



Grow Mobility | Measurement and Tracking Awareness October 2010



www.nmeda.org



2010-2011 Cooperative Awareness Program Goals and Measurement

OBJECTIVES	MEASUREMENT	BASELINE	July 2010 -June 2011 GOALS	July 2010 - June 2011 VALUE IMPACT
Increase Consumer Awareness for NMEDA & QAP Brands	Consumer Research Survey	Unaided Awareness 0% Aided Awareness 9%	3.3%+ Unaided 15%+ Aided	Impact \$22,739,903 in Consumer Purchasing Decisions
Add Value to NMEDA & QAP Membership as a Consumer Discriminator	Monthly Unique Visitors to the Website	2,705 Monthly Average	Monthly Goal: 5,800 69,600 Calendar Year	\$556,152 in Direct Sales
	Direct Impressions - People Aware of Advantages of Buyer from a "Brick & Mortar Dealer"	0	38,035,707	
Expand Customer Base for Mobility Products	Impressions to "New Target"	0	7,248,390 Impressions through Various Media	Impact \$29,539,012 in Consumer Purchasing Decisions
	Influence Consumer Behavior	0	362,419 (Factoring 20 Impressions on a Target to Influence Behavior)	
Positively Affect Influencers, Advocacy Groups	PT/OT Research Study	2% Unaided Awareness 15% Aided Awareness	3.97%+ Unaided 16.75%+ Aided	Impact \$6,886,420 in Consumer Purchasing Decisions



Driving Independence

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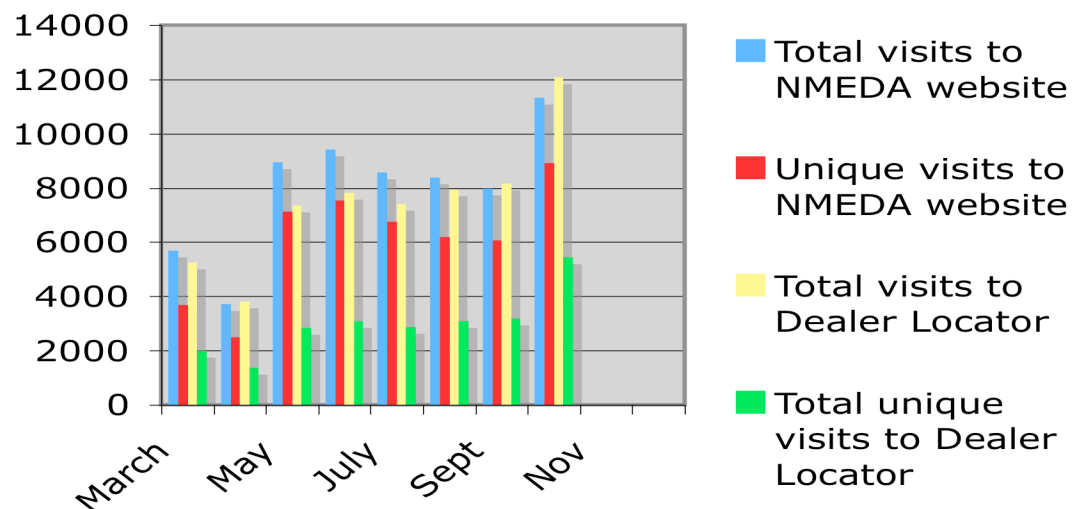
Summary for October 2010

- Media spend for October was \$57,306 (vs. \$17,241 for September)
- Advertising kicked back into full gear, website hits were up 36%
- Placed print media, banner ads on 26 consumer and influencer websites, banners ads also ran on the Google affiliate network and Facebook
- Total number of print & online impressions - 8,958,893 (+3,782,652)
- Facebook fan site - 734 (+593 fans)
- NMEDA Twitter - 2,026 followers & 613 tweets (+407 followers & +97 tweets posted)
- 2,873 sponsored tweets were sent out that generated 4,469 click throughs
- 90 blogs were created that generated 389 click throughs
- Dealer locator visits increased by 3,918
- Unique dealer locator visits increased by 2,269
- Received 44 Dealer Surveys back
- Consumer E-newsletter was added to NMEDA's website



Website Visitor Numbers

	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Total Visits to NMEDA.org	3,735	8,942 (+5,207)	9,423 (481+)	8,570 (-853)	8,405 (-165)	7,999 (-406)	11,341 (+3,342)		
Unique Visits to NMEDA.org	2,508	7,151 (+4,643)	7,538 (387+)	6,763 (-775)	6,190 (-573)	6,086 (-104)	8,932 (+2,846)		
Total Visits to Dealer Locator	3,825	7,358 (+3,533)	7,826 (468+)	7,414 (-412)	7,947 (533+)	8,172 (225+)	12,090 (+3,918)		
Unique Visits to Dealer Locator	1,393	2,849 (+1,456)	3,101 (252+)	2,885 (-216)	3,103 (218+)	3,188 (85+)	5,457 (+2,269)		



