

# 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	CONS
<p>1 More visitors.</p>	<p>1 Content gets buried by other posts. Loses prominence due to noise.</p>
<p>2 More comments and engagement.</p>	<p>2 Higher bounce rate due to noise.</p>

#### Post submissions during low-activity hours (night time)

PROS	CONS
<p>1 Less noise. More prominence.</p>	<p>1 Fewer visitors.</p>
<p>2 Easier front page promotion.</p>	<p>2 Fewer comments and engagement.</p>

### WHEN DO USERS READ BLOGS?



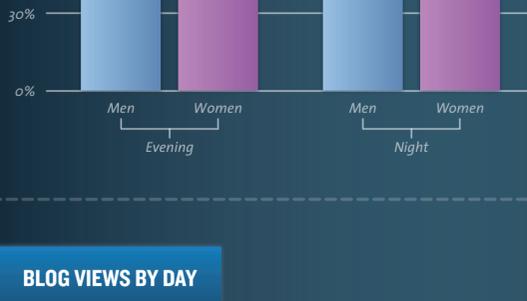
#### KEY TAKEAWAY

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

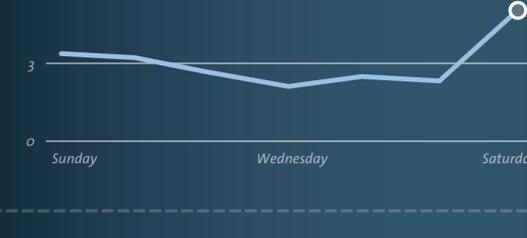


#### KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST TRAFFIC AROUND

## 11 AM

### COMMENTS BY DAY

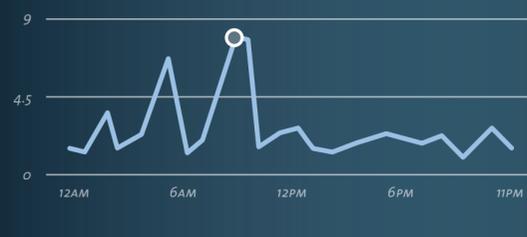


#### KEY TAKEAWAY

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

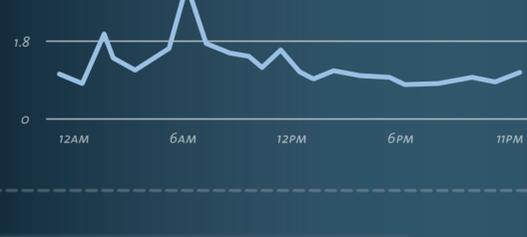


#### KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST INBOUND LINKS ON

## MONDAY & THURSDAY

### LINKS BY HOUR

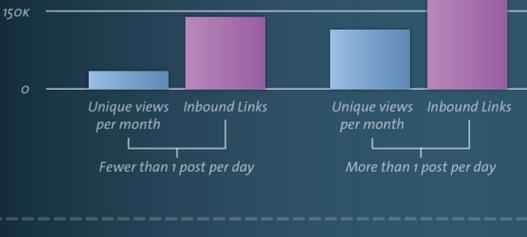


#### KEY TAKEAWAY

THE AVERAGE BLOG USUALLY GETS THE MOST INBOUND LINKS AROUND

## 7 AM

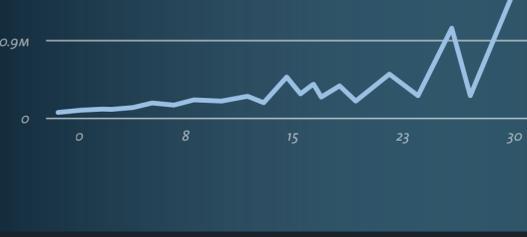
### LINKS & TRAFFIC BY POSTING FREQUENCY



#### 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.