

# National Mobility Equipment Dealers Association

October 2014 – Measurement & Tracking Awareness



LIFE MOVING FORWARD | [NMEDA.COM](http://NMEDA.COM)



## 2014/2015 Cooperative Awareness Program Goal



OBJECTIVES	MEASUREMENT	BASELINE	July 2014 - June 2015 GOALS
Add value to NMEDA/QAP membership as a consumer preference.	Monthly overall visitors to the website. (nmeda.com)	10,052 overall per month	10,750 overall per month
Expand the customer base for mobility products.	Unique visitors to overall website and specific landing pages. (nmeda.com)	Baseline for monthly unique visitors is 7,531	8,100 unique per month
Total traffic to the dealer locator.	Google analytics, dealer locator page tracking	7,885 per month	8,400 overall per month
Total unique traffic to dealer locator.	Google analytics, dealer locator page tracking	4,372 per month	5,200 unique per month
Add value to NMEDA/QAP through National Mobility Awareness Month	Overall visitors to NMAM (mobilityawarenessmonth.com)	3,975,558 visitors February – July 20134	2,250,000 visitors April – May 2014 Note: shorter program
Expand the customer base for mobility products.	Overall unique visitors to NMAM	1,809,481 unique visitors	1,000,000 unique visitors

Note: Numbers and goals are based on the budget for 9 months of advertising, it does not include goals and numbers for the Mobility Awareness Campaign - which is 46% of the overall budget.



# Summary for October 2014



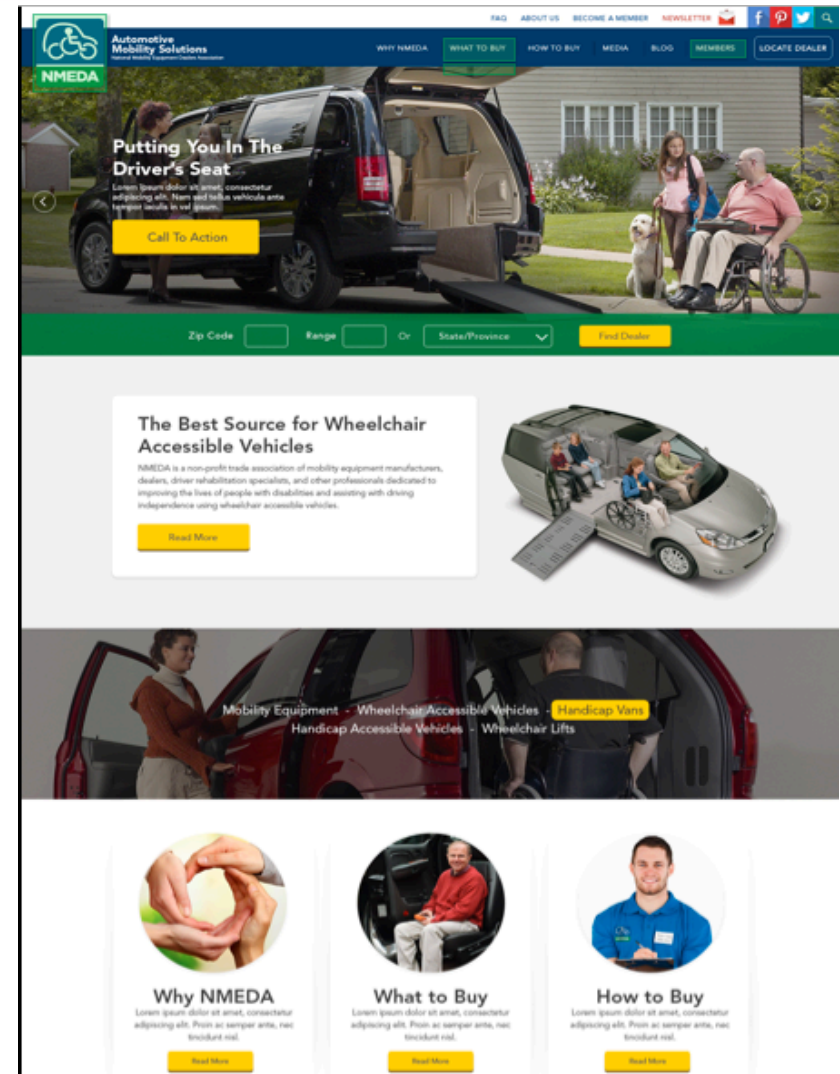
- Media spend for October was \$15,687; September was \$9,876; October 2013 was \$23,420.
- Ads ran on Quest, Special Living, New Mobility online, Quest online, Facebook, pay-per-click campaign and online display campaign.
- 11,564 visits to the NMEDA website and 8,528 visits to the dealer locator – exceeded goals for website visitors, unique visitors and dealer locator visitors
- 2,059 new Facebook Fans, 102% increase in new Facebook fans, 63% increase in Facebook Ad click through rates, 80% increase conversion rate from Facebook ads to “Likes”, 17% increase in mentions on Twitter and 90% increase engagement on Twitter
- 1,639,282 social media impressions
- Updated NMAM website with new copy sending people to NMEDA.com
- Wrote and SEO’d blogs for Used WAV’s, Emergency Preparations, NY & Updating the Handicap Symbol, Tips for a Safe Halloween, Renting WAV’s
- Enewsletter focused on Accessibility in the Workplace had a 16% open rate and 99% delivery rate. Top links were to the blog, NMEDA.com and Locate a Dealer.

