Domain Name - cumulus.com

WhoIs Information

Registered : No

Domain age : 35 Years 6 Months 19 Days

Tech email : REDACTED FOR PRIVACY

Name servers : DNS4.CUMULUS.COM

Created at : 17-Jul-1989

Changed at : 03-Mar-2017

Expire at : 31-Dec-2025

Registrant name : REDACTED FOR PRIVACY

Admin name : REDACTED FOR PRIVACY

Registrant country : 🇺🇸 US

Admin country : ❌ REDACTED FOR PRIVACY

Registrant phone : REDACTED FOR PRIVACY

Admin phone : REDACTED FOR PRIVACY

Moz information

Subdomain normalized : 0.1838172972

Subdomain raw : 0.01838172972

Url normalized : 4.599999905

Url raw : 0.4600000083

Http status code : 301

Domain authority : 59

Page authority : 46

External quality link : 497

Links : 1235

Link information

Backlink count : 497

Total link count : 1,235

Mozrank : 4.599999905

Mobile Friendly Check

Performance : 9.79

Emulated Form Factor **Mobile**	
Locale **En-US**	
Category **Performance**	

Field Data

Over the last 30 days, the field data shows that this page has an **Moderate** speed compared to other pages in the Chrome User Experience Report**. We are showing The 75th percentile of FCP and The 95th percentile of FID**

First Contentful Paint (FCP)

3452 ms

Metric Category

SLOW

First Input Delay (FID)

13 ms

Metric Category

FAST

Overall Category

SLOW

Origin Summary

All pages served from this origin have a **Slow** speed compared to other pages in the Chrome User Experience Report Over

the last 30 days.To view suggestions tailored to each page, analyze individual page URLs.

First Contentful Paint (FCP)

2947 ms

Metric Category

AVERAGE

First Input Delay (FID)

18 ms

Metric Category

FAST

Overall Category

AVERAGE

Lab Data

First Contentful Paint

First Contentful Paint marks the time at which the first text or image is painted. **Learn more**

7.6 s

First Meaningful Paint

First Meaningful Paint measures when the primary content of a page is visible. **Learn more**

7.6 s

Speed Index

Speed Index shows how quickly the contents of a page are visibly populated. **Learn more**

8.2 s

First CPU Idle

First CPU Idle marks the first time at which the page`s main thread is quiet enough to handle input. **Learn more**

14.9 s

Time to Interactive

Time to interactive is the amount of time it takes for the page to become fully interactive. **Learn more**

16.2 s

Max Potential First Input Delay

The maximum potential First Input Delay that your users could experience is the duration, in milliseconds, of the longest task. **Learn more**

1,510 ms

Audit Data

Keep request counts low and transfer sizes small

To set budgets for the quantity and size of page resources, add a budget.json file. **Learn More**

76 requests • 16,260 KiB

Eliminate render-blocking resources

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles. **Learn More**

Potential savings of 6,430 ms

Efficiently encode images

Optimized images load faster and consume less cellular data. **Learn More**

Enable text compression

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes. **Learn More**

Potential savings of 633 KiB

Serve static assets with an efficient cache policy

A long cache lifetime can speed up repeat visits to your page. **Learn More**

40 resources found

Reduce the impact of third-party code

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading. **Learn More**

Third-party code blocked the main thread for 4,000 ms

Network Round Trip Times

Network round trip times (RTT) have a large impact on performance. If the RTT to an origin is high, it's an indication that servers closer to the user could improve performance. **Learn More**

0 ms

Estimated Input Latency

Estimated Input Latency is an estimate of how long your app takes to respond to user input, in milliseconds, during the busiest 5s window of page load. If your latency is higher than 50 ms, users may perceive your app as laggy. **Learn More**

820 ms

First Contentful Paint (3G)

First Contentful Paint 3G marks the time at which the first text or image is painted while on a 3G network. **Learn More**

15751.5 ms

Total Blocking Time

Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds.

