



## Blog and Ping Case Study

How using the simple and free technique of blogging on blogger.com and pinging the blog to Yahoo news-feeds got my brand new web site

By Rick Butts

To get your own copy of this special case study – and to get your FREE starter videos – go to <http://www.BlogandPing.com> and sign up now!

Okay, here's the down and dirty.

I put up a brand new domain and created the pages using Directory Generator <http://www.DirectoryGenerator.org> and using the techniques of blogging and pinging – I created a journal of my actions and watched my logs to see how fast the site was:

- A. Spidered by Yahoo and Google
- B. Indexed by Yahoo and Google
- C. Traffic began to show up from these free search engine results

### ***What is Blogging and Pinging?***

The answer to this question is explained fully by going to <http://www.blogandping.com/blogandping.html>. But for our purposes here – suffice it to say that by setting up a blogger account and “blogging” pages from the site, and then using a simple “ping” command to send the blog information to MyYahoo’s newsfeeds, you get the attention of Google’s search engine as it sifts through the blogs (Google owns Blogger.com) and Yahoo searches it’s news-feeds, both of them looking for fresh new content.

If they find that the webpage mentioned (this is done automatically and quite painlessly in both processes,) is not listed in their search index, they send their spider over to have a look.

If you have ever put up a web site then struggled with the paid submission into Yahoo or waited forever for your site submission to Google to work – you are going to be SHOCKED at the speed and power of this easy method.

### ***Why Am I Telling You This?***

That is easy to answer.

1. I am a super nice guy.
2. I find this stuff fascinating.
3. I've created a really cool video tutorial on how to do the whole thing that will save you hours of frustration because I tell the secrets of setting the whole thing up – using my research and avoiding the trial and errors - and it's so cheap it is embarrassing!
4. <http://www.blogandping.com/blogandping.html>

On with the show this is it!

## **Sunday, October 9<sup>th</sup> 1:00 AM MST**

I set my ftp program to upload all the pages up to the site. And, as I always do, I submitted the site to Google at <http://www.google.com/addurl.html>

There are 12,000 pages to this site – so I am not waiting up!

Then I went to bed.

At **noon** I uploaded the index.html page. Checked to see that the website worked and that the directory structure was correct.

Checked the weblogs/stats using AWSTATS which comes with my C-Panel on my hosting account. The account was clean. No hits.

**12:30 PM:** Blogged and pinged 4 pages. Checked the stats and Google's media bot (signified by a number – then googlebot but does not show up in the search engine spiders area) had already come to check the Google AdSense ads.

**12:56 PM** Inktomi/Slurp – Yahoo's search engine crawler had been to the site and showed 4 hits for that engine!

1:00 PM Blogged and Pinged 3 pages

1:15 PM Blogged and Pinged 3 pages

1:35 PM Blogged and Pinged 3 pages

2:05 PM Blogged and Pinged 3 pages

3:51 PM Blogged and Pinged 3 pages

Checked web logs and lo and behold Inktomi/Slurp had spidered a gigantic 31 MB of bandwidth and a stunning 1325 pages!

Just so you are clear on what has happened here – from 12:30 pm to 3:51 pm, a mere 3 hours and 21 minutes – I had 1325 pages of a brand new website spidered by the second largest search engine in the world!

3:55 PM (Darn right I was excited by now!) Blogged and Pinged 3 more pages.

5:00 PM Blogged and pinged 3 more pages.  
Checked stats and Inktomi/Slurp had spidered a total of 1356 pages.

5:02 PM Blogged and Pinged 3 pages

Went out for the night and had some fun! I think the Broncos were playing on Sunday night.

### **Monday, October 10<sup>th</sup>**

2:40 AM Blogged and Pinged 3 pages  
Checked weblogs and Inktomi had spidered 1421 pages and used 32.26 MB of bandwidth.

I went to bed – a happy camper!

9:30 PM Blogged and Pinged 3 pages – I don't have a day job, but I was traveling so I got up and took my flight – this was done from my laptop on the road.

Inktomi had 142 pages spidered by now according to my logs.

### **Tuesday, October 11<sup>th</sup>**

12:30 pm Blogged and Pinged 3 pages – Inktomi showed 1435 pages spidered.

At this point, I had listened to an audio CD by search engine expert Bruce Clay who had said he hand submits every optimized page to Google's AddUrl page – so I began submitting the URL of the exact pages I was blogging, too.

1:20 PM Blogged and Pinged 3 pages

2 PM Added links from my own pages – 2 from PR 3 pages – and 1 each from a PR 4 and a PR 5, to the home page of the new site. I blogged and pinged these pages as well as the home page of the new site again – just for the heck of it – and submitted them to the AddUrl page on Google.

2:20 PM Checked stats – Inktomi had 1460 pages spidered.

10:25 PM Blogged and Pinged 3 pages.

10:30 PM – Received an email from the person I had purchased a PR6 link from, telling me that it was now up. I went there, blogged and pinged that page – and just for good measure, I posted it to the AddUrl page on Google, too.

## **Tuesday, October 12<sup>th</sup>**

10:00 AM Blogged and Pinged 3 pages

1:40 PM Blogged and Pinged 3 pages

7:45 PM – Blogged and Pinged 3 pages

Stats show Inktomi/Slurp has 1465 pages spidered.

BIG NEWS! Googlebot spider has shown up and hit it's first page!

## **Wednesday, October 13<sup>th</sup>**

12:45 AM I did a site:mydomain.com search and lo and behold, 19 pages have been INDEXED by Yahoo and Google has INDEXED the home page!

12:55 AM Happily blogged and pinged 3 pages and called it a night.

Flew most of the day. Did nothing online.

