

# Article Body Formatting Strategies

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Here is another Ninety-Second (:90) Strategy with EzineArticles.com. When composing your article consider these Article Body Formatting Strategies:

(1) Your Article Body should be within the four-hundred (400) to five thousand (5,000) word range. A majority of our expert authors fall within the ideal article size of four-hundred (400) to seven-hundred and fifty (750) words. If you write over one-thousand (1,000) words, consider splitting the article into two or more separate articles. You will increase your article inventory, which means more article agents are out there selling for you, and each of your articles focus on a narrower niche with the potential to bring ideal traffic to your website.

(2) Your Article Body should look visually appealing and easy for the eye to scan. A great way to accomplish this is by using sub-headings, bulleted or numbered lists and perhaps a block quote here or there. Boiling down to the "essence" of the article content into easy to read sections or lists delivers on the reader's expectation of instant gratification. It also builds credibility and trust with the reader when you demonstrate your expertise concisely by using fewer words to say more.

(3) When crafting your paragraphs, a good guideline to follow is two to seven sentences per paragraph. Keep in mind that each sentence in a paragraph should support its opening statement and every paragraph should directly relate to delivering what you promised in the article title.

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