

THE SCIENCE of SOCIAL TIMING

PART 3 Timing & Blogging

Timing is everything, and maintaining a blog is no exception to the rule. Learning when your audience is tuning in, and therefore when to post, is mandatory for any successful blog. In the third and final part of this series we're going to explore how timing can affect your blog readership. Data courtesy of Dan Zarrella (@danzarrella) and searchengineland.com (@sengineland). **Note: the data below is presented in Eastern Time (EST) unless otherwise noted.**

POSTING TIME PROS AND CONS

Post submissions during high-activity hours (day time)

PROS

1 More visitors.



2 More comments and engagement.



CONS

1 Content gets buried by other posts. Loses prominence due to noise.



2 Higher bounce rate due to noise.



Post submissions during low-activity hours (night time)

PROS

1 Less noise. More prominence.



2 Easier front page promotion.



CONS

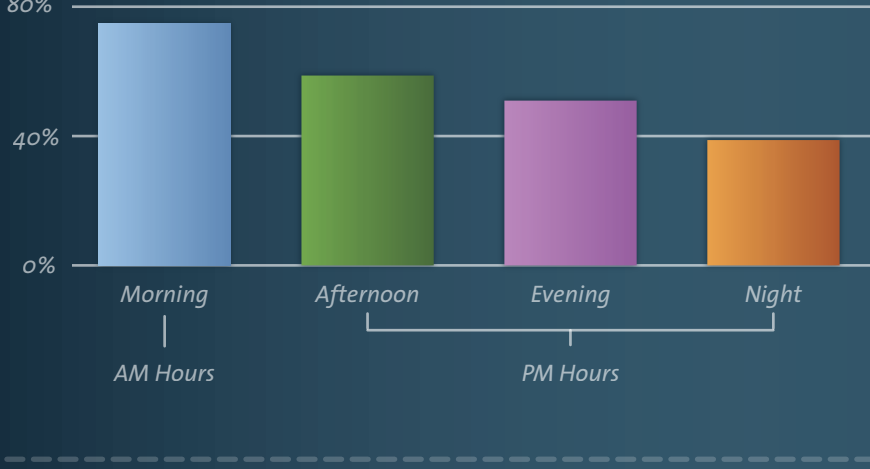
1 Fewer visitors.



2 Fewer comments and engagement.



WHEN DO USERS READ BLOGS?



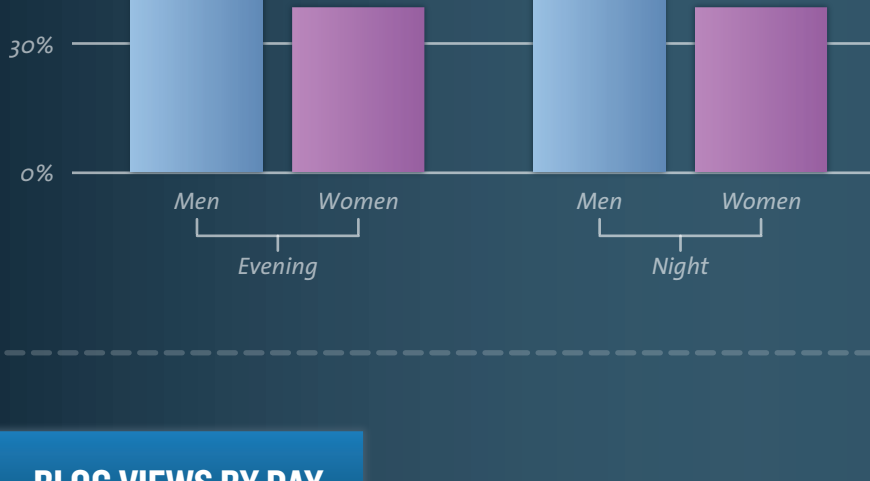
KEY TAKEAWAY

THE HIGHEST PERCENTAGE OF USERS READ BLOGS IN THE

MORNING

The chart to the left tells us when users report reading blogs. Most users read blogs throughout the day—not just at one specific time. 70% of users say that they read blogs (among other times) in the morning.