Website Visitor Numbers

Average Cost Per Customer

May - \$24.10

June - \$21.89

July - \$4.03

Aug - \$2.80

Sept - \$2.83

Oct - \$6.35

Total Click Throughs on NMEDA IPR Subcommittee's Websites

	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.
M.C. Mobility Systems	27 visits	25 visits	18 visits				
Mobility Works	118 visits	115 visits	47 visits				
Ride-away	119 visits	108 visits	134 visits				
Superior Van & Mobility	47 visits	44 visits 9 calls	48 visits 23 calls				



Dealer Locator Click Throughs to Dealer Websites

August

Ride-Away - 119
Mobility Works - 115
HDS Vans & Mobility - 84
United Access - 48
Superior Vans & Mobility - 47
Ability Center - 46
Freewheel Mobility - 31
MC Mobility System - 27
Adaptive Driving Access - 25
Bussani Mobility - 25
AMS Vans - 23
Oneness Mobility Services - 22

September

Mobility Works - 115
Ride-Away - 108
HDS Vans & Mobility - 56
Ability Center - 49
Superior Vans & Mobility - 44
Adaptive Driving Access - 35
American Mobility - 32
United Access - 32
Access Vans - 28
Bussani Mobility - 28
Oneness Mobility Services - 27
MC Mobility System - 25

October

Ride-Away - 134
United Access - 63
HDS Vans & Mobility - 50
Superior Vans & Mobility - 48
Mobility Works - 47
Ability Center - 47
American Mobility - 42
Freewheel Ability - 35
Advanced Mobility Sys - 29
Bussani Mobility - 26
Adaptive Automobility - 26
Nor-Cal Mobility - 26



Driving Independence

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Dealer Locator Click Throughs

	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Number of Zip Code Searches on the Dealer Locator	3,902	4,847	4,611	4,820	5,137	9,779		
Number of URL's that were Clicked Through	2,567	2,972	2,980	2,622	2,542	2,729		
Number of Directions that were Clicked On	202	298	226	225	256	293		



