



Web Performance Report – September 2011_2

www.spectrumfm.net

Search Engine Optimisation (SEO)

Social Media Marketing (SMM)

Web Traffic Analysis

Search Engine Optimisation

Key Search Term Performance

Based on 10 results per page.

Term	Bing.com	Yahoo.com	Google.com
English radio Spain	Page 1 / 2nd	Page 1 / 1st	Page 1 / 8th
English radio station Spain	Page 1 / 1st	Page 1 / 1st	Page 1 / 5th
English radio Costa del Sol	Page 1 / 1st	Page 1 / 1st	Page 1 / 3rd
English radio Station Costa del Sol	Page 1 / 3rd	Page 1 / 2nd	Page 1 / 5th
English radio Costa Blanca	Page 1 / 3rd	Page 1 / 2nd	Page 1 / 8th
English radio station Costa Blanca	Page 1 / 2nd	Page 1 / 3rd	Page 1 / 3rd
Advertise on English Radio in Spain	Page 1 / 1st	Page 1 / 1st	Page 1 / 2nd
English Radio in Spain Marketing	-	Page 1 / 2nd	Page 1 / 9th

* = new search term in first 10 pages

- = not found in first 10 pages

Term	Bing.com	Yahoo.es	Google.es
Emisora de radio inglés en España	-	-	Page 1 / 10th
Emisora de radio en inglés	-	-	Page 4 / 7th

Site Performance Benchmarks

Google Page Rank

www.spectrumfm.net has a current Google Page Rank of **4**.

Google Indexed Pages

There are **333** pages on www.spectrumfm.net that have been stored in the Google index.

Hubspot Marketing Effectiveness Score

A website grade of 91/100 for www.spectrumfm.net means that of the millions of websites that have previously been evaluated, the Hubspot algorithm has calculated that this site scores higher than **91%** of them in terms of its marketing effectiveness. The algorithm uses a proprietary blend of over 50 different variables, including search engine data , website structure, approximate traffic, site performance, and others.

MOZ Rank: **4.8**

MozRank is SEOMoz's general, logarithmically scaled 10-point measure of global link authority or popularity and is very similar in purpose to the measures of link importance used by the search engines (e.g., GOOGLE's PageRank).

Alexa Traffic Rank

The website **www.spectrumfm.net** ranks **859,717** which is in the top **2.76%** of all websites.

Website (Costa del Sol)	Alexa ranking
Spectrumfm.net	859,717
Talkradioeurope.com	939,045
centralfm.com	3,401,787
thebeatspain.com	3,873,158
global.fm	4,879,701
HeartfmSpain.com	5,374,659
coastlinefm.net	11,002,322

Website (Costa Blanca)	Alexa ranking
Spectrumfm.net	859,717
bayradio.fm	2,014,188
Xtra.fm	2,873,844
Tkofm.com	2,932,091
Radionova-costablanca.com	3,739,095
Coolfm974.com	5,879,536

Website (Canaries / Tenerife)	Alexa ranking
Spectrumfm.net	859,717
Oasisfm.com	2,584,250
Coastfmentenerife.com	3,400,479
Atlantis.fm	4,552,562

Monthly Web Traffic

Figures from AWStats direct from server–

Total hits – 2.331.066

Visits – 13.971

Page views – 1.421.743

Links to www.spectrumfm.net

One of the most important measures for a website is how many other sites link to it. The more sites you having linking to your own site, the better. Having links to your website from authoritative resources on the Internet helps you rank higher in search engines since these links are an indication that your website is trustworthy and contains good content. There are currently a total of **9,928 links** linking to **www.spectrumfm.net**.

The top domains that have links to pages on your site are:

Domains, "Links", Linked pages

Domains,Links,Linked pages	wikitrans.net,3,2
delicast.com,"6,707",1	trueknowledge.com,3,1
wordpress.com,"1,739",11	streamingthe.net,2,1
cpfc.org,293,1	yourweddingmoments.com,2,2
blogspot.com,204,3	searchandalucia.com,2,1
expatchart.com,175,1	spanjelink.nl,2,1
lounge.am,134,1	vodpod.com,2,1
englishradiospain.com,133,7	mycyberradio.com,2,1
ifcmma.eu,103,1	money123live.com,2,2
cdshomemagazine.com,63,1	virtualtourist.com,2,1
facebook.com,34,11	wunderkindlive.com,2,2
coastfmtenerife.com,25,1	costadailynews.com,2,1
propertyworldmagazine.net,24,1	webwunderkind.com,2,2
rockinmarbella.com,18,1	cablenewsvirginia.com,2,2
webdesigninspain.com,17,1	pgb.es,2,1
twitter.com,13,9	techcablenews.com,2,2
ifcmma.net,12,1	newinteractiverights.com,2,2
voodoodesignz.com,9,1	andalucialistings.com,2,1
iproxyuk.com,8,1	autoscostasol.com,2,1
youtube.com,8,1	startkabel.nl,2,1
wikipedia.org,7,2	guiadelaradio.com,2,1
ifcmma.tv,6,1	interactiverights.org,2,2
ifcmma.info,6,1	angloinfo.com,2,1
idealspain.com,5,1	tpresse.com,2,2
multimania.es,4,1	yourwunderkind.com,2,2
eyeonspain.com,4,3	answers.com,2,2
fairplayformusic.com,4,1	guiriarmy.com,2,1
marbellacomfortcare.com,3,1	interactiverights.com,2,2
internet-radio-guide.net,3,1	sevenload.com,2,1
enotes.com,3,2	surfmusic.de,2,1
ask.com,3,2	gotobenidorm.com,2,1

