blog for every three people.
4. More than 850 million new blog posts are published each month. i.e 10 billion posts a year.
5. In the US, 10% or 31.7 million people will be able to call themselves a blogger, in 2020.
6. More than 3 out of 4 of internet users read blogs regularly.
7. 3 out of 4 of all websites on the internet are blogs or have a blog.
8. More than half of marketers accept blogging as the most important content strategy.
9. 23% of social media posts now include a link to a blog post

10. More than half of the blog posts are written in English.

What is a blog?


The word blog originates from the phrase “weblog”. As the phrase suggests, it is an online space where someone logs or writes about personal experience, activities, and opinions.

Blogs have evolved over the years. As of 2020, you can find a blog about anything or topic under the sun. (or the universe)

Is Your Blogging Worth The Effort?

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“We spend more time on our content because that extra time is delivering results. But the data is mixed on frequency. Most of us are publishing less frequently but those who publish more often are getting better results".
MICHAEL BRENNER | MARKETING INSIDER GROUP
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Blog Marketing Statistics

- Blogging as a mode for content marketing is most cost-effective and offers best ROI.
- Top brands now accept blogging as a very important part of their content marketing strategy.
- Blogs posts with longer, in depth content (Long-For) performs best.
- Compounding posts make up 10% of posts, but generate 38% of total traffic for a website.
- By 2023, the market for automation tools for marketing is expected to reach \$25.1 billion.
- 3 out 5 marketers acknowledge the role blogging in winning customers.
- Reusing content from theri blog is one of the most popular tactics used by marketers.

Blogging SEO Statistics

- Due to the fast nature of content consumption these days, 36% of people prefer list-based headlines.
- When checking the success for a blog or a post, most producers rely on 3 metrics: page views, shares/likes, and bounce rate.
- 81% of content marketers understand the importance of original written content.
- Fewer than 32% of marketers have well-documented content strategies.
- 57% of marketers are struggling to accurately measure the performance of their blog content
- Bloggers use an average of 13 different content marketing tactics. Top 3 being: 87% Social Media, 81% Articles, 80% eNewsletters.

Blogging Traffic Statistics

- 1 in 10 blog posts are “compounding”, meaning that organic search steadily increases their traffic over time.
- 1 compounding blog post generates more traffic as 6 regular posts combined.
- In terms of numbers, the compounding blog posts collectively generate more than 40% of all blog traffic.
- Businesses that have a regular blog as part of their website win twice more email enquiries than businesses who don’t.
- Having a hyphen or colon in the headline or title of a blog post increases click-through rates by 9%.
- 6-8 words headlines or title for a blog post work better and it can increase CTR by 21%.
- For more consistent traffic, rely on titles with 6-13 words.
- More than half of the bloggers complain about the amount of traffic they are getting from Facebook.
- 1 out of 5 bloggers complain about more effort needed to win traffic from Google.
- More and more blogs are using promotional techniques to gain traffic, including paid ads.
- If you publish 16+ blog posts a month you can get almost 3.5 times more traffic than those blogs that publish 0-4 monthly.
- If you publish 16+ blog posts a month you can win upto 4.5 times more leads than companies publishing 0-4 blog posts a month.

Guest Blogging Statistics

- Guest blogging is one of the most popular ways to build authority and links.
- 3% of blogs put an effort and astonishingly, publish over 100 guest posts per month on other blogs.
- 3 out of 5 blogs write 1-5 guest posts per month for other blogs.
- Guest blog posts are one the most outsourced content creation product.
- Only 25% of blogs now don’t outsource their content marketing needs
- 6% of bloggers publish guest posts on other blogs as the main part of their blogging efforts.
- More authors means more credibility. 7 out of 10 readers like blogs which are collaboration between more than one authors.

- 4 out of 5 editors complain that guest posts are way too promotional.
- You are more likely to be accepted as a guest author during summer months.