MEN VS. WOMEN: READING BLOGS AT NIGHT

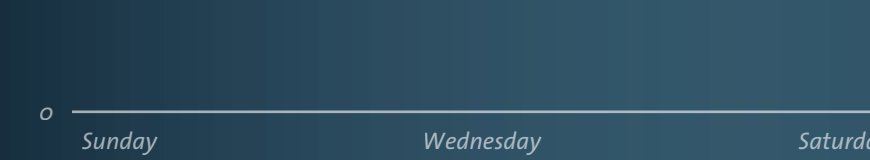


KEY TAKEAWAY

A HIGHER PERCENTAGE OF MEN READ BLOGS IN THE EVENING AND NIGHT

MEN

BLOG VIEWS BY DAY

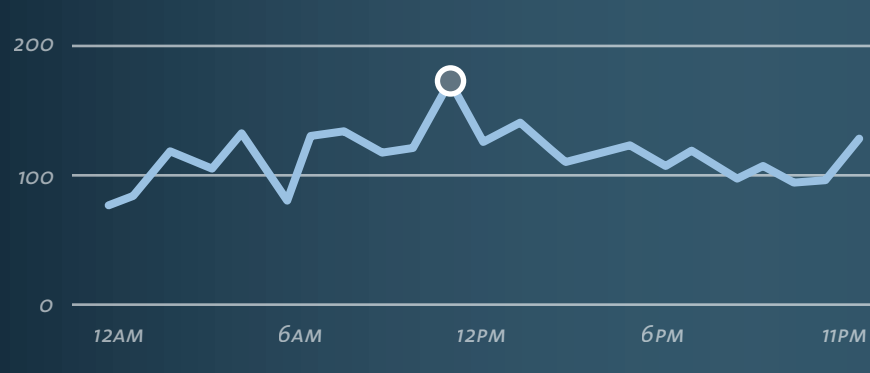


KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST TRAFFIC ON

MONDAY

BLOG VIEWS BY HOUR

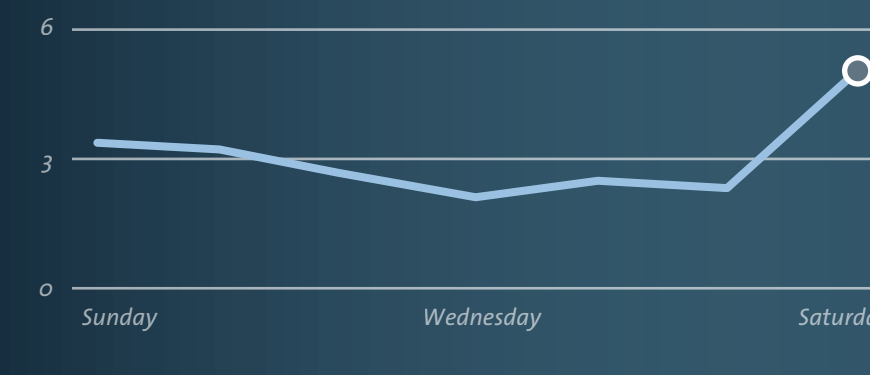


KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST TRAFFIC AROUND

11 AM

COMMENTS BY DAY

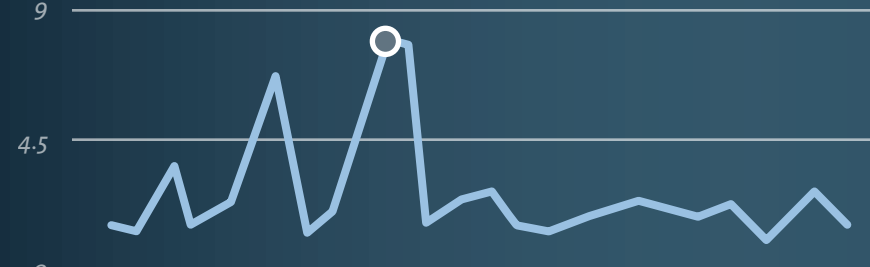


KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST COMMENTS ON

SATURDAY

COMMENTS BY HOUR

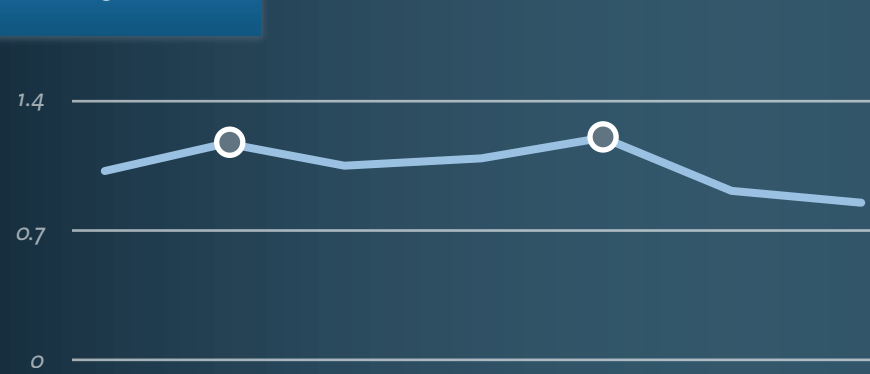


KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST COMMENTS AROUND

9 AM

LINKS BY DAY

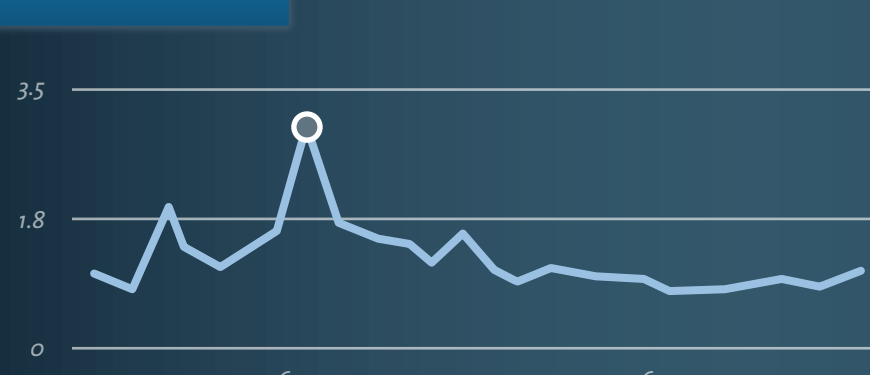


KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST INBOUND LINKS ON

MONDAY & THURSDAY

LINKS BY HOUR

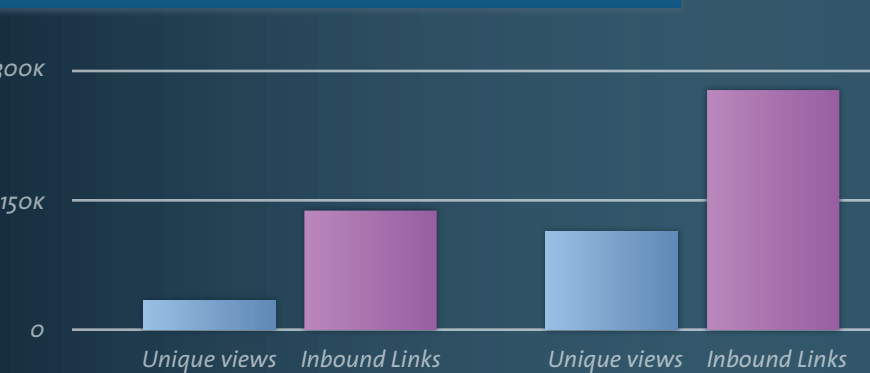


KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST INBOUND LINKS AROUND

7 AM

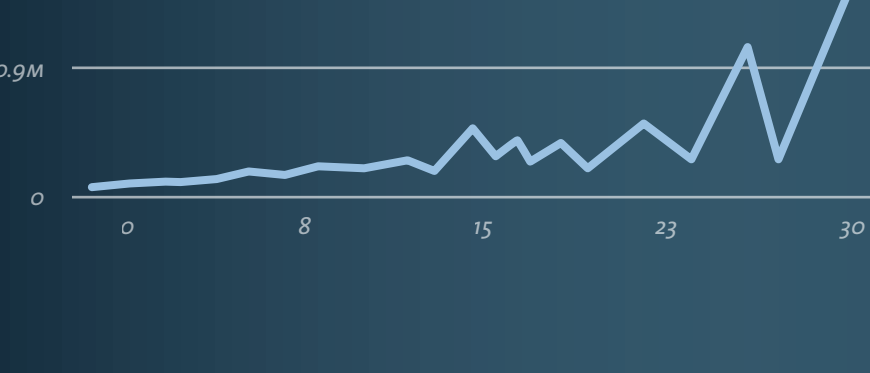
LINKS & TRAFFIC BY POSTING FREQUENCY



KEY TAKEAWAY

If you post more than once per day, your chances of getting more unique views and inbound links are greater.

UNIQUE VIEWS BY POSTS PER DAY



KEY TAKEAWAY

The vertical coordinate represents the number of unique views per month. And the horizontal coordinate represents the number of posts per day. According to the data, as the number of posts-per-day increases, the number of unique views per month also increases.