uwpagina.nl,2,1
audiobooksinreview.com,1,1
somoslatinos.es,1,1
kenyansafariholidays.net,1,1
malagafootballenglish.com,1,1
titoct200.com,1,1
tvnewsradio.com,1,1
billsparks.org,1,1
blog.com,1,1
top40marketing.com,1,1
surfmusik.de,1,1
autosurfpro.com,1,1
costablancadirectory.com,1,1
businessweek.com,1,1
guide2marbella.com,1,1
audio-mastering-mixing.com,1,1
ossepiraten.nl,1,1
costacalida.com,1,1
hdmaza.com,1,1
rachelmcgoe.com,1,1
thisisspain.info,1,1
murcia-golf.co.uk,1,1
radiomap.eu,1,1
pipl.com,1,1
omninternet.com.mx,1,1
oxford2oxford.co.uk,1,1
streema.com,1,1
sndads.com,1,1
mysnip.de,1,1
caregenerale.com,1,1
wn.com,1,1
fmdx.es,1,1
beginthier.nl,1,1
brycefranken.com,1,1
the-expat-chart.co.tv,1,1
exhibitions-spain.com,1,1
50webs.com,1,1
yellowpagespain.com,1,1
andalucia.co.uk,1,1
inetgiant.co.uk,1,1
quotidiani.net,1,1
predavatel.com,1,1
tunein.com,1,1
cablenewsfrance.com,1,1
frigiliana-apartment.co.uk,1,1
webtothumb.com,1,1
ukwttv.de,1,1
laslomasdecabopino-
marbella.com,1,1
celebritiesinmarbella.com,1,1
multidimensions.net,1,1
techraffle.com,1,1
listenlive.eu,1,1
spinolaonline.it,1,1
spanischwelt.de,1,1
antascomputerservices.com,1,1
thesun.co.uk,1,1
redtape.es,1,1
frigiliana-apartment.com,1,1
digitalspy.co.uk,1,1
ambientjobs.com,1,1
yourmarbella.com,1,1
yatedo.com,1,1
spectrumfm.es,1,1
dunyaradyolari.com,1,1
lyngsat-address.com,1,1
goo.ne.jp,1,1
absolutsalsa.com,1,1
andalucia-travelguide.com,1,1
pipex.com,1,1
satellitemagazine.com,1,1
spectrumfmmojacar.net,1,1
123people.at,1,1
nerjaapartmentrentals.com,1,1
google.com,1,1
littleone.ru,1,1
tema2.com,1,1
albirspain.com,1,1
run229.com,1,1
lyngsat-stream.com,1,1
andalucia2.com,1,1
whoisradio.com,1,1
spainsaver.com,1,1
frecuencias.com,1,1
musicforscotland.co.uk,1,1
mijashotels.co.uk,1,1

yatedo.fr,1,1
viva-spanien.de,1,1
gclearningservices.com,1,1
drillspin.com,1,1
allepaginas.nl,1,1
minneapolisdjservice.com,1,1

entertainmentinspain.com,1,1
eenpunt.nl,1,1
spectrumfmcostablanca.com,1,1
myspace.com,1,1
johntallonjones.com,1,1

Social Media Marketing

Web-footprint

Results taken from www.google.com on 05/10/11 at 11:05

Listings in Google.com relating to Spectrum Fm for search term "English Radio Spain":



Listings that have content that reflects positively on your company - these are generally generated by your site or by positive postings