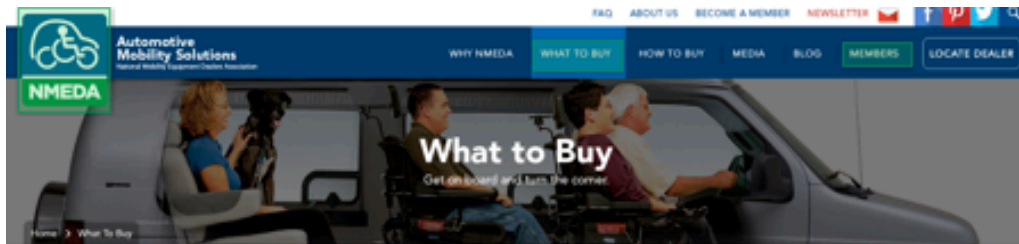
The screenshot shows the NMEDA website layout. At the top is a banner with the NMEDA logo and the text 'LIFE MOVING FORWARD'. Below the banner is a navigation bar with 'LOCATE A DEALER NEAR YOU' and social media icons for Pinterest, Facebook, and Twitter. The main content area features an article titled 'ACCESSIBILITY IN THE WORKPLACE' with a photo of a man in a wheelchair. The article text discusses the demand for increased accessibility in the workforce and provides strategies for improving accessibility. A 'READ MORE' button is visible. At the bottom, there is a 'MOBILITWEETS' section with a quote from Linda Hoffman Stearns: "THANK YOU seems so little to say when it means so much. This van will be life changing."

# NMEDA SEO & Website



- SEO – working on longer keyword terms so the traffic to the website is better qualified
- Working on authority for NMEDA.com by joining active communities in Google+ and creating mini blogs with Tumblr; updates are helping increase the website's reputation and trust among users and search engines
- Organic search accounts for 42% of the visitors and direct accounts for 28%
- Organic bounce rate decreased by 10%
- Site visitors are staying on the website an average of 50 seconds longer
- From a year ago, total website sessions are up 6%
- Google keywords increased 272 positions
- Most viewed content is home page, dealer locator and what to buy
- New website design





## Product Videos

NMEDA strives to keep you informed about disability issues and mobility equipment here are some product videos about wheelchair vans and other handicap vehicle accessories. interbum digressim. Sed egestas arcu vitae blandit auctor. Aliquam nec velit aliquet, dignissim arcu sed, posuere arcu. Nulla tempor est sed dolor commodo tempor.

[View More Videos](#)



## Service And Warranty

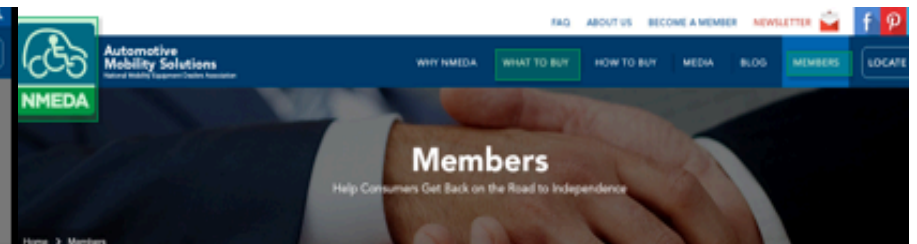
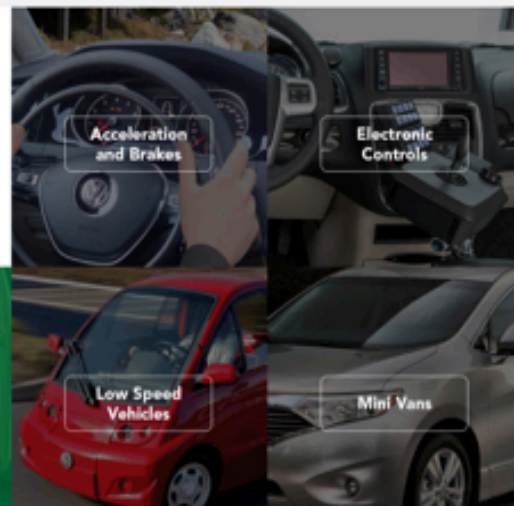
When it comes to buying mobility equipment, the level of service and the warranty you receive are a big part of what you get for your money. In fact, service and warranty are as important as getting the right type of vehicle and making sure an accredited technician does the installation.

