

Ideal Length Cheat Sheet



(312) 924-4224
www.pwrnewmedia.com
info@pwrnewmedia.com

Source: *The Internet is a Zoo*, from Sumail and Buffer

On Character Length

Tweets	71-100 characters
Facebook Posts	40 characters
Google+ Posts	60 characters
Paragraphs	40-55 characters
Domains	8 characters
Hashtags	6 characters
Email Subect Lines	28-39 characters
Email Preheaders	70 characters
Title Tags	55 characters

On Word Length

Blog Headlines	6 words
Blog Posts	1,600 words
Linkeln Posts	25 words

On Number of Minutes

YouTube	3 minutes
Podcasts	22 minutes
Ted Talk	18 minutes
Slideshare	6 minutes (approx. 60 slides)