

# WORD-COUNT CHEAT SHEET FOR MARKETERS

A quick guide to the optimal numbers for your marketing content

1600

words

60

headline

# of characters

155

meta

description,

# of characters

40-55

paragraph

width, # of

characters

BLOG POSTS

VIDEO

45 – 90

sec.

explainer

video

15 – 59 sec.

creative

commercial

60 – 119 sec.

talking head

testimonial

EMAILS\*

SUBJECT LINE

28 – 39

characters

BODY

50 – 125

words

\* May vary from email client to email client and

whether on PC, mobile device, or tablet.

updates at

600

characters

post at

40

characters

bio at

150

characters

100

characters

SOCIAL

need minimum of

300

words

for SEO

79% of visitors

SCAN

instead of

read

WEB PAGES

web page best

practices

Highlight key words

Use subheadings

Use bulleted lists

One idea per paragraph

Use 1/2 the words than in other writing

## Sources

<https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science>  
<https://blog.hubspot.com/marketing/character-count-guide#sm.00001hoaxi9na8dlhtlxnvjbifrt5>  
<https://www.fastcompany.com/3028656/the-proven-ideal-length-of-every-tweet-facebook-post-and-headline-online>  
<https://wistia.com/blog/optimal-video-length>  
<https://blog.hubspot.com/sales/ideal-length-sales-email#sm.00001hoaxi9na8dlhtlxnvjbifrt5>  
<https://www.campaignmonitor.com/blog/email-marketing/2015/12/best-email-subject-line-length/>  
<http://www.wholegraindigital.com/blog/too-text-much/>  
[https://thenextweb.com/socialmedia/2014/05/02/optimal-length-video-marketing-content-short-possible/#.tnw\\_mx4Jjlk2](https://thenextweb.com/socialmedia/2014/05/02/optimal-length-video-marketing-content-short-possible/#.tnw_mx4Jjlk2)

brought to you by

**STUDIO**   
marketing services

[studio@studiogmarketing.com](mailto:studio@studiogmarketing.com)  
[www.studiogmarketing.com](http://www.studiogmarketing.com)