

The example I show here isn't from a business blog, but from a personal blog that has been incredibly successful at building a diverse and dedicated readership and traffic. The Trixie Update may be a very personal blog, but it commands traffic and loyalty to which any business blogger can aspire.

The Trixie Update ([www.trixieupdate.com/](http://www.trixieupdate.com/)) chronicles the life of Beatrix MacNeill in minute and astonishing detail. Trixie has been a blog star almost since her birth on July 31, 2003.

The killer app on this blog is the Trixie Telemetry system displayed at the top of the blog, shown in Figure 13-7. It tracks Trixie's sleeping and waking schedule and records a daily and lifetime diaper change count (3,392 as of 10:45 a.m. January 19, 2005). Before she began eating solid food, the Trixie Telemetry session also detailed her bottle feedings, right down to the amount of milk she consumed each day. Another important component of The Trixie Update is the TPOD (Trixie Picture of the Day). Trixie's growth from Day 1 is visible by tracking back through more than a year of photos.

The screenshot shows a Microsoft Internet Explorer browser window displaying the website 'The Trixie Update'. The page features a 'TRIXIE TELEMETRY' section with a calendar for 'Sleep Log' (Midnight to 6 AM) and a 'Diaper Log' showing a lifetime total of 3,392 changes. Below this is a 'Trixie Picture of the Day' section with a photo of a baby and a 'Recently Commented TPODs' list. The browser's address bar shows 'http://www.trixieupdate.com/'.

**Figure 13-7:** The Trixie Update is a fabulously detailed chronicle of Trixie MacNeill's infant life, right down to a Diaper Log.