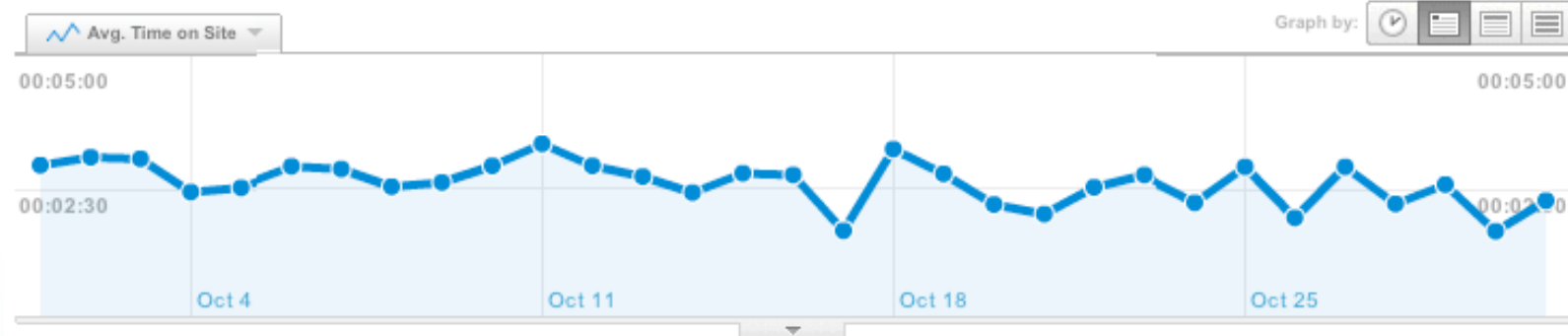
Average Time Spent on NMEDA.org

	April	May	June	July	Aug	Sept
	03:35	02:49	02:40	02:47	02:58	03:11

Oct
02:37

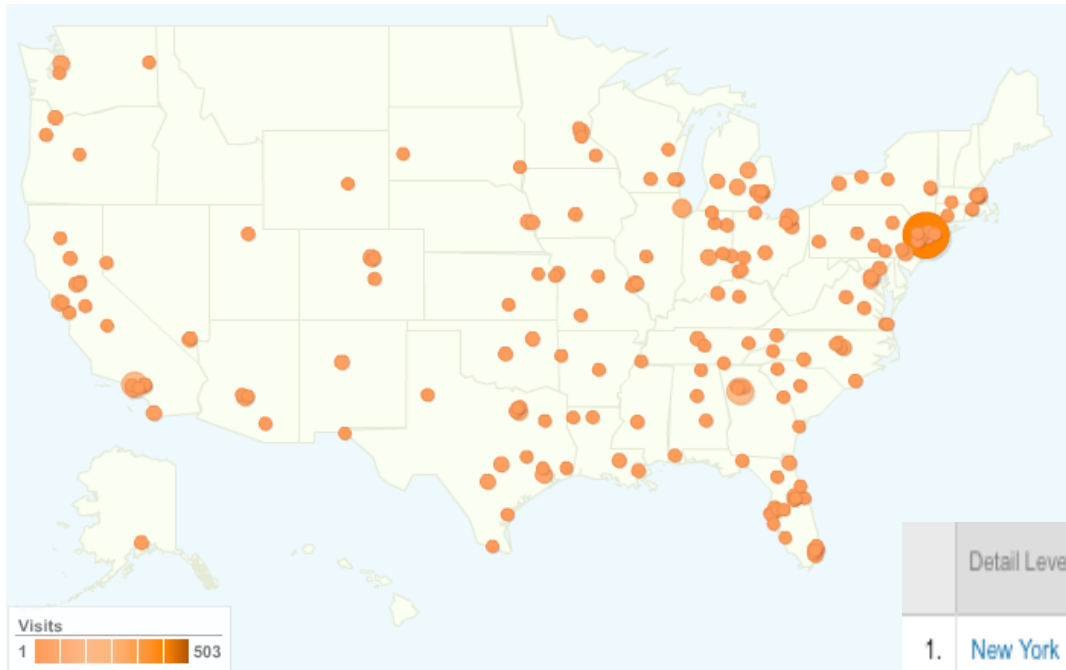
Time on Site for all visitors

Oct 1, 2010 - Oct 31, 2010

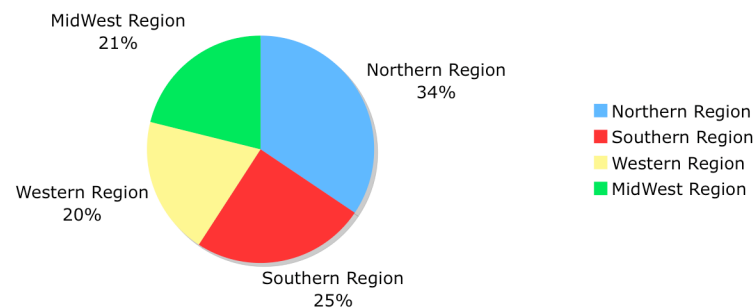


00:02:37 Avg. Time on Site





Breakdown by NMEDA Regions

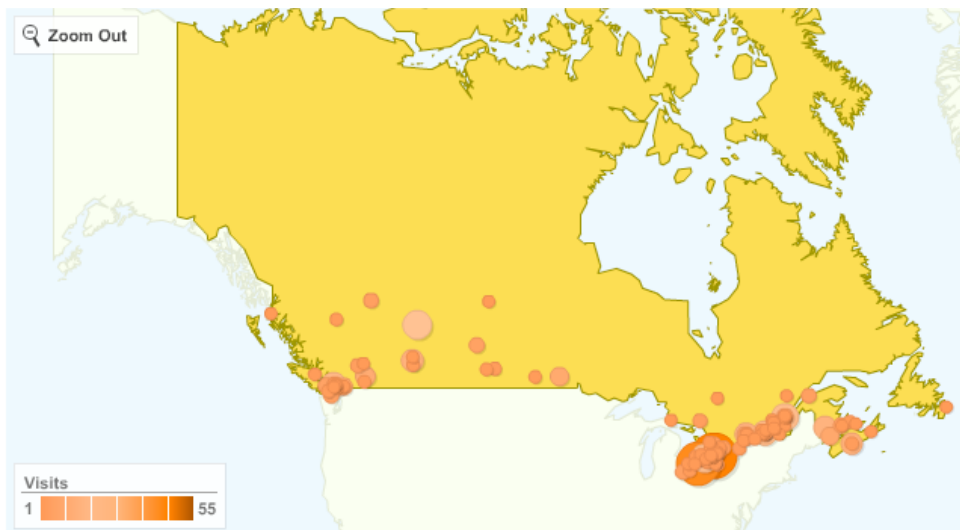


Geographic Tracking by Regions - USA

From Oct. 1 - Oct. 31, 2010

New York City had the most visits - 503
Atlanta had the 2nd most visits - 216
LA had the 3rd most visits - 205

	Detail Level: City	Visits ↓	Pages/Visit
1.	New York	503	2.73
2.	Atlanta	216	2.25
3.	Los Angeles	205	2.53
4.	Chicago	94	2.34
5.	Dallas	81	2.74
6.	Washington	74	3.04
7.	Houston	73	2.63
8.	Dania	73	2.73
9.	Boston	71	4.15
10.	Denver	71	4.49



