

# What's the Best Length for Funeral Blog Posts?

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Blog posts are great for funeral home marketing, particularly for branding your firm as the "go-to" funeral home and generating interest in preneeds. This month, let's dissect some data points to illustrate how long a funeral services marketing blog post should be.

Yoast is a plug-in app for websites that helps take some of the guesswork out of technical SEO. It's popular with WordPress users. The reason we should consider with what Yoast says about blog post length is that this app has access to a huge amount of website and SEO performance data.

According to Yoast data, the minimum effective length for a post depends on the type of post. For a standard post or page, Yoast recommends a minimum of 300 words. For *cornerstone* content, the minimum recommendation is 900 words.

## What Are Experts Saying About Ideal Word Count?

Yoast isn't the only app or site that can turn to data to answer this question. Here's what other players in the digital marketing industry suggest:

- HubSpot says the ideal length for optimal SEO performance is 2,100 to 2,400 words.

- SEMrush notes that articles with 7,000 or more words drive *400 percent more traffic* than articles with 900 to 1,200 words.
- Databox puts the ideal blog post length in 2021 is between 1,500 and 2,000 words.

## So What's the Actual Ideal Length?

There's no singular answer. A perfect one-size-fits-all blog post length doesn't exist, because it depends on:

- **What you have to say.** If you're showing up on your blog to explain the difference between a casket and a coffin for curious consumers, thousands of words would be overkill.
- **Your audience.** Not all people want to sift through long-form content. Your audience might prefer short content or videos, and it's up to you to test various content types and check out your analytics so you know these things.
- **Your brand style.** If your firm is known for posting short, easy-to-read pieces and you suddenly switch to 2,000 words on every topic, you could alienate the audience you've built.

So why do so many experts seem to call for larger word counts? In some cases, those pushing long-term content have something to sell, and it might be good for them if you're writing more words.

But in most cases, the answers are based on data, such as the average word count of pages showing up in the number one spot on search engine results pages (SERPs).

On the surface, it's tempting to buy into this analysis and start churning out long blog posts. After all, you *also* want to show up at the top of search results, so mimicking what's already there is the way to go, right?

Not exactly. Word count is only one factor among hundreds of things that go into a blog post. And one factor alone won't drive positive SEO performance.

Even the experts calling for long posts know this is true. HubSpot points out that even though it puts the sweet spot at 2,100 to 2,400 words, 16 of its own top-performing posts have fewer than 1,500 words.

Analysis of random data also doesn't tell you about what's performing in *your* industry. Neil Patel looked at word count breakdowns by industry and found that the top performing pages in various industries had different word count averages.

In financial tech, for example, top performing pages clocked in with average word counts of 2,000-2,150, while top home and garden pages only had 1,100-1,200 words on average.

Some of those analytics are also based on total words on page and not the actual content, and that can make a big difference. Consider this quick demonstration:

I googled "burial types" and looked at the top three pages (that weren't ads). Here are the results:

- The top page—the one winning the featured snippet—only had a total of 466 words. It was a landing page with links to other pages covering each type of burial, and when you strip out menus, CTA buttons, and those lists, there were fewer than 200 words of content.
- The next page had 1,968 total words. Stripping out menu elements and other non-content words brought the total to around 1,730.
- The third page had 1,508 total words, but taking out menu and other elements brought that to 1,300 words of actual content.

As you can see, the word count here varies, and it's typically a couple of hundred less if you're only counting the content.

## ***It's Not the Word Count that Counts***

Google doesn't care how many words are on your page. It cares that the words are expert, authoritative, and trustworthy—that they're relevant to the keyword and do a good job of answering the intent of the searcher. Your content should be just long enough to tick all those boxes well.



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**Welton** is a leading expert in helping funeral homes convert leads from online directly to the phone line. He's the author of the book ***Making Your Phone Ring with Internet Marketing for Funeral Homes***. Learn more at **FuneralHomeProfits.com**.