f	Facebook		▼	Twitter		in	LinkedIn		#	Hashtag		g+	Google+

40
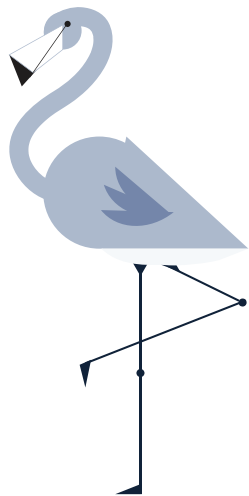CHARACTERS

100
CHARACTERS

25
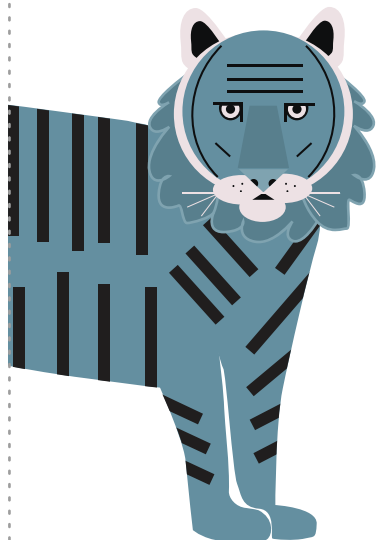WORDS

6
CHARACTERS

60
CHARACTERS

FACEBOOK

Posts with 40 characters receive 86% more engagement than posts with a higher character count.

TWITTER

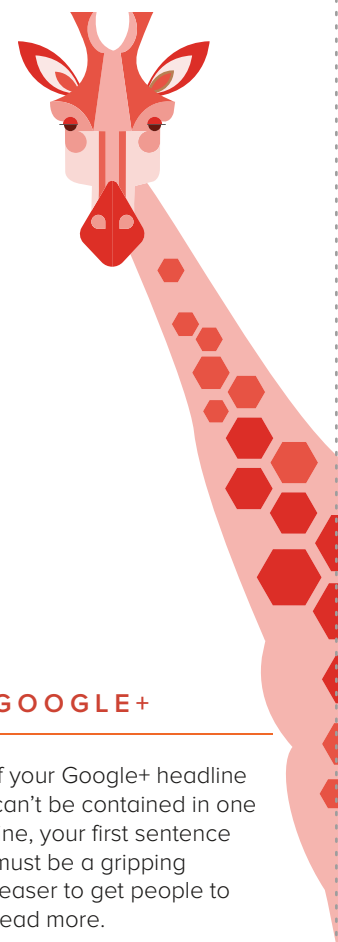Tweets shorter than 100 characters have a 17% higher engagement rate.

LINKEDIN

If you're marketing to businesses, write a 16-25 word post . If you're marketing to consumers, though, a 21-25 word post would get the most shares.

HASHTAG

Don't use spaces or special characters, don't start with or only use numbers, and be careful with using slang.

GOOGLE+

If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.

SΛ + ≋ SΛ + ≋ SΛ + ≋ SΛ + ≋ SΛ + ≋

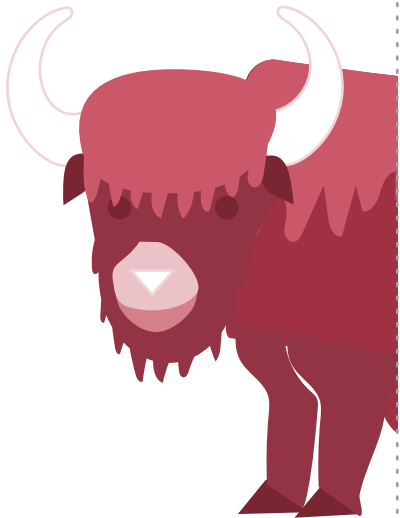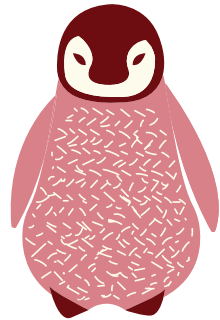| YouTube	Podcast	TEDtalk	SlideShare	Domain Name
3	**22**	**18**	**6**	**8**
MINUTES	MINUTES	MINUTES	MINUTES	CHARACTERS