Geographic Tracking by Regions - Canada

From Oct. 1 - Oct. 31, 2010

Toronto had the most visits - 55

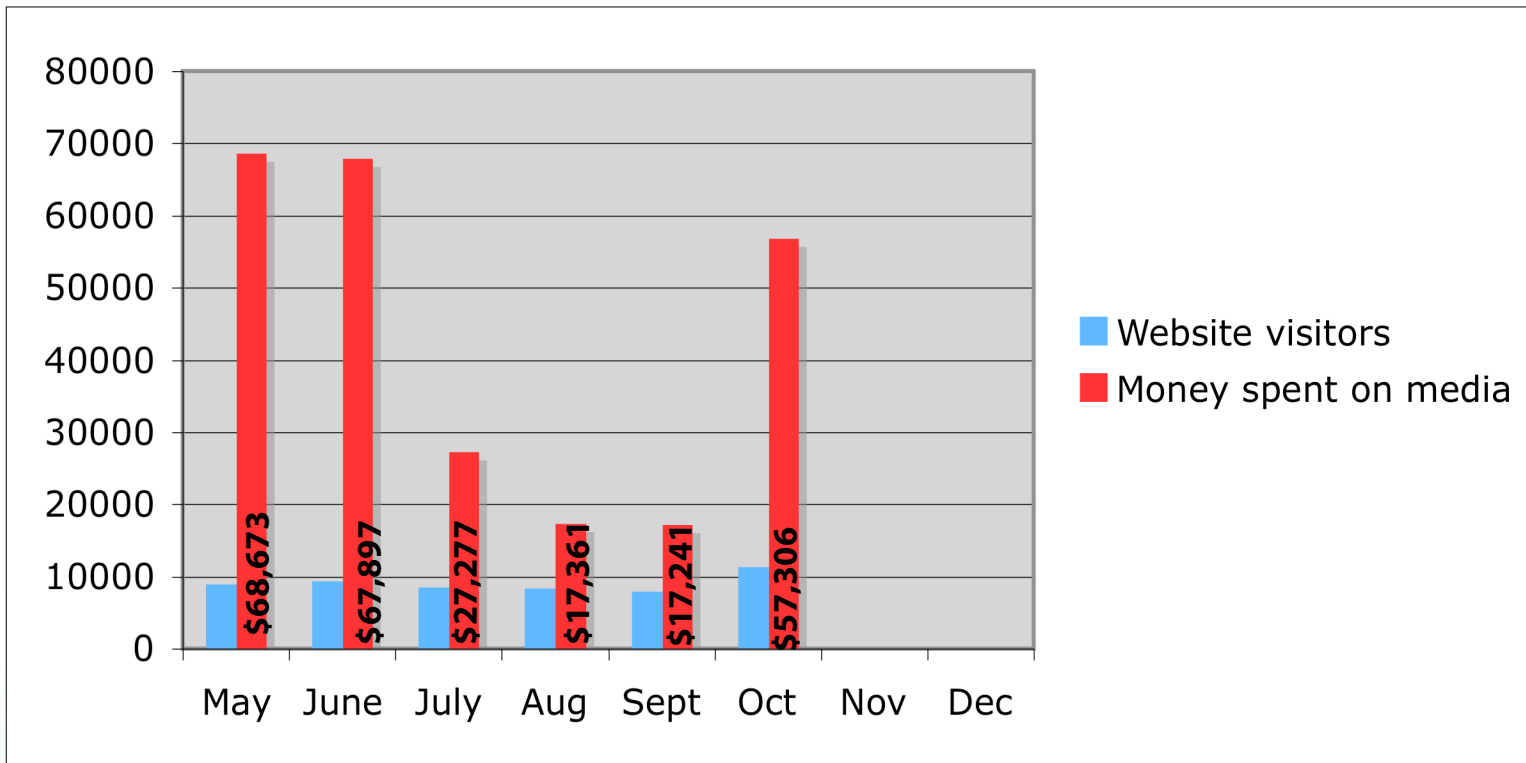
London had the 2nd most visits - 51

Edmonton had the 3rd most visits - 28

Visits 695 % of Site Total: 6.13%		Pages/Visit 3.86 Site Avg: 3.52 (9.62%)		Avg. Time on Site 00:02:47 Site Avg: 00:02:37 (6.04%)		% New Visits 67.91% Site Avg: 71.55% (-5.09%)		Bounce Rate 38.13% Site Avg: 44.33% (-14.00%)	
Detail Level: City				Visits ↓	Pages/Visit	Avg. Time on Site		% New Visits	Bounce Rate
1.	Toronto			55	3.91	00:02:39		70.91%	49.09%
2.	London			51	3.73	00:03:01		72.55%	43.14%
3.	Edmonton			28	3.61	00:02:41		57.14%	46.43%
4.	Kitchener			26	3.73	00:04:29		34.62%	38.46%
5.	Sillery			25	3.04	00:04:02		8.00%	12.00%
6.	Vancouver			22	4.45	00:03:35		68.18%	31.82%
7.	Montreal			21	3.81	00:03:21		38.10%	33.33%
8.	Ottawa			18	4.44	00:03:41		72.22%	44.44%
9.	Fredericton			18	4.22	00:02:22		55.56%	5.56%
10.	Calgary			17	4.00	00:02:32		64.71%	35.29%

