



[My.ComMetrics.com](http://My.ComMetrics.com) – measuring blog performance

April 2, 2009 – progress report

Work on the [FT ComMetrics Blog Index](#), which ranks [FT Global 500](#) and [Fortune 500](#) companies' [corporate blogs](#).

The 2009 index will appear in the *Financial Times* newspaper's regular supplement on [Digital Business](#) as well as on its webpage ([www.ft.com/digitalbusiness](http://www.ft.com/digitalbusiness)) on Wednesday, May 13.

#### What is [My.ComMetrics.com](#) useful for?

Bloggers, media and marketing experts use the web-based software at [My.ComMetrics.com](#) to

- benchmark and compare themselves against other blogs (chosen by the user), and
- measure blogs against **standardized metrics**.

This allows anyone to find out how well a blog is performing and what needs to be improved to increase your influence in the blogosphere.

#### How can [My.ComMetrics.com](#) help you?

[My.ComMetrics.com](#) provides you with benchmarks and statistics that are grounded in:

- the **KISS** (Keep It Simple, Stupid) principle, and provide
- **SMART** (Specific, Manageable, Actionable, Relevant, Trending) metrics for web and blog analytics.

Our **SMART metrics** provide information that helps you make intelligent decisions to improve blogging effectiveness, as well as save time and resources.

You can [register yourself](#) so you can [claim your personal and/or corporate blog](#). Even if you do not have a blog to benchmark, you can trace and track those blogs that you find interesting and see how they compare against others of your choice.

[Registered users of My.ComMetrics.com](#) can **get a first peek at the [FT ComMetrics Blog Index](#) results RIGHT NOW**. If you **need more information** about the [FT ComMetrics Blog Index](#) or the [My.ComMetrics.com](#) web-based benchmarking tool, **please contact us**:

For more information, please contact:

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