2,060 ms

Reduce JavaScript execution time

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this. **Learn More**

7.7 s

Defer offscreen images

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive. **Learn More**

Potential savings of 95 KiB

Server Backend Latencies

Server latencies can impact web performance. If the server latency of an origin is high, it's an indication the server is overloaded or has poor backend performance. **Learn More**

0 ms

Properly size images

Serve images that are appropriately-sized to save cellular data and improve load time. **Learn More**

Potential savings of 12 KiB

Remove unused CSS

Remove dead rules from stylesheets and defer the loading of CSS not used for above-the-fold content to reduce unnecessary bytes consumed by network activity. **Learn More**

Potential savings of 551 KiB

Avoids enormous network payloads

Large network payloads cost users real money and are highly correlated with long load times. **Learn More**

Total size was 2,055 KiB

Minimize main-thread work

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this. **Learn More**

9.9 s

Serve images in next-gen formats

Image formats like JPEG 2000, JPEG XR, and WebP often provide better compression than PNG or JPEG, which means faster downloads and less data consumption. **Learn More**

Potential savings of 73 KiB

Avoid chaining critical requests

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load. **Learn More**

29 chains found

Avoids enormous network payloads

A large DOM will increase memory usage, cause longer **Learn More**

174 elements

Avoid multiple page redirects

Redirects introduce additional delays before the page can be loaded. **Learn More**

Potential savings of 630 ms

Minify JavaScript

Minifying JavaScript files can reduce payload sizes and script parse time. **Learn More**

User Timing marks and measures

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences. **Learn More**

IP Information	
ISP : AS20141 Quality Technology Services, LLC	
Ip : 216.234.12.31	
Country : 🇺🇸 UNITED STATES	
City : Gainesville	
Region : Florida	
Timezone : America/New_York	

Malware Scan Info	
Google safe browser norton : Safe	
Norton : untested	

Search Engine Index Info	
Google index : 175	

Latitude : 29.6516		**Bing index :** 0	
Longitude : -82.3248		**Yahoo index :** 45	

Sites in Same IP	Related Websites
No data to show	1.

Social Network Information - cumulus.com

Social Network Information

Facebook share : 0	**Pinterest Info :** 1
Facebook comment : 0	**Xing Info :** 0
Facebook like : 0	**Buffer Info :** 2
Reddit Score : 0	**Reddit Ups :** 0
Reddit downs : 0	

Keyword & Meta Information - cumulus.com

TITLE & METATAGS

Title
Cumulus Media

Viewport
width=device-width, initial-scale=1.0, shrink-to-fit=no

Description
CUMULUS MEDIA is a leading audio-first media and entertainment company delivering premium content to over a quarter billion people every month — wherever and whenever they want it.

Msapplication-TileImage
https://www.cumulusmedia.com/wp-content/uploads/2019/10/cropped-android-chrome-512x512-1-270x270.png

Robots
index, follow, max-snippet:-1, max-image-preview:large, max-video-preview:-1

Twitter:card
summary_large_image

Twitter:site
@CumulusMedia

Twitter:label1
Est. reading time

Twitter:data1
1 minute

Blocked by robots.txt : No

Blocked by meta-robots : No

Links nofollowed by meta-robots : No

Total keywords : 247

Html headings

H1(0)
No h1 tag found

H2(2)
1. TUNE IN AND TURN IT UP!
2. Hi, how can we help?

H3(0)
No h3 tag found

H4(0)
No h4 tag found

H5(0)

No h5 tag found

H6(0)

No h6 tag found

KEYWORD ANALYSIS

== Single word keywords ==

SINGLE KEYWORDS	OCCURRENCES	DENSITY	POSSIBLE SPAM
Solutions	6	2.429 %	No
CUMULUS	4	1.619 %	No
MEDIA	4	1.619 %	No
Advertising	3	1.215 %	No
audio	3	1.215 %	No
Contact	3	1.215 %	No
local	3	1.215 %	No
listeners	2	0.81 %	No
stations	2	0.81 %	No
programming	2	0.81 %	No
Company	2	0.81 %	No
Listen	2	0.81 %	No
digital	2	0.81 %	No
Investors	2	0.81 %	No
media	2	0.81 %	No
entertainment	2	0.81 %	No
national	2	0.81 %	No
company	2	0.81 %	No
Work	2	0.81 %	No
network	2	0.81 %	No

== Two words keywords ==

2 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
CUMULUS MEDIA	4	1.619 %	No
About Us	2	0.81 %	No
and entertainment	2	0.81 %	No
Work Here	2	0.81 %	No
and national	2	0.81 %	No
Advertising Solutions	2	0.81 %	No
Contact Us	2	0.81 %	No
MEDIA is	2	0.81 %	No
well as	1	0.405 %	No
and ondemand	1	0.405 %	No
connections local	1	0.405 %	No
local impact	1	0.405 %	No
impact and	1	0.405 %	No
services powerful	1	0.405 %	No
marketing services	1	0.405 %	No
national reach	1	0.405 %	No
reach through	1	0.405 %	No
through broadcast	1	0.405 %	No
broadcast and	1	0.405 %	No
ondemand digital	1	0.405 %	No