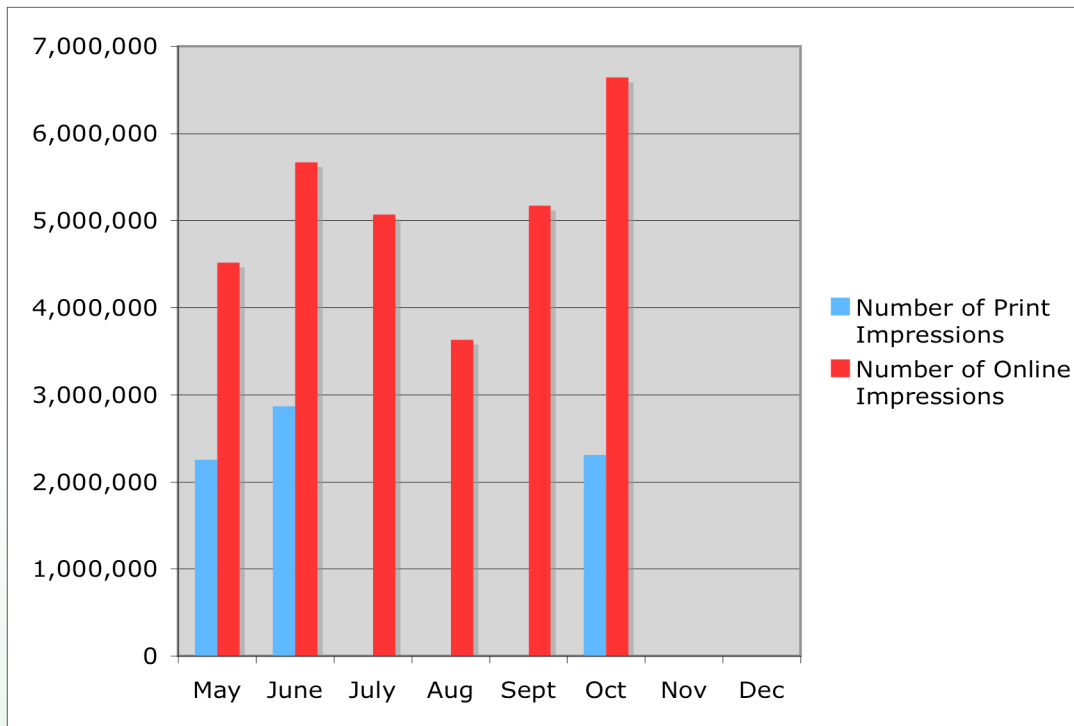


Money Spent on Media Versus Increase of NMEDA Website Traffic



Actual	May	June	July	Aug	Sept
Number of Print Impressions	2,253,511	2,864,650	0	0	0
Number of Online Impressions	4,518,606	5,668,805	5,069,421	3,629,541	5,176,241

Actual	Oct	Nov	Dec	Jan	Feb
Number of Print Impressions	2,311,031				
Number of Online Impressions	6,647,862				



Number of Times Marketing Portal was Accessed

May - 17, 14 unique visitors

June - 21, 18 unique visitors

July - 84, 65 unique visitors

August - 42, 34 unique visitors

September - 24, 18 unique visitors

October - 29, 21 unique visitors

Number of Phone Calls Received on the Special Phone Number

May - 4

June - 22

July - 6

August - 4

September - 7

October - 12



NMEDA Traffic Sources for October

All traffic sources sent a total of 11,341 visits



29.02% Direct Traffic

Previous: 25.68% (+13.01%)



26.74% Referring Sites

Previous: 20.88% (+28.07%)



44.24% Search Engines

Previous: 53.44% (-17.22%)



■ **Search Engines**

5,017.00 (44.24%)

■ **Direct Traffic**

3,291.00 (29.02%)

■ **Referring Sites**

3,033.00 (26.74%)

Search Engines are the leading source of traffic.

Responsible for 44% of visits to site.

4,271 - September Search Engine Traffic

5,017 - October Search Engine Traffic



NATIONAL MOBILITY
EQUIPMENT DEALERS
ASSOCIATION
www.nmeda.org



Top Traffic Sources & Key Words for October

Top Traffic Sources

Sources	Visits	% visits
google (cpc)	3,580	31.57%
(direct) ((none))	3,291	29.02%
google (organic)	948	8.36%
twitter.com (referral)	724	6.38%
braunability.com (referral)	474	4.18%

Keywords	Visits	% visits
nmeda	687	13.69%
handicap car	469	9.35%
handicapped car	242	4.82%
mobility dealers	235	4.68%
mobility equipment	201	4.01%

Top keyword terms include “handicap” & “mobility”
Google Paid Traffic leads all traffic sources



