

Marketing Intelligence

Blogs Tracking Engines

❖ The four main blogs tracking engines are:

Technorati

www.technorati.com

BlogPulse

www.blogpulse.com

PubSub

www.pubsub.com

IceRocket

www.icerocket.com

Identify Trends

Find What People Say
About Your Company

Get Historical Analysis

Identify Reciprocal
Links

Web Stats

- ❖ There are various on-online available services for measuring web stats you can use for tracking your blog:

Alexa Toolbar

www.alexa.com

Google Analytics

<http://www.google.com/analytics/>

Feedback Respond

- ❖ Respond to feedbacks on your blog whether the feedback is good or bad.
Via this interaction you will be able to respond good feedbacks with initiating a positive experience pushing the customer one step closer to become evangelist. Don't ignore the bad ones.
- ❖ Tracking the feedbacks on competitors' blogs can generate useful information about those competitors.

Comments on Other Blogs

- ❖ Leaving comments on others' blogs is a good practice to improve the popularity of our blog.

Doing so, we can track others' comments about our company and learn about our company status in today market.

Which Blogs Connect Our Blog?

- ❖ Using Technorati service we can find all blogs that connect with ours and get them sorted in accordance with their popularity.

The list of bloggers connecting with ours is generated sorted in accordance with their authority. Links are shown relatively to others.

Google Links

- ❖ Doing a simple search for our blog URL via google search engine will generate the number of links spread through the web to our blog.

Comparing this result with the one we get when searching for our competitors blog URL can provide us with our blog popularity relative to our competitor's.

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1

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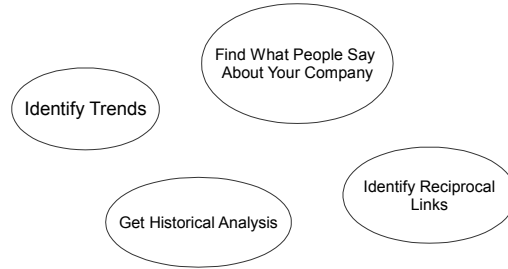
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