Blog Length Statistics

- The average word count of a top-ranked post in Google is between 1,140-1285 words |
- Less than 20% of the companies strive to produce content longer than 800 words. This clearly indicates a very huge gap to exploit for those who are willing to provide meaningful content to improve traffic and rankings.
- Longer, in-depth, long-form content can generate 10 times more leads than shorter content.
- Average Post length has increased around 30% between 2014 and 2018, from 808 words to 1150 words.
- Around 60% of bloggers reported very strong results for posts consisting of 2000 or more words.
- The ratio is 16 to 1 for blog post below 1,000 words to the blog post above 2,000 words. A clear gap to exploit for rankings.
- Remember, the longer content gets more shares. Posts in 3,000 to 10,000 words range perform best because they provide a better connection for long-tail keywords.
- Regular content could manage with around 1,000 words. For high competition keywords, the length should be between 2,200 and 2500 words per blog post.
- 200 words content is labelled as thin content by Google.

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Blog Publishing Statistics

- Only 15% of marketers produce content on a daily basis.
- Fewer than 10% of bloggers write 6 or more posts a week.
- 60% of bloggers who are posting daily, reported very strong returns.

- A 100% increase in your total blog posts, increases your traffic to 300%. For example, if you have 50 blog posts with 1000 visitors a month, your total blog posts increase from 50 to 100, can help increase your traffic from 1000 visitors to 3000 visitors a month.
- Companies with 401+ total blog posts secure 3 times more leads than companies with 100 or fewer blog posts.
- Companies publishing 16+ blog posts per month secured 3.5 times more traffic than those with 4 or fewer posts per month.
- Companies publishing 16+ blog posts per month secured 4.5 times more leads than those with 4 or fewer posts per month.
- Luckily or unfortunately, 70% of marketers do not actually have or do not stick to a consistent strategy.
- Around 70% of content marketers plan to improve on their existing blogging frequency

Embedded content: <https://snap-n5yk5qagnxcwwyhdyq.netdna-ssl.com/wp-content/uploads/2016/11/Blog-post-frequency-and-customer-acquisition-via-MarketingCharts.jpg>

Blog Success Statistics

- In 2016, the average writer took 2 hours and 35 minutes to write an average post. Whereas in 2018, the average writer took 3 hours and 30 minutes to write an average post.
- Around 40% of the writers who spent 6+ hours writing an average post, reported strong results.
- 75% of blog traffic is stills generated by older posts.
- 55% of marketers say the blog is their top inbound marketing strategy.
- Blog post titles between 6-13 words for best click-through rate(CTR).
- Small businesses with blogs get 126% more lead growth than those without a blog.
- 54% of successful blog posts contains at least one media item: Image, video or an audio.
- 49% of successful blog posts contain at least one list item.
- 70% of writers who worked along with minimum one editor reported very strong results.

Blog Usage Statistics

- The Perfect Content-Length for reading is 7 Minutes.
- 77% of internet users now read blogs or have subscribed to at least a few.
- On average less than 60 percent of users only read more than half of the post.
- 43% of readers have a habit of skimming blog posts.
- The average reader only spends fewer than 37 seconds reading a blog post.
- Approximately 200 million people have an ad blocker installed.
- Ad blocking grows by 40% globally, each year. A great reason to invest in content and blogs.
- 36% of readers find a blog post with case studies as credible.

Social Media Blogging Statistics

- 94% of people who share a blog content do it to help other people
- 84% of the people will happily share a post to support causes or issues they care about.
- Blog posts are the best kind of content shared on Twitter
- Articles with an image once every 75-100 words gets shared twice as one without
- Blogs with social presence, who share 15+ posts are getting 1200 new leads per month.
- Our minds process visuals 60,000 times faster compared to text which means Blog posts with images get 94% more shares as compared
- Writers who are also designers receive 3 times more shares for their posts.
- Buyers prefer LinkedIn as the social network of choice for sharing business-related content
- 47,000,000 pieces of content was shared each day
- 23% of social media posts now include a link to a blog post
- 60% of blog posts convert with a mention of product or brand name
- Women share more blog posts than men