Traffic from Search Engines

Visits 5,017 % of Site Total: 44.24%		Pages/Visit 3.73 Site Avg: 3.52 (5.85%)		Avg. Time on Site 00:02:50 Site Avg: 00:02:37 (8.01%)		% New Visits 77.40% Site Avg: 71.55% (8.16%)		Bounce Rate 42.38% Site Avg: 44.33% (-4.42%)	
	Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1.	google		4,528	3.60	00:02:40	79.55%	43.99%		
2.	bing		241	4.88	00:03:40	53.11%	26.56%		
3.	yahoo		192	4.88	00:04:25	64.58%	26.56%		
4.	search		22	4.91	00:08:17	50.00%	40.91%		
5.	aol		19	6.89	00:07:42	52.63%	15.79%		
6.	ask		9	1.44	00:02:02	66.67%	55.56%		
7.	images.google		4	10.50	00:03:56	0.00%	25.00%		
8.	daum		1	1.00	00:00:00	100.00%	100.00%		
9.	msn		1	9.00	00:05:08	100.00%	0.00%		



Traffic from Referring Sites

Visits 3,033 % of Site Total: 26.74%		Pages/Visit 2.99 Site Avg: 3.52 (-15.15%)	Avg. Time on Site 00:02:13 Site Avg: 00:02:37 (-15.63%)	% New Visits 75.83% Site Avg: 71.55% (5.98%)	Bounce Rate 49.32% Site Avg: 44.33% (11.25%)		
Source		None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	twitter.com		724	1.53	00:00:53	77.90%	74.45%
2.	braunability.com		474	4.05	00:03:04	82.07%	19.41%
3.	facebook.com		272	2.43	00:01:48	80.88%	59.19%
4.	gm.com		71	5.20	00:02:31	73.24%	15.49%
5.	quest.mda.org		65	2.72	00:01:35	92.31%	50.77%
6.	mbusa.com		58	1.90	00:00:44	91.38%	75.86%
7.	infinitec.org		41	4.59	00:02:59	87.80%	21.95%
8.	socialspark.com		39	2.74	00:08:58	64.10%	20.51%
9.	mobile.twitter.com		38	1.32	00:00:27	92.11%	84.21%
10.	nmeda.beacontest.com		35	1.34	00:01:37	0.00%	80.00%

Twitter moved in front of "BraunAbility.com" for top referrer.



Google's Top 10 Search Keywords for NMEDA

Visits 4,009 % of Site Total: 48.06%		Pages/Visit 3.86 Site Avg: 3.95 (-2.17%)		Avg. Time on Site 00:02:50 Site Avg: 00:03:11 (-10.63%)		% New Visits 77.95% Site Avg: 68.11% (14.44%)		Bounce Rate 41.36% Site Avg: 37.25% (11.04%)	
	Keyword	None	Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
1.	nmeda		502	4.93	00:04:24	43.23%	21.71%		
2.	handicap car		355	3.72	00:02:28	90.99%	42.54%		
3.	handicapped car		227	4.12	00:03:19	92.07%	42.73%		
4.	mobility dealers	"Mobility" keyword term brings in highest bounce rate	214	2.87	00:01:38	92.99%	60.75%		
5.	handicap vans		191	3.61	00:02:19	86.91%	31.41%		
6.	mobility equipment		160	2.83	00:01:46	94.38%	58.75%		
7.	handicap cars		135	3.52	00:02:39	90.37%	37.78%		
8.	handicap van		115	5.41	00:04:16	73.04%	25.22%		
9.	nmeda dealers		107	2.26	00:00:50	16.82%	43.93%		
10.	handicap vehicle		99	3.33	00:03:08	86.87%	44.44%		

Traffic from these top keyword terms has improved by 12.54%

Conversion rates for these words was 33.11%

Paid Search conversions increased 3,850 from 2,979



Locate a Dealer Traffic Summary

This page was viewed 8,479 times

 Visit this page Analyze: **Navigation Summary** Content **/**

82.47% Entrances

17.53% Previous Pages

Content	% Clicks
/consumers/locate-a-d...	7.09%
/consumers/mobility-so...	3.87%
/consumers/resources/...	0.64%
/consumers/purchase-...	0.55%
/members/annual-conf...	0.47%
/quality-assurance-prog...	0.45%
/consumers/purchase-...	0.38%
/consumers/about/defa...	0.31%
/default.aspx	0.31%
/consumers/resources/...	0.27%

Locate a dealer is the most visited page after the Home page at almost 50%.

Visitors go mostly to consumer sections.

38.57% Exits

61.43% Next Pages

Content	% Clicks
/consumers/locate-a-d...	47.58%
/consumers/mobility-s...	18.44%
/members/member-lo...	4.80%
/members/annual-conf...	3.21%
/consumers/resources...	2.86%
/consumers/purchase-...	2.50%
/consumers/purchase-...	2.44%
/consumers/about/defa...	2.34%
/consumers/about/cont...	1.88%
/default.aspx	1.29%
/members/member-lo...	1.27%



