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How do you write 9 million in standard form. How to write 2350 million in standard form. How to write 7.5 million in standard form.

Let's talk content. More precisely, long-term content. Not just because it's a good idea to have it on your website. Let's just say you're looking for a resource on how to start an online business. You want a complete rundown, concrete information and useful tips that will help you start a successful company. You probably want a long asset that's valuable, right? This is the glory of long-form writing. It gives you the opportunity to provide highly motivated readers with a tonne of value and context. The long-form content generally counts more than 1000-word meaning, so it is not the shorter reading. This does not mean that short-form content is not useful for your website. You should both have different goals. Let's take a minute to see how. Long-form content on the surface, long-form content does not seem great for user commitment. It may seem counterintuitive to give your audience more to read to keep them on your website longer. But it is, and I'm gonna go into why downstairs. I'm here to unravel that myth. First we add a definition to the term. The purpose of long-term content is to provide valuable information to the reader. If you write long-form pieces and make sure these articles are useful to your audience, you can increase the time spent on your site and the value for your reader. In addition, if you optimize your website for search engines and add action calls in the body of your piece, you can improve the generation of lead. Your articles will be more likely to appear on the first page of the SERP, and you can guide readers to offers that relate to the theme of your work. Sounds great, doesn't it? But wait 128: "If there is content that is long form, there must be a short version, right? It's important to know the difference between the two so you know how to best serve yours. Long-shaped content compared to short-shaped content can be extremely extremely readers who want a quick answer to their questions. For example, you can offer short content to provide a simple definition or explain a product in small portions. The short-form content gives your reader the information quickly so that their attention does not disappear. This shorter type of writing is generally less than 1,000 words. It provides a general overview and saves readers time. The long contents, on the other hand, go deeper into the topics. In addition to diving deeper into the subjects, satisfying long-form can help with positioning high on search engines and build the reputation of your website. For example, this article, on how to write a blog post, has gained thousands of views. In addition, the average time spent on the page is about four minutes. From these metrics, we can deduce that this 17-minute reading, well beyond 1,000 words, has succeeded in providing value to the reader. This does not mean that you should fill your blog with 17-minute law. But it may be useful to start thinking about how long content can be effective for your audience. How can you provide a large writing that is traceable to readers? If you build an archive of long and useful content for readers, you can create a reputation as a source to whom people turn to help them solve their questions. It's kind of like ordering a product online. You are probably more likely to order from a site you have used many times before, which has proven to be reliable, instead of trying a new e-commerce option. Let's take a look at another reason why long and important writing succeeds: Google page rank. Backlinko found that websites with a high "time on site" are more likely to align highly on the Search Engine (SERPs) results pages. When a query search is typed into Google, the search engine search websites for content that will help solve the user's query. Web pages that have a longer time spent on the site than others suggest to Google that browsers have found such information important enough to stay on that As a result, Google is more likely to suggest that page above the others. (Don't forget that an optimized page for SEO is also a huge impetus to improve the rank). So now you know why the long form content A is important to have on your site: it provides values to readers, can earn a respectable reputation, and brings more eyes to your site. But what aspects do the long-term success contents have? Let's take a look at some examples. Examples of long-style content before talking about how to write long-style content, we see some effective examples. These examples show how much you can optimize the long-size content for understanding the reader. 1. Hayley Williams is not afraid Anyme by Rolling Stone This profile of long form A on the solo artist Hayley Williams, written by Brittany Spanos for Rolling Stone, does a great job in the execution of other content products from Rolling Stone about the same Topic, or those who are similar. Within the profile, other works previously created by Williams or by her rock band of her, paramore, are present and connected in a hyperlegated way to the previous RS articles that are applicable. For example, the word "paramore" was hyperleaded to an internal tag of the same name, showing all the previous posts that mentioned the band. A particularly intriguing mention of past works related to the theme, Williams, is located in the side bar of the function. Here you can find previous music reviews of singer songs / songwriter. This is a visual way to promote past content, which captures the attention of readers. Image Source If you want to include other jobs in your long-term content referring to the article, it considers an approach similar to this. You will give the reader a break from reading the piece to quit similar afterwards. Furthermore, you will offer more value to the article by offering ideas of 2. Start with Google Remarketing Ads by Mailchimp Mailchimp is a marketing software platform. This post is a guide to setting up Google Remarketing Remarketing Navigation Complete guides on a subject that belongs to your industry are a wonderful example of a satisfied long form that you can add to your blog. The nice thing about this article is that it shows an index, different languages to read, and social sharing options. Image Source Adding an index helps the reader navigate easily through a longer track if he is interested in only one section. And international readers are able to read in their mother tongue with the ability to translate the text. 3. Delivering Email with Litmus by Litmus This content is a transcript of an episode of podcast embedded in the post. I understand: even with the software available, making a transcript is a challenging job. Even this short episode of 18 minutes was not easy to translate. Image source However, if you create videos or podcasts on YouTube, a transcript can make audio/video content accessible to members of the public with hearing problems. If for some reason the embedded audio file does not work or a quote does not come out clearly, deaf listeners can identify what has been said without having to mentally fill in the blanks. I would find a transcript useful if I was writing an article and I wanted to quote, or if I wanted directions on how to use the software and I didn't want to keep rewriting. 