Blogging Financials Statistics

- Average Content Writer Salary was \$49608 per year.
- The average pay for a Content Marketing Manager is \$64,478 per year.
- In terms of price, content marketing outsource can cost from as low as \$500 per month and can go up to \$20000 or more per month for a small to medium project.
- Nearly one-third of brands have \$500,000 or more to spend on content marketing alone.
- 28% of marketers have taken money out of their advertising budget to spend more on content marketing.
- 69% of professionals now admit that content marketing is superior to direct mail.
- The average click-through rate (CTR) in AdWords across Finance & Insurance industries was 2.91% as of 2018.
- The average cost per click (CPC) in Google AdWords across Finance & Insurance industries was \$3.44 as of 2018.
- Finance and Insurance industries conversion rate was 7.19% CVR on SEARCH and 1.75% CVR on Google Display Network (GDN).

Blogging Growth Statistics

- Content marketing industry total valuation was \$195.58bn in 2016.
- Content marketing industry is to be worth \$300bn by 2019.
- Content marketing industry is to be worth \$412bn by 2021.
- The content marketing industry is projected to enjoy a growth rate of 16% annually.
- YOY growth in traffic is 8 times higher for content marketing leaders (19.7% vs 2.5%).
- Four out of Five sites now use blogs.

- 28% of readers find a blog post with how-to guides as credible.
- On the other hand, only 12% of readers find news as credible.
- 60% of marketers are struggling with producing engaging content for their blogs.

Blogging Goals Statistics

- 82% blog posts are created content for brand awareness.
- 74% bloggers create content to improve their lead generation.
- 71% bloggers create content to improve their customer acquisition.
- 68% bloggers create content to establish thought leadership.
- 64% bloggers create content to seek consumer engagement.
- 57% bloggers create content for customer retention.
- 57% bloggers create content to increase website traffic.
- 47% bloggers create content to facilitate lead management.
- 45% bloggers create content to facilitate sales further.
- 56% of bloggers have successfully used their blogs to establish their company or themselves as a thought leader in the industry.
- 63% of online users trust blogs with multiple authors.

Business Blogging Statistics

- 81% of B2B companies use Blog as a content marketing tactic.
- 23% of the readers think bad content affects their trust in a blog.
- Providing no relevant content or content that is not helpful enough for your consumers could lead to a loss of 1 in 4 customers.
- 78% of CMOs think custom content is the future of marketing.
- 58% of consumers put their trust in editorial content.
- 60% of consumers feel connected to a brand after reading custom content.
- 47% of consumers read 3-5 blog posts before making a buying decision.
- 64% of B2B marketers now confidently outsource blog writing.
- Only 50% of businesses produce content on a weekly basis.
- 57% of B2B business marketers are still using old-school techniques like print media and other offline promotions.
- 50% businesses are still relying on traditional banner advertising.
- 65% of business still struggle to correctly define what content is effective.
- Shockingly, 20% of businesses intend to stick the same amount of content production as of previous year.

Conclusion: What Will It Take For A Blog to Succeed In 2020 And Beyond?

These were the latest facts and statistics that we have compiled for you that can help you make the most of your blogging efforts.

The success of your blog depends on lots of factors like domain age, domain authority, quantity of content.

#1 rule though is in depth, quality content.

To achieve that following rules apply across the board.

So always remember following when using blogging as your content marketing strategy:

- Spend a minimum of 6+ hours per article.
- Research your work well and add as many facts and statistics as possible.
- Keep publishing a minimum of 3 times a week.
- Seek help from editors when necessary.
- Collaborate in a team to maximize ideas output.
- Use paid promotions where necessary to lift your article at an earlier stage.
- Make sure you add engaging media: Images, videos and audios
- Tweek and update your old content periodically.
- Focus on three metrics: Quality content, regular publishing and good layout.

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Meet The Author

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Asad Likes anything creative, but mainly, developing web-applications, optimizir websites for search engine algorithms and writing about all stuff creative.

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