Facebook Statistics for October

734 Fans (+593)

718 Visits and active users

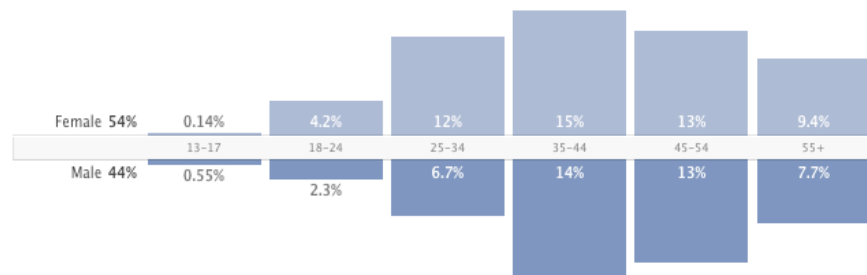
54% female/44% male

Largest age category is 34 - 44 with 45-54 years old a close 2nd

272 People visited NMEDA's website from Facebook (+244)

Demographics

Gender and Age



Countries

670 United States
42 Canada
3 France
2 Indonesia
2 United Arab Emirates
2 Spain
1 Denmark
1 Belgium
1 India
1 Italy
1 Australia
1 Vietnam
1 Thailand
1 Puerto Rico
1 South Africa
1 Philippines
1 Czech Republic

Cities

29 Tampa
18 New York
15 Chicago
12 Atlanta
12 Philadelphia
11 Los Angeles
11 Seattle

Language

695 English (US)
11 French (Canada)
10 French (France)
8 English (UK)
3 Spanish (Spain)
1 Czech
1 Danish
[More](#)

[Chat \(Offline\)](#)

Facebook Ad

National Mobility Equipment...



Visit our Page and "Like Us" today! New blogs posted weekly regarding lifestyle & safety information for the mobility industry.



Twitter Statistics - October

2,026 Followers, 613 tweets on twitter.com/NMEDAorg (+407 followers)

2,873 Sponsored tweets, generated 4,469 clicks



NMEDA
National Mobility
Equipment Dealers
Association

Driving Independence

NMEDA.org



twitter

Home Profile Find People Settings Help Sign out



NMEDAorg

Follow

Followed by @evoklarry

Lists

Wheelchair accessories provide comfort and quality of life – <http://cli.gs/n3RQ4>
about 1 hour ago via web

Beware if you are buying specially adapted wheelchair vehicles sold over the Internet or through catalogs – <http://cli.gs/JXaNp>
about 3 hours ago via web

Wheelchair Carriers: What you need to know – <http://cli.gs/DU4QW>
about 5 hours ago via web

Top 3 Accessible Attractions in New York City – <http://cli.gs/0B6Zz>
about 7 hours ago via web

Maintaining Your Wheelchair – <http://cli.gs/bQqWU>
about 9 hours ago via web

As my mother approaches her eighty-fifth birthday this summer – <http://cli.gs/vXZzu>

Name NMEDA
Location Florida
Web <http://www.nmeda.org>
Bio NMEDA – Industry association advocating providing safe, reliable vehicles and modifications to enhance mobility for persons with disabilities.

2,026 following 1,841 followers 101 listed

Tweets 613

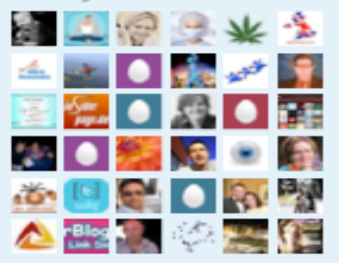
Favorites

Actions
[block NMEDAorg](#)
[report for spam](#)

You both follow

evok

Following



View all...

More like NMEDAorg



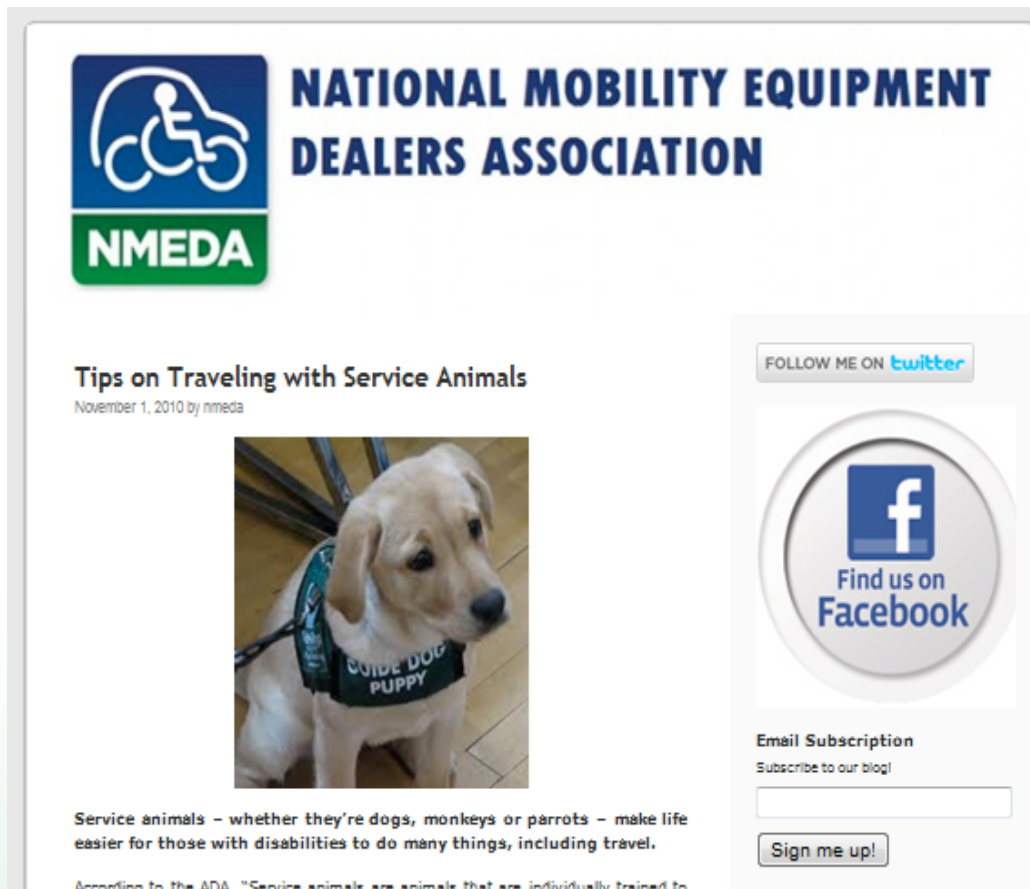
realblissgirls
the real bliss girlz
[Follow](#)



