**Is it time that you started writing ‘longer articles’ for your blog?**

When was the last time you were in a lecture that held your attention for more than thirty minutes? Is that the word *“Never”* I see circling over your head?

The attention span of the humankind is shrinking. It’s the talk of the 20th century. The thirty-minute example I used above is actually modest – in a way that if you apply it to an average reader on the internet, stuck to his smartphone or perhaps a laptop – it’d be a miracle if you can find an attention span that lasts for more than a few minutes.

For a blogger, it creates a delusion that shorter content, around 500 words, would perform better than long-form articles. On top of that, you have an example of the mighty *Seth Godin* who’s clearly creating unprecedented levels of engagement on his blog with short-form content.

But here’s the plot twist; you’re not Seth Godin.

Does that mean it’s impossible for you to replicate the same results as Godin with shorter blog posts? Not necessarily.

But it wouldn’t hurt to explore the other side of the coin as well.

I understand that writing lengthier content, somewhere above 1,500 words, is a massive commitment – both in terms of time and effort. But if done right, it also has the potential to improve the performance of your blog at large.

So, if you are open to experimenting, it may be worth your while to try switching to long-form articles on your blog; a move that will open a new door for you to relish the following benefits.

1. **Drive Organic Traffic To Your Blog**

One of the first things that you’ll learn about *Search Engine Optimization* is that the more frequently you update your blog, the better are your chances of driving organic traffic to it. In other words, the more you post, the higher are the chances that some of it will pop up in a relevant Google search.

So, naturally, you’d be convinced that shorter blog posts are the way to go since it adds to the convenience of writing every day. I had a similar content strategy when I started blogging in 2012. But that all changed when I dived deeper into the world of SEO and discovered Google’s Panda update.

Released in 2011, the Panda update dramatically changed the way Google ranked content. The new algorithm started placing long-form articles and blogs higher in relevant searches. Why? Because Google wants its readers to have access to detailed information on what they are looking for.

Why do you think content marketing veterans like Neil Patel put an effort into writing detailed guides of up to 4,000 words? It’s because serpIQ substantiated in its study that Google prioritizes content with more than 2,000 words in its first ten results.

But wait, it gets better.

Personally, I have always found it challenging to strategically place keywords in a 500 worded content without somewhat disrupting its flow. There’s always a risk that the overall reading experience will be sabotaged, especially if you are using multiple keywords.

But with wordier content, you have more flexibility. You can naturally integrate several keywords in places where they make the most sense. So, you’re not only aligning your content with Google’s algorithm, but you’re also optimizing it for a few keywords.

The outcome? A better chance of having your blog ranked higher in a relevant search.

1. **Establish An Authority In Your Chosen Niche**

I am given to understand that writers can be categorized in many ways. But based on quality, all of them lie in either of the two categories.

You are either a writer who cooks up a topic, makes a Google search, opens the first link and rewrites or rephrases the info that’s in there. Or, you’re the one who sets aside hours to make extensive research on the topic at hand before writing the first word.

Now, this may sound a little exaggerated, but a lot of the times you risk coming up as the former if you are sticking to shorter blog posts.

Take me, for example. I can write a 5,000 worded guide on freelancing in a few hours. Because I’m fairly knowledgeable on the topic. But I would probably fail to accomplish the same if I were to write on a topic like artificial intelligence, due to a lack of technical acumen.

Simply put, writing detailed content creates a tacit understanding in your readers that you are coming from a place of knowledge. It establishes your authority in a chosen niche. After all, anyone can rewrite 500 words on virtually any topic. But if I’m talking at length on a subject, you’d be convinced that I have a good command on the niche at large.

1. **Keep Your Readers Coming Back For More**

What do you do when you come across a blog post on something that you aren’t genuinely interested in?

Even if it’s a 500 worded content, I can bet that you’ll move on after 200 words. And if it’s a 2000 worded content, the size of the scroll bar alone will be sufficient for you to close the page.

Now, you’re probably wondering, isn’t that counterproductive for the success of your blog? In a way, it’s driving traffic away from your website, right?

Let’s change your perspective.

What you need to understand is that the long-term success of your blog is not spelled in terms of how many visits do you get every month? It’s rather based on whether or not the readers are engaged with your content.

Switching to long-form articles serves to remove the noise. It helps you target people that are authentically interested in the niche of your blog. Once you make the transition, your monthly visits may go down for a while – but you can rest assured that the remaining traffic comprises of who’s actually interested in the topics that you write about.

So, now you have a bunch of people on your blog who have similar interests as you. Wouldn’t you say it’s a recipe for a fine conversation? In the world of blogging, a *“fine conversation”* translates to increased engagement.

In other words, your readers are now more likely to leave insightful comments, share your content with your friends on social media, follow your blog, subscribe to your newsletter. Why? Because you wrote a long-form article and established that the author is well-informed on the topic. So, it makes sense for them to want to stay connected and come back for more.

For me, these are more useful metrics to determine the success of your blog than visits per month.

1. **Have A Good Time Writing**

The problem with writing in a strictly formal or technical tone is that it bores you out of your mind. If that’s the effect it has on the writer, imagine the misery of the reader.

Sure, the content demands such a narrative at times. But there’s always room to relax your tone a little bit and make it more natural. If you don’t see how, you should look at the content of *Hasan Minhaj* on YouTube. The guy is open to picking up sensitive topics like mental health, and yet manages to add a bit of humor to it without making it offensive.

It’s an art, really. A skill that you can very much learn and start to apply on your blog.

But you’re met with a barrier if you have a cap of, say, 500 to 700 words on each of your blog posts. Because that’s barely enough to *‘just’* deliver sufficient information to your reader. Delivering the same information in a conservative tone that enhances the overall reading experience, without increasing the word count, would be a bit too much to ask.

Point being, once you switch to a semi-casual tone, your writings will automatically get wordier. Letting go of your obsession with shorter blog posts offers flexibility to experiment with different writing styles. You can then choose the one that you feel most comfortable with. That way, you’ll have a good time writing instead of sinking into boredom because you’re not writing the way you want to write.

For instance, the information in this blog post could very well be delivered within 1,000 words. But I went another 500 words over it to make it more conversational. Because that’s how I like to write. At least I had fun writing it.

And sure, you’re perhaps here for the information only. But why consume it in the form of bland, technical content, when you can actually have a good read as well?

I would only put a tiny disclaimer at the end. All this time, you’ve been obsessed with writing shorter content just so you could post on your blog every day. I would certainly not recommend to now be obsessed with long-form articles to the extent that you start to fluff your writings with words.

The goal is to improve the overall quality of your blog posts by adding more detail to whatever you are writing. Instead of investing your time and energy into creating lengthier sentences, choose to extensively research and collect more information so that you have more to talk about on the topic.

At the end of the day, the ultimate goal is to bring insightful articles to your readers.