



## A TOD Community Update

Posted by [Prof. Goose](#) on September 4, 2007 - 9:33pm

Topic: [Site news](#)

I wanted to give you an update on TOD and the community this evening.

Some time in the next couple of days, The Oil Drum will surpass [6.5 million unique visits and 16.3 million page views](#) since our inception a little less than two and a half years ago.

But the big occasion that prompts this update (Yes, I actually skipped the last couple of milestones...) is that the TOD Mothership just had its first month with 1 million page views; we also had our best month ever unique visit-wise (around 430k unique visits). (Those stats can be found [here](#) and [here](#).) We also averaged 3200 feed downloads from our RSS link each day (those don't count in our traffic stats). That's a lot of traffic, and we are humbled by its magnitude.

And it's not the same people coming every day either. According to Google analytics, we had around 129,000 unique IP addresses just over that month. (That's better than some really really crappy cable channels, if I am not mistaken--but it should be noted that with NAT/firewalls, etc., it's hard to tell what that number really means.) The average visit to TOD is around six minutes (which might be a reason that *The Economist* bought an ad with us, eh? \*laugh\*).

Even more importantly, TOD:Europe and TOD:Canada are growing at even higher rates than the mothership. (Those folks deserve some serious applause, they've been doing amazing work building their sites and putting together content in the TOD tradition; well done!)

Many other thank yous are in order. First, a big thank you to [energybulletin.net](#), [peakoil.com](#), and many of the other sites that link to our contributors' hard work.

At the end of the day, this site **is** the many people who make this amazing group of people function; that includes you, the reader and participant.

More assorted facts and thoughts about the future under the fold.

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Some other facts:

On technorati, we are ranked around 1800, which is well ahead of our goal for reaching #2000 by the end of the summer. (We need more sites to link to us, damn it!).

The Mothership's 3 month Alexa ([www.alexa.com](http://www.alexa.com) if you want the browser add-on; however, while your getting it might help us in their rankings, keep in mind that it does track your traffic!) ranking is under 75000 for the first time; that's the highest it's ever been. (In that ranking, remember that we're competing with ALL websites, not just blogs, so it is a very volatile measure. That puts us against Drudge, corporate sites, porn sites, etc., etc.)

Some things we are thinking about:

1. As we have already talked about, we are planning to transition TOD:NYC into TOD:Local. Glenn will remain in the editorship, but we've decided that we needed more positive stories including more green ideas and coverage, so we will be encouraging localized submissions and stories on that site.

2. We are thinking about putting together an Australia/New Zealand section of The Oil Drum in the same format as that of TOD:E, TOD:C, and TOD:L.

3. The final lesson from all of this is that we are growing like a weed. There are going to be growing pains, and we will do all that we can to manage those pains. That being said, you all have worked very hard to get to this point, and it is very humbling to see where we have come as a community.

And now I'll post some of the same sentiments I posted after our 4 million benchmark. They mean just as much now as they did then.

The Oil Drum is a team that works to bring you a good product every day, to raise the bar on the discourse on the myriad topics that we cover here; and we will not lie, it is a difficult enterprise. These people might make it look easy, but it is a difficult and time-consuming endeavor doing what we do, but we do it because we all passionately know that it is important: we all must strive to promote more informed discourse about, and understanding of, the future of our energy supply.

The Oil Drum is a wonderful place, filled with passion, ideas and tensions (and theories and data); those ideas and tensions all get sorted out, and they always will--but sometimes it takes a while, sometimes it requires taking a breath and saying to yourself, "am I actually contributing by typing this response?" (Don't forget our new reader guidelines that can be found [here](#).)

That being said, I think we all have witnessed the change in the level of discourse that has occurred since steps were taken. It is important to remember, however, that in a community like this, it is truly up to ALL of us in this community to maintain that level of discourse, to be civil to each other, and to otherwise enjoy the experience of learning from each other, even when we disagree fundamentally.

As we continue to grow there will be more challenges and even more rewarding conversations.

The people who work and write here deserve much more laud than they receive, and I have to say it is a beautiful thing watching these people accomplish what they accomplish--all with no payment other than the currency of doing what they believe is important.

We all learn from, and give to, this site every day, and it is my hope that we continue to improve while maintaining the high standards of discourse and evidence that TOD is known for.

So, thank you dear readers for being here, and thank you for being a part of what we do here: improving on the silence.

So, thank you TOD community, you make this worth doing. Thank you for helping us facilitate the conversations that need to occur on these important topics of our day.



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