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WHAT IS SCRUFFYRADIO.COM?

Introduction

The internet is the next best medium for entertainment and advertising in the world today. The Internet is not limited by geography like traditional radio stations that can be listened to only up to a certain range. What makes scruffyradio.com different from other stations, whose regular radio programming is transmitted on the internet, is the fact that we operate like a regular radio station, but strictly on the internet. These other limited by geography media houses relay programming which is targeted only at their based countries.

We offer One Medium, to target the entire Caribbean at one cost. There is no limit to our target market what ever the country, language or genre. We receive hits and comments from persons as far as South Africa, the Philippines, U.S, Canada, U.K and Japan and through-out the Caribbean. Our website is **Search Engine Optimized** for this purpose.

Scruffyradio.com is St. Lucia's only... the Caribbean's first of its kind and most Innovative Internet based Radio and TV Station today. We will simply entertain you with the most up to date Caribbean music and streaming video available today, mixed in with some International. You just might hear it first on scruffyradio.com. Our music library boasts thousands of music tracks of various genres from the 80's to present day, on both hard copy and loaded on our servers. You can listen to scruffyradio.com for the best Soca, Calypso, Reggae, Hip-Hop, and R&B, Reggaeton, and Jazz from the Caribbean and around the world. We offer audio, video and website advertising to our clients.

Our Mission

Our Mission is to be the No.1 Internet Radio and TV Station in the Caribbean promoting St. Lucian and other Caribbean Artistes and their music, and also, streaming Music, Programming, Promotions and Live Events to every Home, Office, School and University in the Caribbean and beyond.

Demographics

Target Market: Our main target market is the 15 to 45 age group.

Average Daily Listeners: Since our restructuring over 4 years ago we have recorded a total of over 437000 hits. We average a total of 300 - 400 visits per day.

Search Engine Page Rankings with Keywords: Our web site is search engine optimized to show up in the first position on major search engines MSN, Google, Live.com and Yahoo when the followings keywords are used. St.Lucia Radio, Saint Lucia Radio, Radio in St. Lucia, Online Caribbean Music, Caribbean Radio. Scruffy Music etc. or searches for local artistes.

Referrer Totals: Search Engines

- **Google:** 44.87%
- **MSN Search:** 28.41%
- **Yahoo:** 13.00%
- **Live.com:** 11.34%
- **Other:** 2.38%

Referrer Totals: Sources

- **Search Engines:** 54.78%
- **Websites:** 44.34%
- **email:** 0.88%

Networking

Scruffyradio.com is a member of some of the most popular Networking Websites on the internet today. We use these as marketing tools for our services. These Social Networks boast Millions of members.

www.myspace.com/scruffy_radio

With a total of 620 Caribbean and International artistes as members scruffyradio.com is networked through-out the entertainment industry.

www.thewebdj.hi5.com

With a total of 1511 members' scruffyradio.com is networked with over 174 million person's world wide. We can also be found on Tagged and Face Book.

Visitor percentage per Country

- **United States:** 37.00%
- **St. Lucia:** 25.00%
- **United Kingdom:** 15.00%
- **Canada:** 12.00%
- **Total Other:** 11.00% (mostly Caribbean Islands)

Scruffyradio.com has established a number of reciprocal links with various popular websites locally, regionally and internationally. These websites boast of their own consistent number of visits per day.

Most Popular Pages

Homepage, About Us, Contact Us, Artiste Links, Scruffy TV

Average Listening Hours per day

3.5 hours

Contact Information

We can be reached through various means:

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