

# CyTRAP Labs

## Press release

2009-05-13



Roentgenstrasse 49 **Street**  
CH-8005 Zuerich **Zip Code**  
Switzerland **Country**

+41(0)44 272 1876 **Voice**  
+41(0)76 200 7778 **Cell**

www.CyTRAP.eu **URL**  
info@CyTRAP.eu **E-Mail**

### **CyTRAP Labs and the Financial Times launch the FT ComMetrics Blog Index (FTCBI)**

CyTRAP Labs, the risk management and social media experts, and the Financial Times, are pleased to announce the results of the first [FT ComMetrics Blog Index](#) (visit [FTindex.ComMetrics.com/](#) for the 2009 edition), which ranks the effectiveness of the top 75 companies' corporate blogs, as listed in the 2008 [FT Global 500](#).

The [FT ComMetrics Blog Index](#) will appear in the [Financial Times](#) newspaper's regular [Digital Business](#) section and its webpage ([www.ft.com/digitalbusiness](#)) on **Thursday, May 14**. Regular updates will be published at [FTindex.ComMetrics.com/](#) throughout the year.

#### **Economic crisis and social media**

Currently harsh economic conditions make it necessary to be able to **judge whether a company's blog estate is as good as it can and/or should be**.

Urs E. Gattiker, co-founder of ComMetrics' parent company CyTRAP Labs says, "There are no easy answers. But the question about blogging effectiveness cannot be ignored in today's economic climate."

#### **What the index reveals**

The index reveals how highly ranked corporate blogs achieve a competitive advantage by:

- blogging more effectively,
- gaining financial benefits and, therefore,
- achieving greater value creation due to a higher quality blogging process.

The FT ComMetrics Blog Index enables users to regularly assess and compare their organization's blog(s) with the best-in-class. Further, **comparing trends** can reveal why certain actions and strategies may have been more effective than others. As importantly, such comparisons enable one to improve a corporate blog's rankings.

#### **Good practices bring about process effectiveness as well as savings**

This is partially achieved by eliminating expensive and non-value adding steps in the social media cycle. This includes but is not limited to:

- choosing the most beneficial posting schedule (e.g., frequency, day of week, etc.),
- providing best value for the company as well as the blog's target audience,
- having the right number of qualified writers to provide valuable content for the blog,
- ensuring that your online web content gets the proper attention at the time of launching to enable viral spreading,

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- better identifying those audiences with whom you need to communicate to achieve your organizational objectives, and
- finding social media analytics that help link these communication activities with your bottom line.

According to Chief Technology Officer Urs E. Gattiker, “Around the world, effective blogging shows similar characteristics that affect the company’s footprint in the blogosphere. The findings provide actionable metrics that help foster the necessary change to save costs while improving process effectiveness.”

### About the FT ComMetrics Blog Index

The [FT ComMetrics Blog Index](#) ranks the effectiveness of the corporate blogs of the top 75 companies from the US, Europe and the rest of the world, as listed in the 2008 [FT Global 500](#). To create the table, the highest-scoring corporate blog is given a ComMetrics Footprint score of 100, and other scores are recalculated as a percentage in relation to that top score. The corporation with an overall score of 100 is therefore not necessarily top in every category; rather, it has accumulated the highest [composite score](#).

To arrive at a corporation’s rank, we examine the data for each indicator and standardize the value for each about its mean [using z-scores](#). All criteria are then aggregated and re-standardized. The following categories are used in the table of raw data.

- [Google PageRank](#) interprets web links and assigns a numerical weighting to each site.
- [Technorati Authority](#) analyses the number of links to a blog from other sites.
- [Technorati Ranking](#) rates blogs according to authority and popularity.
- [Yahoo! InLinks](#) monitors links to a blog.
- [Google Blog Search](#) is a search engine for blogs that produces lists of results, the
- [ComMetrics Footprint](#) is the [rankings we calculate using the above indicators](#)

Find out more about the [FT ComMetrics Blog Index](#) using these links: [Leaders by metric](#), [What is top class](#), [Methodology](#), [Good and best practice](#), [Lessons learned](#), [Trends to watch](#), [Your own index report](#), [Free download: PDF report](#).

### Relevant blog metrics for diary, personal and business blogs.

- Ends -

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For further information, please contact:

Urs E. Gattiker, CyTRAP Labs, +41 (0)44 272 1876, Urs [dot] Gattiker [at] CyTRAP [dot] eu

Melanie Maya, CyTRAP Labs, +1 (403) 381 0009

### NOTES FOR EDITORS

#### About ComMetrics

ComMetrics, a division of CyTRAP Labs GmbH, analyses corporate blogs in Europe. An independent consulting body, it has been monitoring best practice since its inception at the turn of the century and advises corporations, non-profits and governmental organisations on their social media presence.

For these tasks ComMetrics has developed a range of web-based software tools, some of which are offered for public use at [My.ComMetrics.com/](http://My.ComMetrics.com/), including free subscriptions.

[Urs E. Gattiker](#), Ph.D., is co-founder and Chief Technology Officer of CyTRAP Labs.

#### About the Financial Times

The Financial Times, one of the world's leading business news organisations, is recognised internationally for its authority, integrity and accuracy. Providing extensive news, comment and analysis, the newspaper is printed at 24 print sites across the globe, has a daily circulation of 448,523 (ABC figures, November 2008) and a readership of 1.4 million people worldwide.

FT.com is the definitive home for business intelligence on the web, providing an essential source of news, comment, data and analysis for the global business community.

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