4.77 Essential Social Media Marketing Statistics for HubSpot 2020 The data is an excellent material for a long post, such as HubSpot. This post is classified as a long reading, but since © the statistics included are short and formatted in a comprehensible way, the readers are able to obtain through the post easily. Source of the image When dissecting statistics, e.g. General Social Media Marketing Statistics and Facebook Statistics, it is easier for readers to switch to the section Furthermore, words are separated for the organization. Now that you have seen some examples, examples, probably excited to start writing your long content. Before you do so, take a look at the tips below to make sure your work is feasible, comprehensive and accessible. How to write long content Outside of concrete grammatical rules, such as topics and preaching, there is no "right" or "wrong" way to write. That said, there are ways to create content that is digestible and useful to readers. I'm going to refer using HubSpot, but feel free to use similar software to format your post. 1. Form your paragraphs into understandable sections. When you sit down to write your long-shape piece, take note of the paragraph structure. To optimize your piece for readability, keep the paragraphs short. Ideally, paragraphs should not be longer than three sentences, unless it makes sense to add more sentences. Let's talk about that exception. If you're writing a paragraph where impact is best presented in rhetorical questions, for example, it might be best to keep those questions in the same section. Does the paragraph have an effect on the reader? Do you understand your point of view? How will you use the paragraphs to make content digestible? Are you attracting the player with your formatting? In some cases, it is right to ignore the three-sentence rule if, as above, each sentence flows together. Adding a whole new paragraph just to fit that extra question doesn't provide the same effect and does little for formatting. 2. Section out your main ideas. The headers are your friends. H2s, H3s and H4s can be found in almost all writing tools, such as Docs, Word, WordPress, HubSpot, and other software programs. Headers help you guide the reader through the main ideas of your piece by dividing the content into sections. For example, in this article, the main idea of this section is write long content", so I created the H2, which is generally used for the main titles and ideas. The list items under this section are formatted in H3s, which support the main one If I had to add subsections under one of these list entries, it would be h4s. Headers divide along the sections of the text and help with the organization. If this piece lacks these elements, it would be rather difficult to navigate. Besides, when I'm outlining a long-time post, planning headers in advance support me in writing effective content - I can view what I have to add to make each portion effective. 3. make sure your thoughts are organized. It is essential that long-form content make sense, then, before pressing public, read your piece for the organization. Ask yourself if your piece has a start, a half, and ends that readers can follow. Your sections should have a logical format. For example, in this piece, I would not have jumped to provide steps to write long-form content without first explaining the definition. think if ashes started with the royal wedding, then looked back at ashes cleaning the house — which would not make much sense. readers might be confused if your work is not logically organized, so be aware of formatting. 4. describe the 'here what?' of each section. the long-form content has a greater difficulty in keeping readers engaged throughout the piece. to fight this, count each paragraph. this will do two things: avoid unnecessary added length, and keep readers forced. when writing a longer piece, you do not need to add more information that does not serve the purpose of the post. this can lead to convolved paragraphs or sections, intricate that do not make much sense. to keep interested readers, get to the point. fine sections with why readers should worry. this ensures you get the most out of your article. 5. hold a tone of conversation during your piece. This is whatBack to keep the attention of the spectators. Instead of taking an extremely formal tone, it's good to lighten a little. In college, every time I read academic text books, it was difficult to keep my attention. The technical language couldn't keep my interest. Unless your article is an academic journal, you don't have to use complicated language to look like an expert on your subject. If you give well-researched, thoughtful and actionable content, readers will find your post useful. Trying to sound "too" formal could actually have the negative effect and let your readers feel like they don't have any takeaway. 6. Connect the reader with an interesting presentation. Depending on the platform you use to publish your article long, the estimated reading time is given to the reader. For example, on the HubSpot blog, when you click on an article, you can see the reading time under the title. Some people might see that reading time and immediately feel compelled to skim, especially if it's something like 18 minutes. To engage the reader, make your introduction something that attracts their attention. One of my colleagues is great at this he will present an anecdote at the beginning of the piece and will continue to use that anecdote to illustrate points in the rest of the article. It leads to grip positions there m sad to finish. If you can't think of a story or life experience to use to engage the reader, provide relevant statistics in the above-folding information. What appears above the fold is what will make the reader think, "Oh, I must keep going!" 7. Add images to break long sections of text. In addition to breaking long sections with short paragraphs and headers, eye-caught images are another way to break long sections and keep the player active. Personally, if I'm flipping through an article and I see a photo or graphic included, I'm immediately sucked into the piece. You don't have to use pictures or videos Block quotations and anchor text are also tools Blocking quotes are those huge quotes you see highlighted in articles, and the anchor text directs your reader to the sections you refer to earlier in the piece. Generally, you can find these these inside the software you are using. In HubSpot, blockquotes can be added by going to the header tab, and the anchorage text can be found by opening the Insert category. "Remember to have fun with your long content. Writing is a creative process and readers can say when something was a resistance to writing (it is probably a resistance to reading). Long writing has its advantages over short content, although the latter may be the fastest way to enrich your archive. It is so precious to have longer pieces on your site, and the readers will surely find them useful. 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