

Blog Profile

The Trade Radar blog's focus is on tech stocks, technology concepts that impact selected tech stocks, ProShares ETFs and analysis of economic reports focusing on the impacts to the technology industry.

The blog also presents a weekly review where various proprietary and standard technical analysis indicators are compiled for the stock market as a whole. These indicators are then evaluated to determine the tone of the market and identify potential short-term trends. By-products of this process are the lists of stock alerts and "trend leaders" that are offered free to readers. These free benefits tend to increase weekend traffic to the blog and to other pages of the Trade Radar web site.

A free stock analysis program is also available for download by readers. There are occasional blog posts to discuss new versions of the software or tips on how to use it thus bringing repeat traffic.

Blog Target Audience and Traffic Information

The target audience for the Trade Radar blog consists primarily of individual investors who are interested in the subjects described above. These readers tend to seek the kind of detail available at Trade Radar as preparation for active stock trading in certain sectors of the technology industry or to better understand ProShares ETFs. It is clear that they are active investors who are interested in finding their own potential investments via our free lists and blog posts as well as doing their own analysis using our Trade Radar software.

The blog itself is currently getting roughly 5500 page views per month and has approximately 230 RSS subscribers.

Third Party References

Trade Radar blog posts are published by several well-known aggregators including:

- Seeking Alpha (who feeds them to Yahoo! Finance)
- iStockAnalyst
- StockBB
- MrSwing.com
- Wikinvest

In addition, Trade Radar is a member of the Investors Blog Network

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