YOUTUBE

The most popular videos are pretty short. After analyzing the length of the top 50 YouTube videos, the average length was 2 minutes 54 seconds.
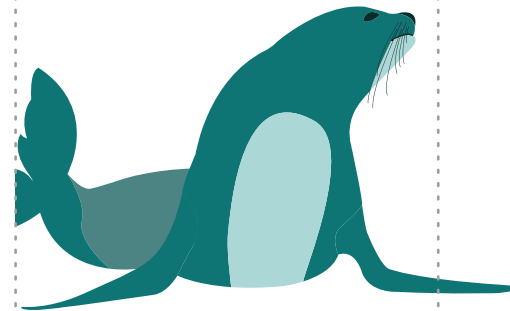
PODCAST

The average podcast listener stays connected for 22 minutes on average. After 20 minutes, attention and retention rates crash.
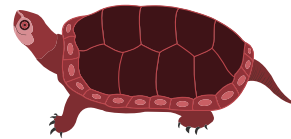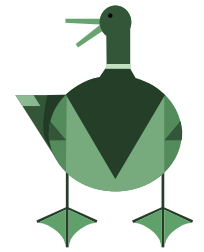
TED TALK

All TED Talk presenters are required to come in under the 18 minute mark based on studies on people's attention spans.

SLIDESHARE

If you're following the rules of good presentation design, you're creating in-depth presentations with an ideal number of about 61 slides.

DOMAIN

The best domain names are short, easy to remember and spell, don't contain hyphens or numbers, and have a .com extension.

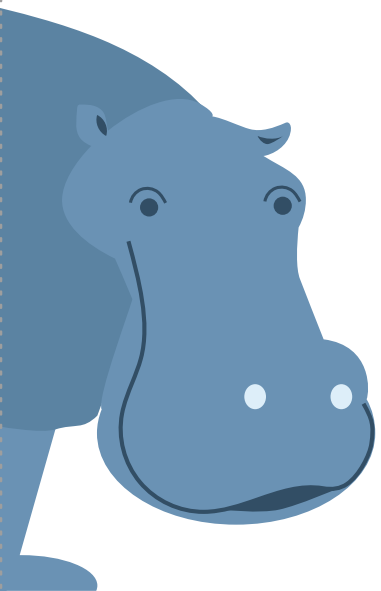| Headline	Blog Post	Paragraph	E-Mail Subject	Title Tag
6	**1,600**	**40-55**	**28-39**	**55**
WORDS	WORDS	CHARACTERS	CHARACTERS	CHARACTERS

BLOG HEADLINE

Only the first 3 words and the last 3 words of a headline tend to be read. Rather than worrying about length, you should focus on making every word count.

BLOG POST

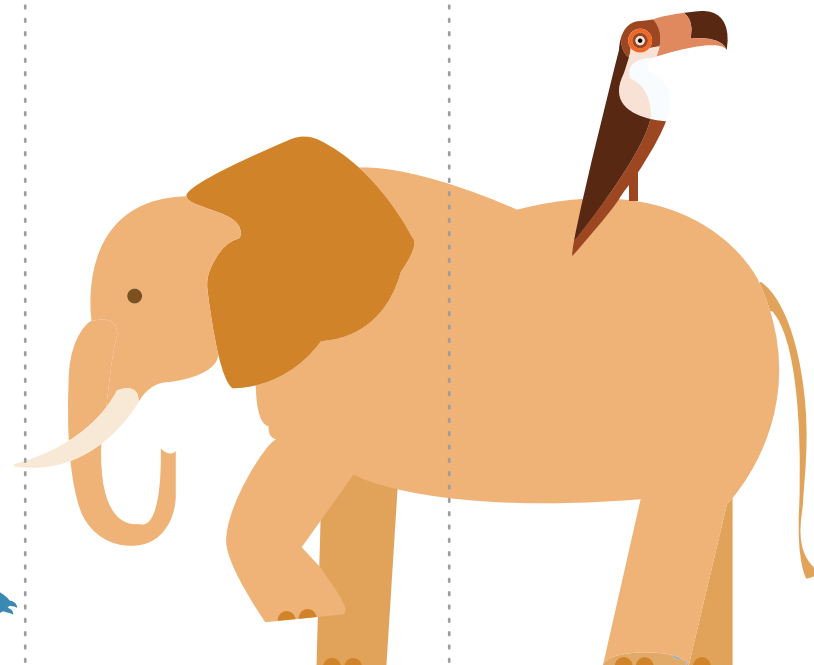Overall, 74% of posts that are read are under 3 minutes long and 94% are under 6 minutes long.

PARAGRAPH

Opening paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.

E-MAIL SUBJECT

Subject lines containing 28-39 characters get an open rate of 12.2% and click rate of 4% on average.

TITLE TAG

Make sure your title doesn't exceed 60 characters or it will get shortened with an ellipsis.