## **Thursday, October 14<sup>th</sup>**

5:15 PM – Inktomi has 1492 pages spidered. Google has 2 pages spidered, the slowpoke, and we have had 60 unique visitors to the site from Yahoo searches – page impressions for Google AdSense and actually made a couple of bucks!

### ***What happened then?***

Well for the next couple of weeks, I would occasionally blog and ping the site, but really not much.

## ***Tuesday, October 26, 2004 at 12:30 AM,***

I am writing this case study right now.

Here are the current stats for the site.

**427 unique visitors** (this doesn't count the search spiders at all.)

From all these countries:

Countries			Country
			Pages
	Sweden	se	2559
	United States	us	866
	Network	net	163
	Unknown	ip	131
	Australia	au	49
	Commercial	com	30
	Hong Kong	hk	29
	Singapore	sg	26
	Great Britain	gb	26
	Malaysia	my	16
	Canada	ca	16
	India	in	12
	European Union	eu	9
	Trinidad and Tobago	tt	8
	Germany	de	8
	France	fr	4
	Lithuania	lt	4
	Fiji	fj	4
	Zimbabwe	zw	4
	Italy	it	4
	Latvia	lv	3
	Taiwan	tw	3
	Peru	pe	3
	Philippines	ph	2
	China	cn	2
	Indonesia	id	2
	Puerto Rico	pr	2
	Pakistan	pk	2
	Ukraine	ua	1
	South Korea	kr	1
	Antigua and Barbuda	ag	1
	Denmark	dk	1
	Greece	gr	1
	Jamaica	jm	1
	Austria	at	1
	South Africa	za	1
	United Arab Emirates	ae	1
	Slovak Republic	sk	1

1556 pages spidered by Yahoo (Inktomi/Slurp) and Google has grabbed 79 pages.

But I've don't NOTHING to bring these other search engines in.

Robots/Spiders visitors (Top 25) - <a href="#">Full list</a> - <a href="#">Last visit</a>			
7 different robots*			
	Hits	Bandwidth	Last visit
Inktomi Slurp	1556	37.00 MB	26 Oct 2004 - 06:57
LinkWalker	259	6.17 MB	24 Oct 2004 - 09:18
Googlebot	79	1.62 MB	26 Oct 2004 - 21:34
Alexa (IA Archiver)	5	81.46 KB	26 Oct 2004 - 23:46
AskJeeves	2	35.54 KB	17 Oct 2004 - 08:37
Unknown robot (identified by 'spider')	1	10.89 KB	15 Oct 2004 - 06:35
Unknown robot (identified by 'robot')	1	10.85 KB	19 Oct 2004 - 03:59

\* Robots shown here gave hits or traffic "not viewed" by visitors, so they are not included in other charts.

Check out the search engine traffic. These are actual hits to the site directed from a search engine – notice all the hits from MSN – AOL and a trickle of traffic from the others!

Connect to site from		
Origin		
<b>Direct address / Bookmarks</b>		
<b>Links from a NewsGroup</b>		
<b>Links from an Internet Search Engine - <a href="#">Full list</a></b>		
- Yahoo	281	283
- MSN	82	82
- Google	15	15
- AOL	4	4
- Unknown search engines	3	3
- Tiscali	2	2
- Hotbot	2	2
- Dogpile	1	1

And it has made \$37.86 in Google Adsense. Not bad for a brand new baby?

(Don't tell Google I told you this.)

## ***Conclusion***

This is a case study so I made some choices that should be noted. I chose to blog and ping 3 pages each time. There is no rhyme or reason for this – I've tried 1 page at a time and gotten good results but Inktomi/Slurp sure got a bunch of the pages in a hurry right off the bat.

I will do 3 each time again on the next site.

What would I do differently?

For certain I would blog and ping more frequently.

In my next test, I will find a time when I can be at my computer and do it 4 times an hour for several hours each day. I will also try adding the URL to Google for each page I blog.

It seems to me that this is a fabulous way to get a brand spanking site listed in Yahoo and Google – which brings search results pretty darn fast for AOL and MSN the other two major players.

I really have done nothing more than purchase 1 PR 6 link from an outside source, and link 4 of my other sites – all of which are on the same IP address – so the results are pretty much from the blogging and pingging.

## ***Your Next Step***

Go to <http://www.blogandping.com/blogandping.html> IMMEDIATELY and get the video tutorials I've created for you!

In these easy to follow videos you will learn all my secret steps to make this process work seamlessly – without wasting a lot of time figuring out what goes where.

The videos stream online, or you can download them to your computer – either way you can watch them again and again – even the free bonus videos on buying high PR links to enhance your site rank.

I hope you enjoyed this case study – and I wish you gigantic profits, fun, and happiness in all your online ventures!

Sincerely,



Rick Butts

Recommended Websites:

[Best Shopping Cart Software – http://www.MyOnlineShoppingCart.com](http://www.MyOnlineShoppingCart.com)

[Register your new domain name here – http://www.JamminDomains.com](http://www.JamminDomains.com)

Filename: Blog and Ping Case Study  
Directory: C:\Documents and Settings\Rick\My Documents\!Front  
Page Webs\Blog and Ping  
Template: C:\Documents and Settings\Rick\Application  
Data\Microsoft\Templates\Normal.dot  
Title: Blog and Ping Case Study  
Subject:  
Author: Rick  
Keywords:  
Comments:  
Creation Date: 10/26/2004 11:27 PM  
Change Number: 11  
Last Saved On: 11/11/2004 8:58 PM  
Last Saved By: Rick  
Total Editing Time: 112 Minutes  
Last Printed On: 11/11/2004 8:59 PM  
As of Last Complete Printing  
Number of Pages: 8  
Number of Words: 1,261 (approx.)  
Number of Characters: 7,189 (approx.)