BrownEyes0180
Jessica
[Follow](#)

NMEDA Blogs for October

98 Blogs were created, 389 clicks throughs & blog views 14,785



The screenshot shows the NMEDA logo at the top left, which consists of a blue square with a white icon of a person in a wheelchair and a green square with the text 'NMEDA' in white. To the right of the logo is the text 'NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION' in blue. Below the logo is the title 'Tips on Traveling with Service Animals' and the date 'November 1, 2010 by nmeda'. A photo of a light-colored dog wearing a green harness with 'GUIDE DOG PUPPY' written on it is shown. Below the photo is the text 'Service animals – whether they're dogs, monkeys or parrots – make life easier for those with disabilities to do many things, including travel.' and a quote from the ADA: 'Service animals are animals that are individually trained to'. To the right of the photo is a 'FOLLOW ME ON twitter' button and a 'Find us on Facebook' button. Below these is an 'Email Subscription' form with the text 'Subscribe to our blog!' and a 'Sign me up!' button.

•8 Posted Blogs

www.nmeda.wordpress.com

- ***Thinking of Purchasing a New Accessible Vehicle? Read this First.***
- ***How to Identify a Reputable Accessible Vehicle Company***
- ***Save Money Using a Mobility Equipment Dealer***
- ***Why Are Vehicle Conversions For Those With Disabilities So Expensive?***
- ***Driving: Medications and Your Safety***
- ***Minivan: Advantages & Disadvantages of Fold-out Ramps vs. In-floor Ramps***
- ***For Those Traveling with Disabilities: Tips on Holiday Travel***
- ***Tips on Traveling with Service Animals***

Directory Submissions

To build backlinks to your website to make the site more “popular” we have submitted your website to directories. Here is an updated list of all directories submitted to currently.

- <http://searchsight.com>
- <http://www.free-website-directory.com>
- <http://www.dir2dir.net>
- <http://www.thalesdirectory.com>
- <http://www.viesearch.com>
- <http://www.anoox.com/>
- <http://www.google.com>
- <http://www.bing.com>
- <http://www.yahoo.com>
- <http://www.dmoz.org>
- <http://www.linkaddurl.com>
- <http://www.gmdir.com>
- <http://www.vahospice.net>
- <http://www.kuzink.com>
- <http://www.pegasusdirectory.com>
- <http://www.networker.com>
- <http://www.linkcentre.com>
- <http://www.somuch.com>
- <http://www.jayde.com>
- <http://www.exactseek.com>
- <http://www.skoobe.biz>
- <http://www.infotiger.com>
- <http://www.prolinkdirectory.com>
- <http://www.i-dio.com>
- <http://www.uwillfind.com>
- <http://www.brotherce.com>
- <http://www.nashvillebbb.org>
- <http://www.9sites.net>
- <http://www.zicosur.org/>
- <http://www.seoseek.net>
- <http://www.l-dio.com>
- <http://www.yepnew.com>
- <http://www.linkroo.com>
- <http://www.a1webdirectory.com>
- <http://www.eduology.com>
- <http://www.nforth.com>
- <http://www.scirus.com>
- <http://www.addlnksnow.com>
- <http://www.ttra2008.com>
- <http://www.gainweb.com>



Recommendations and action items

1. Began new consumer website, home page created and copy is optimized with keyword terms.
2. Upgrade Wordpress to allow additional website and social media promotion from the blog.
3. Social media - install Likes and Tweets onto the new site to increase interactions.
4. Switch out influencer print ads with new artwork once approved.
5. Consumer e-newsletter button has been added to NMEDA's website.