Positive



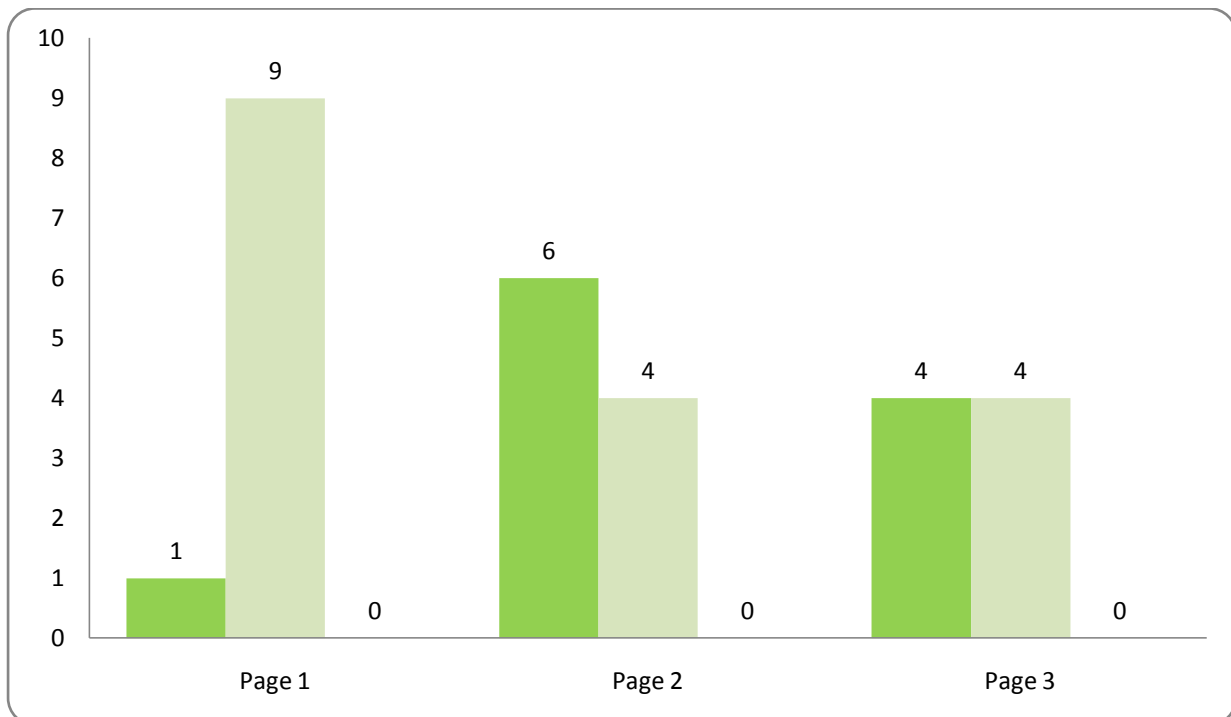
Listings that have content that reflects negatively on your company

Negative



Listings that have content that does not refer to your company in any way
The below charts represent the number of listings per result page for the search term indicated.

Neutral



Web-footprint

Results taken from www.google.com on 05/10/11 at 11:10

Listings in Google.com relating to Spectrum Fm for search term "Radio Advertising Spain":



Positive

Listings that have content that reflects positively on your company - these are generally generated by your site or by positive postings



