

Webometric methods to identify web trends in industrial sectors

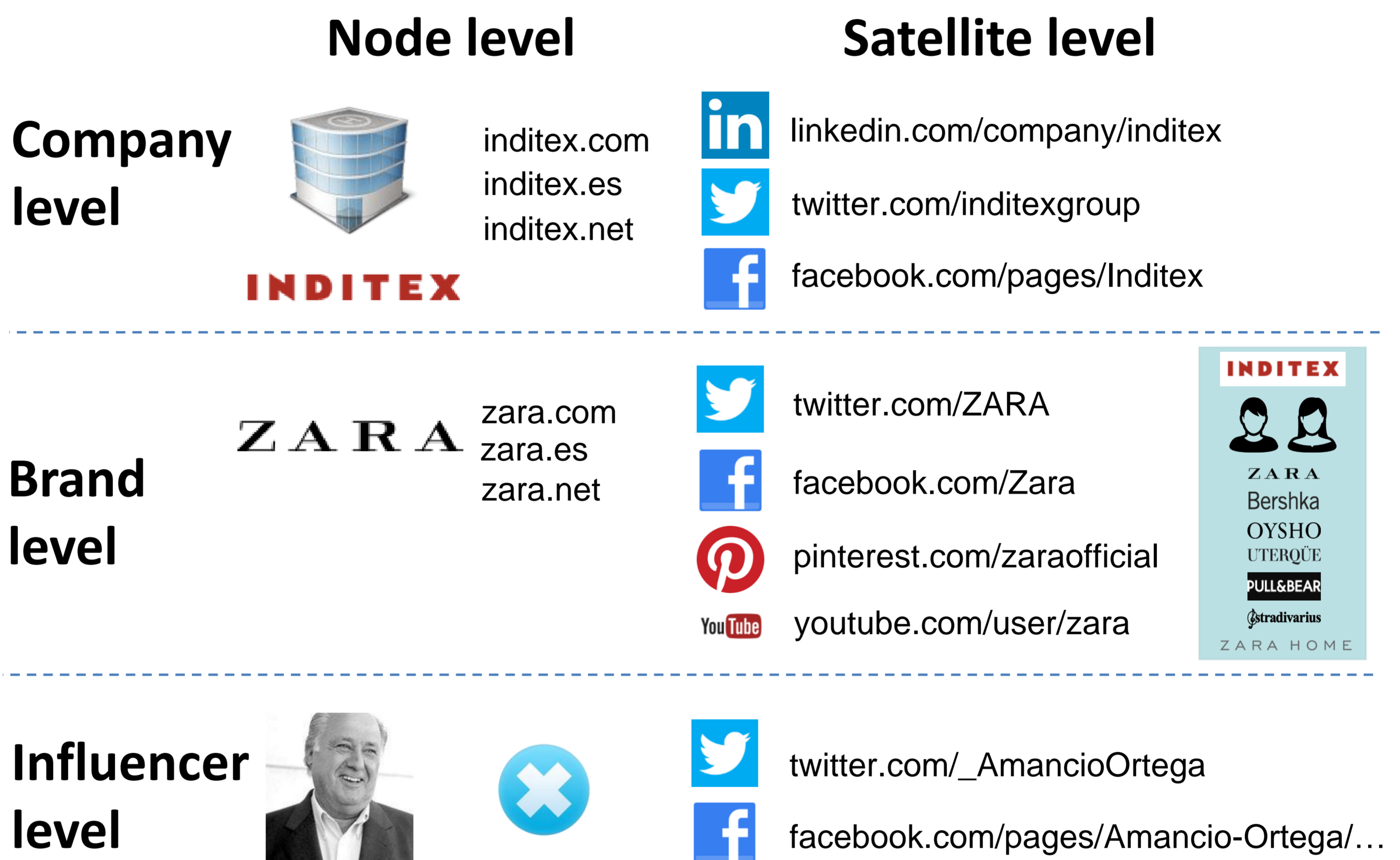
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Adolfo Alonso-Arroyo, University of Valencia, adolfo.alonso@uv.es
 Ángeles Calduch-Losa, Polytechnic University of Valencia, mcalduch@eio.upv.es
 José-Antonio Ontalba-Ruipérez, Polytechnic University of Valencia, joonrui@upv.es
 Enrique Orduña-Malea, Polytechnic University of Valencia, enorma@upv.es
 Jorge Serrano-Cobos, Polytechnic University of Valencia, jorserc2@upv.es

