

Force Monkey

I am Force Monkey, hear me Chatter!

MONDAY, AUGUST 2, 2010

The Most Influential Salesforce.com Tech Bloggers

"If I have seen further it is only by standing on the shoulders of giants." - Isaac Newton

Updated: I found an error in my earlier posting: the value of the Alexa ranking was reversed. I mistakenly thought that a high Alexa ranking was favored over a lower ranking. I corrected the ordering based on the Alexa scores (sorry, Mike - now I'll have to buy YOU a beer at Dreamforce!).

Mark Fidelman (EVP Sales @ MindTouch) recently wrote an article for the Cloud Ave blog titled, "[The Most Influential Technical Communication Bloggers](#)". I recognized a few names, added several to my Google Reader feed, but most were unfamiliar to me. Blogs are a primary information source for me, and I read a lot of them each week. When I first started working with Salesforce, I grew up on a steady diet of Gokubi.com, CRM FYI, X2 On-Demand, and Perspectives on Salesforce. These were the giants on whose shoulders I stood.

I compiled a list of Salesforce.com Bloggers, and then because I was curious, ranked them in a similar manner as Fidelman's Most Influential Blogger article: a weighted formula across a range of metrics, including Alexa, Klout Influence, Google Page Rank, Technocrati Authority, and Twitter Followers. I also added a 6th category: # Blog Posts YTD. Each category was given an equal weight, scaled on a rank of 1-10. With 6 categories, a blog could have a ranking between 6-60 – the most influential bloggers scoring at the top side of that range.

I started with a simple Google search on "Salesforce Blogs", recording the URL for each. I arbitrarily stopped after the first six pages returned by the search engine. If the authors of various blogs included links to other Salesforce blogs (and many did), I added those to my research list, as well. In the end, I found 47 different Salesforce.com blogs. To be included in the ranking, a blogger needed to focus their posts on Salesforce.com, with at least 6 Salesforce-related blogs posted YTD.

For blogs that were co-authored, I used the Twitter account associated with the

ABOUT ME



JP Seabury
United States

Force Monkey, 'nuf said.

[View my complete profile](#)

TWITTER UPDATES

Another great blog to add to your Salesforce.com Blog Roll: <http://akacrm.com/blog.html> (authored by @akacrm and colleagues) about 2 hours ago [follow me on Twitter](#)



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www.dreamfactory.com/app/

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www.illuminetic.com

“Retweet” button on that blog. For instance, the [Cloud Blog](#) is co-authored by various Salesforce.com executives: Marc Benioff, Parker Harris, Peter Coffee, John Taschek, and Steve Gilmor. The “retweet” button on this blog uses the Twitter alias @salesforce, so that is what I used to evaluate the Klout influence and Twitter following of that blog.

Top 10 Most Influential Salesforce.com Tech Bloggers

Here are the Top 10 Most Influential Salesforce.com Bloggers (NOTE: There were ties for 4th, 9th and 10th place):



Here is the detail break-out for all of the blogs that made the ranking qualifications:

Rank	Author	# Posts YTD	Alexa	Google Page Rank	Technocrati Authority	Klout Score	Twitter Followers
1	Jon Mountjoy, Quinton Wall, Reid Carlberg, Umit Yalcinalp, Dana Le	177	200,867	5	126	25	1436
2	Marc Benioff, Parker Harris, Peter Coffee, John Taschek, Steve Gilmor	45	312	0	0	49	9025
3	Steve Anderson	16	1,527,075	6	1	25	474
4	Jeff Douglas	69	650,409	4	0	19	417

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4	Appirio Tech Blog	16	304,254	5	0	10	1181
5	Scott Hemmeter	6	1,275,872	6	1	25	1436
6	Jeff Grosse	11	2,962,398	4	0	28	1532
7	JP Seabury	6	2,918,131	3	1	18	1066
8	MK Partners	97	1,020,411	3	1	10	169
9	David Schach	7	8,045,399	4	0	43	934
9	Jason Venable	27	2,213,081	3	0	19	167
10	Mike Gerholdt	18	27,426,342	3	0	22	627
10	Alessandro	19	2,978,238	3	0	13	202
11	Mike Leach	23	4,393,577	0	0	14	585
11	Jared Miller	10	0	2	0	7	251
12	Wes Nolte	12	408,999	0	0	8	211
13	Mark Christie	31	911,745	2	0	0	34
14	Joel Dietz	16	12,357,441	0	0	15	142
15	John Rotenstein	10	3,855,810	6	0	0	45
16	ForceTree	10	2,059,232	2	0	0	0
17	ForceDotCom	12	10,359,827	2	0	0	0
18	Sid	6	9,440,652	0	0	0	0

Honorable Mentions

There were 30 other blogs, but many were filtered from the rankings process due to the infrequency of their posts (the arbitrary cut-off was 6 posts YTD, averaging 1 per month). Of these blogs, Honorable Mentions go to:

[Michael Smith](#), [Simon Fell](#), [Liz Kao](#), [Jesse Lorenz](#), [John Coppedge](#), [Alex Sutherland](#), [Joe Ferraro](#), [Michael Smith](#), [Dave Manelski](#), [Interactive Ties](#), [Shamrock CRM](#), and [Sam Arjmandi](#).

If I missed your blog (or a Salesforce-related blog that you read regularly), please let me know!

Posted by JP Seabury at Monday, August 02, 2010 

Labels: [admin tips](#), [Developer](#), [Twitter](#)

Reactions: Like (2)

10 comments:

Mike Leach said...

Okay #6. You've given me something to shoot for

- #7 @dlog

;-)

Excellent compilation. Updating my RSS feed reader now!

August 2, 2010 2:17 PM



JP Seabury said...

