

# SecurityNewsDesk.com at a glance...

Since launching in January 2011, we have kept a close eye on our position on the web along with our competitors'. Below you will find statistics collected over the last 11 months that clearly indicate [www.SecurityNewsDesk.com](http://www.SecurityNewsDesk.com) has already become a major portal for security professionals on the web.

## Alexa.com

Alexa.com ranks 30 million websites worldwide and has over 6 million visitors per month. It is now regarded as one of the leading providers of free web metrics.

### Alexa Rank: 07/11/11

#### Global

1.SourceSecurity	- 64,530
<b>2.SecurityNewsDesk</b>	<b>- 153,421</b>
3.Info4Security	- 235,262
4.SecurityWorldHotel	- 284,226
5.InfoLogue	- 485,069
6.ProSecurityZone	- 713,640
7.CCTViNFO	- 1,202,994

#### UK

<b>1.SecurityNewsDesk</b>	<b>- 4,936</b>
2.Info4Security	- 11,809
3.InfoLogue	- 17,077
4.SourceSecurity	- 27,089
5.CCTViNFO	- 45,079
6. ProSecurityZone	- 56,520
7.ProfessionalSecurity	- 120,776

## Clickstream

### Upstream Sites

Which sites did users visit immediately preceding securitynewsdesk.com?

% of Unique Visits	Upstream Site
27.87%	google.co.uk
18.03%	google.com
14.75%	bbc.co.uk
14.75%	linkedin.com
7.38%	alexa.com
6.56%	info4security.com
6.56%	securitymiddleeast.com
4.10%	yahoo.com

### Downstream Sites

Where do visitors go after leaving securitynewsdesk.com?

% of Unique Visits	Downstream Site
28.69%	google.co.uk
21.31%	cctvimage.com
13.93%	google.com
12.30%	info4security.com
8.20%	securitymiddleeast.com
6.56%	alexa.com
5.74%	sqa.org.uk
3.28%	twitter.com

## Google PageRank

SecurityNewsDesk:	3	Info4Security:	5	ProfessionalSecurity:	5
SourceSecurity:	5	CCTViNFO:	3	SecurityBuyer:	4

**eMarketing - 2011**

Database UK = 12,500 (opt-in subscribers)  
 Average monthly releases = 7 (includes eNewsletters, eBroadcasts and TV News)  
 Avg open rate percentage = 21.19%

**Video**

Total videos produced = over 50 (includes Corporate/Case Study/Product Demo/Interview/Shows & Events)  
 Total videos online = 44  
 All time views (Jan-Oct) = 12,174 (figure includes SecurityNewsDesk.com and YouTube video views)  
 Total minutes watched = 11,536 (192 hours) – statistics taken from SecurityNewsDesk.com only  
 Highest video views in one day = 291 – A TV news release day.  
 Highest minutes watched in one day = 533 (just under 9 hours)

**Social Media**

*Twitter:*

Info4Security - 2234 followers and 5509 “tweets”  
 SecurityNewsDesk.com - 1639 followers and 1752 “tweets”  
 SourceSecurity - 1284 followers and 2667 “tweets”  
 Info4Security Tweet grade: - 97.9 out of 100  
 SourceSecurity Tweet grade: - 96.8 out of 100  
 SecurityNewsDesk.com [Tweet grade:](#) - 96.2 out of 100

*Facebook:*

SourceSecurity - 102 “likes”  
 SecurityNewsDesk.com - 77 “likes”

*LinkedIn:*

SecurityNewsDesk.com Group - 60 members  
 SecurityMiddleEast.com Group - 308 members  
 SourceSecurity - 198 members

Connections: - 660 (Reaching out to a network of over 6 million professionals)

**SecurityNewsDesk.com**

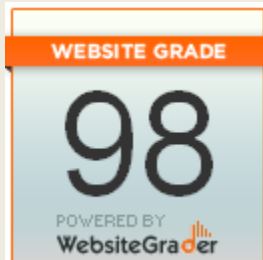
Banners: 12 active banners  
 Impressions: sharing 222,660 impressions over past 21 days  
 Avg per day is 10,603  
 Avg per day/banner is 884  
 One month/31 days banner @ £350: £11.29 per day  
 Avg cost per impression 1.3p

Homepage hits/views between 25<sup>th</sup> Sep and 25<sup>th</sup> Oct: Up to 60,000

**Article performance**

CEM Systems provides access control solution for Cadbury’s (Kraft Foods) in India: 15,624  
 BBC's Top Gear puts “unstoppable” Marauder to the test: 15,473  
 How many cameras in the UK? Only 1.85 million claims ACPO lead on CCTV: 6,719  
 CCTV Image - issue no.43 - Spring 2011 2,817  
 SecurityNewsDesk.com: The website shootout shows who's achieving what: 1,810

**HubSpot Website Grader**



A website grade of 98/100 for www.securitynewsdesk.com means that of the millions of websites that have previously been evaluated, our algorithm has calculated that this site scores higher than 98% 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.

SourceSecurity:	96	SecurityBuyer:	96
Info4Security:	85	InfoLogue:	94
CCTViINFO:	55	ProSecurityZone:	80
ProfessionalSecurity:	67		