

ULTIMATE BLOG EXCHANGE EXPERIMENT

Comment Volumes and Emails

	Comments	Emails	
Pre-Experiment	1.00 per day	Zero	
Week 1	8.17 per day	Zero	
Week 2	6.14 per day	Zero	
Week 3	6.57 per day	One	
Week 4	6.00 per day	Zero	
Week 5	7.14 per day	Zero	
Week 6	4.00 per day	Zero	
Week 7	3.14 per day	Zero	
Week 8	4.29 per day	Zero	
Week 9	4.00 per day	Zero	
Week 10	2.71 per day	Zero	Turned on comment verification
Week 11	3.57 per day	Zero	
Week 12	2.29 per day	One	
Week 13	3.00 per day	One	
Week 14	3.14 per day	Zero	New layout
Week 15	1.43 per day	Zero	Issues w/Blogger – temporary solution implemented
Week 16	1.85 per day	Zero	
Week 17	1.57 per day	Zero	
Week 18	1.14 per day	Zero	

Comments: To make sense of these numbers, I should make note of one thing regarding the frequency of BlogExplosion hits. When I had a high number of BE credits (ie. 25000), I was getting about 500 hits per day. At 10000 credits, I was getting anywhere from 100 to 200. By the time I was down to 1000 credits, I was getting about thirty or forty. As a result, the highest number of people visited the site in the early weeks of the experiment. The comment levels, then, are simply reflective of this.

Conclusion: As you can see by the numbers, BlogExplosion had no effect on the long term activity on my comment threads.

Google Searches

	“Blurred Line Blog”		Links to Blog	
Pre-Experiment	25 relevant, 631 total		22 relevant, 24 total	
Week 1	26 relevant, 745 total	Most of the total count can be attributed to indexed blog posts	29 relevant, 30 total	
Week 2	36 relevant, 741 total		28 relevant, 30 total	
Week 3	32 relevant, 534 total		28 relevant, 30 total	
Week 4	34 relevant, 588 total		28 relevant, 30 total	
Week 5	37 relevant, 520 total		29 relevant, 30 total	
Week 6	36 relevant, 582 total		28 relevant, 30 total	
Week 7	35 relevant, 634 total		41 relevant, 58 total	No idea of the cause of this sudden jump, but it seems artificially inflated by my own links
Week 8	35 relevant, 655 total		53 relevant, 89 total	See above
Week 9	39 relevant, 10800 total	Relevant links seem to now come solely from external sites, total jumps due to repetition (ie. each blog post) on other sites.	51 relevant, 89 total	
Week 10	36 relevant, 12300 total		52 relevant, 89 total	
Week 11	37 relevant, 12800 total		51 relevant, 89 total	
Week 12	38 relevant, 12500 total		58 relevant, 89 total	
Week 13	41 relevant,		60 relevant, 89	

	11700 total		total	
Week 14	37 relevant, 16500 total		55 relevant, 89 total	
Week 15	38 relevant, 17300 total		51 relevant, 89 total	
Week 16	41 relevant, 16200 total		69 relevant, 209 total	Again, jump seems to come from indexing of my own posts
Week 17	40 relevant, 16000 total		67 relevant, 209 total	
Week 18	45 relevant, 16500 total		65 relevant, 209 total	

Comments: This method of record keeping proved rather unreliable, thanks largely to fluctuating numbers on the part of Google. Therefore, I won't draw any conclusions based on these records.

Technorati Searches

	"Blurred Line Blog"		Links to Blog	
Pre-Experiment	5 posts		9 links	
Week 1	8 posts	All new posts come from myself	14 links	Three of the new links came from the same site
Week 2	9 posts	Again, new post is from myself	16 links	
Week 3	9 posts		19 links	
Week 4	11 posts		26 links	
Week 5	12 posts		28 links	
Week 6	12 posts		29 links	
Week 7	12 posts		29 links	
Week 8	12 posts		30 links	
Week 9	12 posts		32 links	
Week 10	12 posts		31 links	
Week 11	15 posts		34 links	
Week 12	15 posts		34 links	
Week 13	17 posts	One from myself	36 links	

Week 14	16 posts		39 links	
Week 15	16 posts		38 links	
Week 16	16 posts		37 links	
Week 17	16 posts		38 links	
Week 18	18 posts		38 links	

Comments: I should note that at the same time I was administering this experiment, I joined a blogger community for writers called the Writer’s Blog Alliance. That, certainly, led to a few of these links. Likewise, I came across a few other blogs (and vice versa) outside BlogExplosion. Therefore, not all of these links are due to BlogExplosion.

Conclusion: Although not all of these new links come via BE, going from 12 links (taking into account the three “self-links” that popped up in week 2) to 38 still represents a significant jump. Significant enough to warrant paying for hits? Well, probably not, but it’s nice to know that BE was effective in at least getting *some* people to not only read my site, but to link to it as well.

Page Hits

(Excludes BE visitors, done every 2500 visitors by pausing site on BE)

	Page Hits	Unique Visitors
Pre-Experiment	40.58 per day	32.71 per day
After 2500 BE Visitors	42 per day	33.5 per day
After 5000 BE Visitors	36 per day	31 per day
After 7500 BE Visitors	59 per day	36.5 per day
After 10000 BE Visitors	55.5 per day	42 per day
After 12500 BE Visitors	43.5 per day	29 per day
After 15000 BE Visitors	38.5 per day	27 per day
After 17500 BE Visitors	33 per day	30 per day
After 20000 BE Visitors	59 per day	33 per day
After 22500 BE Visitors	42.5 per day	32 per day
After 25000 BE Visitors	46 per day	37.28 per day

Comments: The initial and final tallies are based on averages taken over the space of a week. All those in between are based on two-day averages, since I didn’t want to disappear from BE for a week at a time. Interestingly, in the final tally, a significant number of these hits were from people googling “sex” (for some reason, my blog had become a relatively high result for this search term - #127 out of 434,000,000). In the last three days (01/23/06 – 01/25/06), since these searches disappeared, I’ve been averaging roughly fifteen hits per day.

Conclusion: Clearly, BE had absolutely no long-term impact on my page hits.