

Brief online

Article types: May 2025

This guide outlines recommended word count ranges for various types of online content.

These ranges balance reader engagement, SEO, and editorial depth, while allowing room for clarity of explanation or argument.

1. News

Ideal range: 400–700 words

Purpose: Fast, factual, and to the point. Prioritise clarity and accuracy.

Tip: Use tight leads, break into short paragraphs, and include quotes and attribution early.

2. Opinion

Ideal range: 700–900 words

Purpose: Persuasive, thoughtful takes on current issues.

Tip: Keep structure tight – have one clear thesis, strong signposting, and punchy conclusion. Avoid jargon and derogatory or defamatory language. Show respect.

3. Profile

Ideal range: 800–1,200 words

Purpose: Illuminate a person's role, story or significance with narrative colour.

Tip: Begin with a strong scene or quote. Blend facts with anecdotal detail. Use headings sparingly.

4. Legal essay or update

Ideal range: 1,200–2,500 words

Purpose: In-depth exploration of a legal update, a judgment, legislative reform, or a broader issue of law and justice. Never use footnotes or endnotes but instead cite sources in body copy.

Tip: Use sections and transitions to guide flow. Keep the tone literary but accessible. No footnotes or endnotes — all references must be within the body copy.

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5. Case notes

Ideal range: 300–600 words

Purpose: Explain a recent judgment, reform or case law development with clarity.

Tip: Use AGLC-style case references. Provide plain-English summaries of complex issues for readers outside your area of expertise. No footnotes or endnotes — all references must be within the body copy

6. Feature article

Ideal range: 1,200–2,500 words

Purpose: Rich, longform storytelling or analysis; layered, sourced, and narrative-driven.

Tip: Structure like a story — lead, context, escalation, climax, resolution. Subheadings help guide longer pieces.

ENDS