Mike, you scored among the best in # of Posts YTD. "Embracing the Cloud" put many of us bloggers to shame with a whopping 23 posts YTD. When you exclude blogs that are co-authored, the average # of postings for blogs in this list was 11 posts YTD.

August 2, 2010 2:59 PM

Mike Leach said...

Didn't realize Google is tanking my PR (0).

Wow! I must have some anti-SEO strategy going on with my blog :-)

August 2, 2010 4:36 PM



JP Seabury said...

I haven't given my blog much SEO love, either. I suspect most non-professional bloggers (i.e., those who don't blog as a primary source of income) are in the same category.

I might rethink that, after doing this exercise. I'm not out for #1, but if my articles are at least moderately helpful to some Salesforce.com users, I'd like to make sure they have the best chance of getting viewed.

Or maybe I should just ask Jon Mountjoy if I can post on the Force.com Blogs now and then -- let Salesforce do the SEO work!

August 2, 2010 4:46 PM

 **jcop said...**

Wow very interesting post JP. I'm going to have to get posting and out of the honorables! Cheers,
John

August 2, 2010 5:49 PM

Umit Yalcinalp said...

Nice to be part of #2! It confirms the value we are bringing to the dev community. So delighted :)

August 2, 2010 9:37 PM



JP Seabury said...

There was an error in the original sorting method. I mistakenly thought that a high Alexa ranking was favored over a lower ranking. The reverse is true. The "Most Influential Salesforce.com Tech Bloggers" has been updated with the corrected Alexa ranking.

Umit and the Force.com Staff Bloggers move to #1 (sorry to topple you from that throne, Mike!) and the Salesforce Executive team moves to #2. Gokubi, the Appirio Tech Blog and Jeff's blog also moved up, which all resonates "closer to truth", at least in my view.

Other changes: There were a few blogs who's authors were not easily discerned. Rather than labeling them as "Unknown", I have listed the blog name.

And yes, John, you need to start posting again. ForceCertified.com is a great blog for those prepping for their Salesforce.com Certification exams!

August 2, 2010 10:58 PM

 **David said...**

MK, you are in my sights. (And JP, by Dreamforce, your ranking will be mine!) Time to do a weekly post.

August 2, 2010 11:04 PM

 **Abhinav Gupta said...**

Nice compilation @JP, I got good pointers to many new blogs.

August 3, 2010 2:08 AM

Jon Mountjoy said...

w0000t. Awesome work all - honoured to be in your company!

August 3, 2010 4:13 AM

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Appirio Marketing has too much Free Time - At Appirio we routinely hold customer-exclusive webinars to talk about features, trends and the latest technologies in cloud computing. This week I'm hosti...

4 hours ago

[Decoding Salesforce](#)

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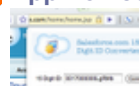
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Interesting Links 2010-August-03 - External Force.com blog posts about Force.com development - covering OAuth, Visualforce, WSC and Web services, unique fields and Chrome

7 hours ago

[Appirio Tech Blog](#)

 Google Chrome Extension: Salesforce.com ID Converter - The Salesforce UI displays 15 digit, case-sensitive IDs for records. However, for Windows machines you will need to use a case-safe version of the ID for da...

22 hours ago

[X-Squared On Demand LLC Blog](#)

New Blackberry and iPhone Wallpaper - Last year, I published a wallpaper image for Blackberry, at a resolution of 320x240 (how quaint). Screen resolution has grown since then, as has salesforce...

1 day ago

[A salesforce blog](#)

 Apex Message Severity (Visual Reference) - Last week I found myself searching the web try to find an image showing each of the different Apex page message severities (i.e. the pretty image they each...

2 days ago

[Patrick Shaw's Weblog](#)

What's New in Microsoft Office 2010 - Earlier this week our friends at Microsoft Community Affairs hosted a webinar with TechSoup to show nonprofit organizations What's New in Office 2010. Chec...

3 days ago

[The Cloud Blog](#)

Private Clouds, Flat Earths and Unicorns - A "preference" is not a choice unless the "preferred" thing actually exists. I might "prefer" a flat earth (literally, not in the Tom Friedman sense) to this...

4 days ago

[The Enforcer.net](#)

A confluence of bloggers - Fellow blogger CRMFYI tweeted this to me. It's a picture from the Dreamforce 2010 website showing the front-row of Dreamforce 2009, filled with Press and B...

5 days ago

Embracing the Cloud

Does The Cloud Need Standards? - I missed the discussions on "open cloud" and "cloud standards" at OSCON 2010, but indirectly got the gist of it. Standards themselves aren't bad, but it's ...

1 week ago

AnshuBlog

Desktopless World: Is Your Email Signature Stuck in Desktop Era? - The world is changing to mobile. Are your email signatures and etiquettes keeping pace? I have been emailing my close friends, one friend at a time, on how...

2 weeks ago

d3developer

jQuery + Salesforce = Formation - jQuery and Salesforce come together to create Formation, a dynamic form generator with automatic client-side validation: Will be submitting to the AppExcha...

3 weeks ago

gokubi.com

Move messages to Archive in Entourage - I have to use Entourage at work with our Exchange server. Because I subscribe to the concept of Inbox Zero, and because we have very low mailbox size limit...

4 weeks ago

Perspectives on Salesforce.com

force.com Workbench 3.0 - The Force.com Workbench is a very handy thing to use when you need quick access to an org and want to see meta data or do some ad-hoc querying. It's PHP co...

5 weeks ago

CRM FYI

The Day the Earth was Chatterized - Can you think of a significant day in the history of software? I'm looking for a day that a single company changed the way millions of people do business a...

1 month ago

Salesforce Source

Three Reasons Why You Should Do Away From Force.com Sites! - Working on several large projects in the past to address community needs in the CRM arena, force.com Sites seems to be an attractive and suitable choice wh...

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