== *Three words keywords* ==

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
CUMULUS MEDIA is	2	0.81 %	No
About Us Company	1	0.405 %	No
social and voiceactivated	1	0.405 %	No
connections local impact	1	0.405 %	No
local impact and	1	0.405 %	No
impact and national	1	0.405 %	No
and national reach	1	0.405 %	No
national reach through	1	0.405 %	No
reach through broadcast	1	0.405 %	No
through broadcast and	1	0.405 %	No

3 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
broadcast and ondemand	1	0.405 %	No
and ondemand digital	1	0.405 %	No
ondemand digital mobile	1	0.405 %	No
digital mobile social	1	0.405 %	No
mobile social and	1	0.405 %	No
and voiceactivated platforms	1	0.405 %	No
with personal connections	1	0.405 %	No
voiceactivated platforms as	1	0.405 %	No
platforms as well	1	0.405 %	No
as well as	1	0.405 %	No

== *Four words keywords* ==

4 WORD PHRASES	OCCURRENCES	DENSITY	POSSIBLE SPAM
About Us Company Overview	1	0.405 %	No
mobile social and voiceactivated	1	0.405 %	No
personal connections local impact	1	0.405 %	No
connections local impact and	1	0.405 %	No
local impact and national	1	0.405 %	No
impact and national reach	1	0.405 %	No
and national reach through	1	0.405 %	No
national reach through broadcast	1	0.405 %	No
reach through broadcast and	1	0.405 %	No
through broadcast and ondemand	1	0.405 %	No
broadcast and ondemand digital	1	0.405 %	No
and ondemand digital mobile	1	0.405 %	No
ondemand digital mobile social	1	0.405 %	No
digital mobile social and	1	0.405 %	No
social and voiceactivated platforms	1	0.405 %	No
advertisers with personal connections	1	0.405 %	No
and voiceactivated platforms as	1	0.405 %	No
voiceactivated platforms as well	1	0.405 %	No
platforms as well as	1	0.405 %	No
as well as integrated	1	0.405 %	No

Alexa Information - cumulus.com

General information

Domain name : cumulus.com	**Global Rank :** No data
Daily Time on Site : No data	**Search Traffic :**
Bounce Rate :	**Total sites link in :** 207

Top 5 similar sites by audience overlap

Sl	Similar sites	Overlap score
1	cumulusmedia.com	20.2
2	westwoodone.com	5.9
3	cumulusdigital.com	4.3
4	westwoodonesports.com	3.8
5	webstratus.com	3.0

Top 5 keywords by traffic

Keywords	Search Traffic	Share of voice
No data found!		

Top 4 keyword gaps

Keywords driving traffic to competitors, but not to this site	Avg. traffic to competitors	Search popularity
westwood one denver	25	10
westwood one sports	24	18
kevin harlan	23	34
westwood radio	22	12

Top 4 easy-to-rank keywords

Popular keywords within this site`s competitive power	Relevance to this site	Search popularity
sweet deals	46	31
cnn politics	22	40
nash fm	45	26
cnn health	14	32

Top 4 buyer keywords		
Keywords that show a high purchase intent	Avg. traffic to competitors	Organic competition
westwood online	12	68
chris plante show website	10	18
grand digital solutions	9	70
week in review	9	61

Top 4 optimization opportunities		
Very popular keywords already driving some traffic to this site	Search popularity	Organic share of voice
cumulous	13	4.89%
cumulus media inc	14	4.11%
cumulus jobs	15	4.74%
john dickey	13	4.69%

Top 5 referral sites	
Sites by how many other sites drive traffic to them	Referral sites
westwoodone.com	20.2
cumulus.com	5.9
westwoodonesports.com	4.3
cumulusmedia.com	3.8
cumulusdigital.com	3.0

Site flow	
Visited just before & right after domain	Visited just before & right after domain percentage
No data found!	

Top 5 audience overlap		
Similar sites to this site	**Site's overlap score**	**Alexa rank**
No data found!		

Top 3 audience geography	
Visitors by country	**Visitors by country percentage**
No data found!	