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# The Best of Financial Bloggery

By **MIKE HOGAN**

## *A bevy of financial blogs.*

**HAVE YOU STARTED YOUR OWN FINANCIAL WEB LOG**, or blog, yet? Everybody's doing it -- or so it might seem to the crowd at the first BlogWorld Expo ([www.blogworldexpo.com](http://www.blogworldexpo.com)) in Las Vegas, which ended last week. There are already 60 million active American blogs, give or take a couple million, according to a soon-to-be-released Digital Media Habits study by Parks Associates ([www.parksassociates.com](http://www.parksassociates.com)). One or more blogs reach about a third of the country's connected households every day, and these homes comprise a remarkably involved subscriber base. Unlike most media, blogs rely on readers to keep the conversation going and depend on links to readers' blogs to rise above the noise of a less-than-organized blogosphere. Blog surfing isn't that different from crossing the mosh pit at a headbanger concert: There are lots of random stimuli.

Counting pure-play investing blogs is tough, says Derek Gordon, vice president of marketing for Technorati ([www.technorati.com](http://www.technorati.com)). So many are a mixed bag of market observations and more personal ramblings that they get "tagged" for inclusion in multiple topic categories. That's where Technorati helps. Started by Chairman David Sifry ([www.sifry.com](http://www.sifry.com)) in 2002, it has become the unofficial chronicle of the blogosphere and a good place to start looking for whatever kind of blog you're after. One caveat: A simple search on "investing" yields more than 40,000 hits, so you should narrow the field using the advanced version of Technorati's blog-specific search engine.

SocialRank (<http://www.socialrank.com>) is another tracker of blogosphere zeitgeist, highly weighted, like Technorati, toward new postings. Often, blogs link to each other: Trading Goddess ([www.tradinggoddess.blogspot.com](http://www.tradinggoddess.blogspot.com)) includes a long list of other investing blogs.

Blogging has become an easy hobby or marketing gambit, due to free blogging hosts like WordPress (<http://wordpress.com>) and Google Blogger (<https://www.blogger.com>), and the minimally priced Typepad ([www.typepad.com](http://www.typepad.com)). These sites provide just about everything the aspiring publisher needs, except the words and pictures. Even though half of all blogs fold within a month of startup, not to worry: Gordon says 175,000 new ones will pop up tomorrow...and the day after that.

More than half of those will be written by Millennials, or folks born in the late 1970s and later, who came of age with the Internet. Take Jeff White, founder of TheStockBandit ([www.thestockbandit.net](http://www.thestockbandit.net)), a stock-picking Website specializing in charting and day trading. The 32-year-old White, who started trading in 1998 and blogging in 2005, describes himself as a full-time independent investor who blogs to collect his thoughts. "I am reminding myself of important concepts

at the same time that I write them for you," he tells readers, "so this is good therapy."

Blogging also has become a must-have channel for traditional media, adds Gordon. That includes *Barron's*, which publishes a news and analysis blog, Tech Trader Daily (<http://blogs.barrons.com/techtraderdaily>) on Barron's Online. It's penned by West Coast Editor Eric J. Savitz, who also writes the weekly Tech Trader column in the print edition.

Additional recommendations: The Big Picture (<http://bigpicture.typepad.com>); The Kirk Report ([www.kirkreport.com](http://www.kirkreport.com)); venture-capitalist Paul Kedrosky's Infectious Greed (<http://paul.kedrosky.com>) and the Wall Street gossip sheet DealBreaker ([www.dealbreaker.com](http://www.dealbreaker.com)).

Many Wall Street analysts and money managers find blogging a good marketing tool. Birinyi Associates' Ticker Sense blog (<http://tickersense.typepad.com>) has gained popularity, due to The Ticker Sense Blogger Sentiment Poll, where bloggers can share their 30-day market outlooks once a week. This gathering makes Ticker Sense a good place to find other blogs.

For a free blog smorgasbord without all the surfing, try Seeking Alpha ([www.seekingalpha.com](http://www.seekingalpha.com)). It delivers daily analysis and opinion from among 400 contributors, many professional money managers or analysts. Choose the investing themes, sectors and tickers you want to read about, and you'll get an e-mail of related articles and links. Global Trends Investments President Barry Lydon is a typical contributor. Both his ETF Trends ([www.ETFtrends.com](http://www.ETFtrends.com)) blog and his asset-management firm focus on exchange-traded funds.

Barely a decade old, citizen journalism is on a hockey-stick-shaped growth trajectory. The popularity that BlogWorld Expo and others are trying to cash in on derives in part from the passion of people like White, who says of his blogging: "I just love the market!"

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