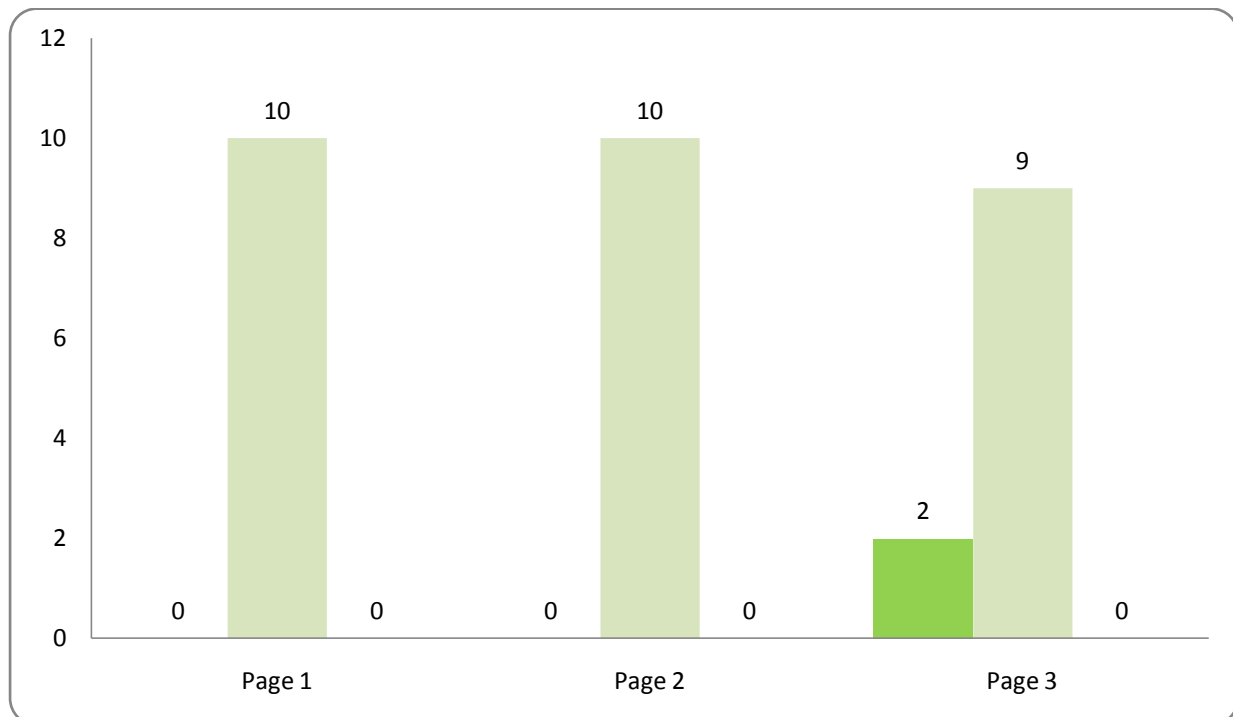
Negative

Listings that have content that reflects negatively on your company



Neutral

Listings that have content that does not refer to your company in any way
The below charts represent the number of listings per result page for the search term indicated.



Core Networks

The total number of social networks currently being posted to is **20**.

- Twitter (SpectrumFmSpain): Followers **951**
- Twitter (radiospain): Followers **1,028**
- Facebook Profile (Spectrumfm Spain): Friends **3255**
- Facebook Page (spectrumfm.net): People Likes **2.127**
- Facebook Group (Spectrum Fm Spain): - Members

Linkbacks submitted this month to pages on www.spectrumfm.net

There are **78** linkbacks which have been submitted to **20** social networks

Total number of linkbacks: 1,560

Articles

32 articles have been submitted to **4** blogs

Total article posts: 128

Current Themes

- Current local news items from the Euro Weekly news desk
- Local music events & concerts
- Cool Deals
- Current Music News
- Teaching English in Spain

Social Media Marketing Network Accounts

[Spectrum Fm on Twitter \(SpectrumFmSpain\)](#)

[Spectrum Fm on Twitter \(radiospain\)](#)

[Spectrum Fm on Facebook \(profile\)](#)

[Spectrum Fm on Facebook \(page\)](#)

[Spectrum Fm on Facebook \(group\)](#)

[Spectrum Fm on Myspace](#)

[Spectrum Fm on Tumblr](#)

[Spectrum Fm on LinkedIn](#)

[Spectrum Fm on Plurk](#)

[Spectrum Fm on Friendfeed](#)

[Spectrum Fm on Posterous](#)

[Spectrum Fm on Multiply](#)

[Spectrum Fm on Tagged](#)

[Spectrum Fm on Bebo](#)

[Spectrum Fm on Stumbleupon](#)

[Spectrum Fm on Delicious](#)

[Spectrum Fm Blog](#)

[Spectrum Fm on Wordpress](#)

[Spectrum Fm on Blogger](#)

[English Radio Spain on Blog.com](#)

[Spectrum Fm on Youtube](#)

[Spectrum Fm on Vimeo](#)

[Spectrum Fm on Viddler](#)

[Spectrum Fm on Dailymotion](#)

[Spectrum Fm on Metacafe](#)

[Spectrum Fm on Vodpod](#)

[Spectrum Fm on Kewego](#)

[Spectrum Fm on Myspace Videos](#)

[Spectrum Fm on Veoh](#)

[Spectrum Fm on Ebaumsworld](#)

[Spectrum Fm on Graspr](#)

[Spectrum Fm on Issuu](#)

Promoting Content

Blog Grade

Blog URL: www.spectrumfmradio.wordpress.com

Your Blog Grade of **92** is based on a measurement of the traffic levels to your blog and the number and quality of links pointing at it.

del.icio.us Bookmarks

del.icio.us is a social bookmarking site. Users can save links they wish to keep for later reference on the site, and pages that have been saved many times are displayed in a special "hot" section which can drive thousands of visits.

You have **157** del.icio.us bookmarks

Link Tweet Summary

TweetMeme is a service which aggregates all the popular links on Twitter to determine which links are popular. Tweets and retweets help drive traffic to the content that you have created. The links on www.spectrumfm.net have been recently tweeted **41** times according to TweetMeme.

Twitter Grade

The account [@spectrumfmSpain](https://twitter.com/spectrumfmSpain) has been given a grade of **92/100**. Below is the Twitter Grader analysis of the influence and usefulness of that account for marketing efforts.

Followers	Following	Updates
876	1,982	452