1 The goal: Internationalization of Spanish companies

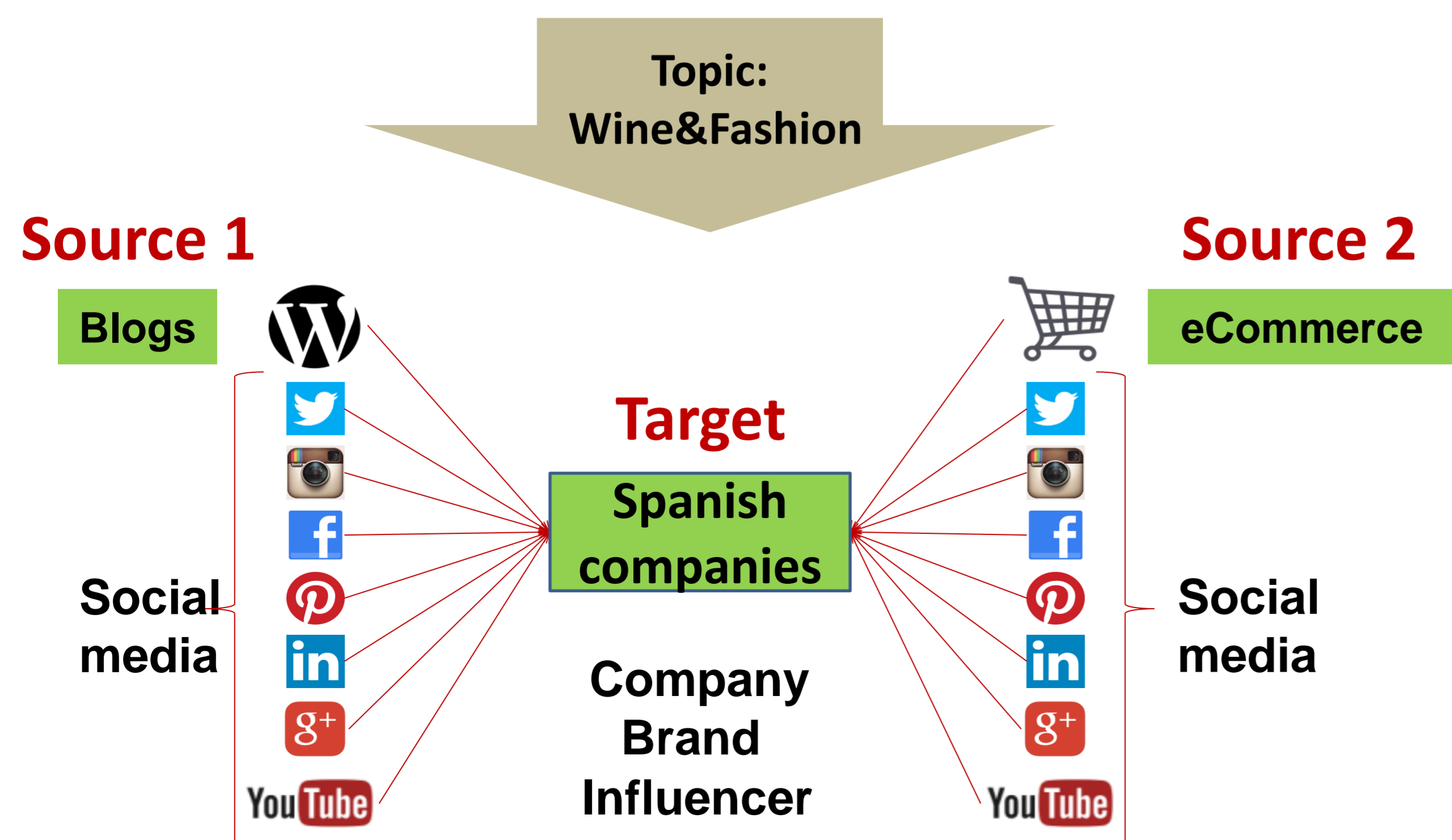
Develop and validate a **webometrics analysis model** oriented to the analysis of the Spanish online market for its **internationalization**, focusing on the presence, use and web impact of **companies, products and brands** abroad.

2 The origin: Private companies on the Web



3 The method: Controlled URL mentions from quality sources Initial case studies

Type of sources



Place of sources

