Webometric methods to identify web trends in industrial sectors
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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

Node level

Company level
inditex.com
inditex.es
inditex.net

Brand level
zara.com
zara.es
zara.net

Influencer level

Satellite level

Company level
linkedin.com/company/inditex
twitter.com/inditexgroup
facebook.com/pages/Inditex

Brand level
twitter.com/ZARA
facebook.com/Zara
pinterest.com/zaraofficial
youtube.com/user/zara
	echSource

Influencer level
twitter.com/_AmancioOrtega
facebook.com/pages/Amancio-Ortega/

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

Type of sources

Topic: Wine&Fashion

Source 1

Source 2
eCommerce

Place of sources

URL mentions
COUNTRY SOURCE
TARGET COUNTRY

Social media

Company
Brand
Influencer

Social
media

Target
Spanish
companies