



VG Rank	URL	May			June			Total Engagement	% Change
		Posts	Engagement	Avg Engagement	Posts	Engagement	Avg Engagement		
3	Chris Brogan	62	21766	351.06	59	25262	428.17	47028	↑ 13.84
1	Seth's Blog	36	21601	600.03	32	17934	560.44	39535	↓ -20.45
2	CopyBlogger	22	21813	991.50	22	11883	540.14	33696	↓ -83.56
8	Daily Fix	33	4879	147.85	41	5054	123.27	9933	↑ 3.46
4	Search Engine Guide	65	5570	85.69	26	2100	80.77	7670	↓ -165.24
6	Duct Tape Marketing	25	3037	121.48	32	4000	125.00	7037	↑ 24.07
5	Logic + Emotion	10	2847	284.70	7	1515	216.43	4362	↓ -87.92
23	Social Media Explorer	15	2137	142.47	13	2117	162.85	4254	↓ -0.94
12	Six Pixels of Separation	31	1937	62.48	31	1964	63.35	3901	↑ 1.37
11	Conversation Agent	33	2112	64.00	25	1757	70.28	3869	↓ -20.20
13	Drew's Marketing Minute	14	1295	92.50	21	1855	88.33	3150	↑ 30.19
17	The Viral Garden	14	1355	96.79	16	1731	108.19	3086	↑ 21.72
15	What's Next	43	776	18.05	37	1994	53.89	2770	↑ 61.08
7	Influential Marketing	8	1095	136.88	14	1292	92.29	2387	↑ 15.25
21	Damn, I Wish I'd Thought of That!	22	939	42.68	35	1350	38.57	2289	↑ 30.44
24	Techno Marketer	12	607	50.58	8	1497	187.12	2104	↑ 59.45
9	Brand Autopsy	9	854	94.89	10	1010	103.00	1864	↑ 17.09
10	Church of the Customer	13	1319	125.00	6	490	81.67	1809	↓ -169.18
18	Greg Verdino's Marketing Blog	17	887	52.18	19	825	43.42	1712	↓ -7.52
25	The Social Media Marketing Blog	5	477	95.40	6	1004	167.33	1481	↑ 52.49
14	Jaffe Juice	6	570	95.00	6	205	34.17	775	↓ -178.05
16	Diva Marketing	10	462	46.20	8	310	38.75	772	↓ -49.03
20	Conversations	10	242	24.20	10	370	37.00	612	↑ 34.59
22	Every Dot Connects	3	137	45.67	4	327	81.75	464	↑ 58.10
19	CK's Blog	5	210	42.00	5	110	22.00	320	↓ -90.91

To get these results, we used our API for each site (sorry, the API is still internal only). The output included the following analysis:

1. counted number of posts published in each of the last two months (so essentially for May and June)
2. counted numbers of each type of engagement we analyze, e.g. 200 clicks, 5 comments, 12 trackbacks, etc.
3. weighted each engagement type for level of engagement
4. added up the engagement scores for all engagement types for all posts for each month to calculate total engagement score for each month
5. calculated an average engagement score based on dividing total engagement score by number of posts per month
6. calculated the percentage increase or decrease in engagement for the blog's content month over month.

The VG Rank (Viral Garden Rank) column shows the original ranking of each of the sites before our analysis.

The Posts columns show the number of posts published on each site each month. The Engagement columns show each month's overall Engagement score, based on our social engagement metrics. The Avg Engagement columns show the result of dividing each month's Engagement score by number of posts, with the coloured bars providing a visual representation of the scoring.

The list is shown sorted in descending order by Total Engagement score, which is the sum of both months' Engagement scores. The % Change column shows the increase or decrease in engagement in June compared to May.

[If you have questions or comments, email Melanie Baker at melanie@aiderss.com](mailto:melanie@aiderss.com)