[Read More](#)



## What Wheelchair Accessible Vehicles To Buy

Very few people with disabilities require identical modifications. After you receive your assessment from your physician, physical therapist and Certified Driver Rehabilitation Specialist (CDRS), locate a mobility equipment dealer that can provide modifications and adaptive equipment to get you on the road to independence. Costs for buying a wheelchair accessible van or handicap car can be expensive so consider both used and new vehicles. Deal only with reputable dealerships, like members of NMEDA and stay away from anything that sounds "too good to be true."



## Membership Portal

At MYNMEDA.com, you have full control of your NMEDA Membership record, including your address and contact information, billing, GAP documentation, training, subscriptions, event registration and more. If you are not yet a NMEDA member, use the links below to get started!

[GO](#)



## Training

When it comes to buying mobility equipment, the level of service and the warranty you receive are a big part of what you get for your money. In fact, service and warranty are as important as getting the right type of vehicle and making sure an accredited technician does the installation.

[Read More](#)



## Annual Conference

After 25 years, NMEDA is approaching A New Horizon. Announcing our all new and reimagined National Conference.

[Read More](#)

[Sign up for NMEDA eNewsletter](#)

First Name:

Last Name:

E-Mail:

[Subscribe](#)

### Why NMEDA

Benefits  
Industry Resources  
Board Of Directors  
Safety First  
Testimonials

### How To Buy

Financing  
Government Funding  
Rebates  
Purchasing Online  
Mediation

### Member Quick links

Become a Member  
Annual Conference  
[Resources](#)  
Training  
Membership Portal

### Document Center

NMEDA Code of Ethics  
NMEDA Guidelines  
NMEDA Bylaws

### QA/P/Compliance

About QAP Program  
Rules Guidelines  
Make Inspection  
Compliance Review  
Calibration

### Contact Us

Mediation





# Overall Traffic for October 2014



	Oct. 2013	July 2014	Aug. 2014	Sept. 2014	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	March 2015	April 2015	May 2015	June 2015
Total Site Traffic	10,931	9,262	11,403	12,238	11,564								
Unique Site Traffic	7,896	6,337	8,603	9,236	8,089								
Total Net	4,986	4,528	4,403	4,892	4,919								
Unique Net Traffic	3,601	3,098	3,322	3,692	3,411								
Total Traffic to Dealer Locator	11,442	7,821	7,677	8,515	8,528								
Net Dealer Locator Traffic	5,269	3,983	4,010	4,119	3,933								
Unique Dealer Locator	6,854	4,710	4,619	5,146	5,454								
Unique Net Dealer Locator Traffic	3,055	2,490	2,467	2,579	3,318								

# Website Visitor Numbers



## Total Click-Throughs on NMEDA IPR Subcommittee's Websites

	July 2014	Aug. 2014	Sept. 2014	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	March 2015	April 2015	May 2015	June 2015
Ability Center	79	71	87	56								
M.C. Mobility Systems	13	17	19	28								
Mobility Works	216	209	283	168								
Ride-Away	129	88	87	86								
Superior Van & Mobility	45	40	49	42								



# Top Dealer Locator Click-Throughs to Member Websites



## August

MobilityWorks – 209  
Ride-Away – 88  
Ability Center – 71  
United Access – 68  
Mobility Freedom – 42  
Superior Van & Mobility – 40  
Total Mobility Services, Inc. – 40  
Performance Mobility – 34  
Advanced Mobility of Texas – 26  
Better Life Mobility – 25  
Shoppers Home Healthcare – 24  
Mountain Adaptive - 23

## September

MobilityWorks – 283  
Ride-Away – 87  
Ability Center – 87  
United Access – 80  
Superior Van & Mobility – 49  
Performance Mobility – 48  
Total Mobility Services, Inc. – 33  
Advanced Mobility of Texas – 33  
Mobility Freedom – 31  
Better Life Mobility – 27  
Bussani Mobility – 26  
Shoppers Home Healthcare – 23  
Mobility Vans – 23

## October

MobilityWorks – 168  
Ride-Away – 86  
United Access – 59  
Ability Center – 56  
Superior Van & Mobility – 42  
Performance Mobility – 38  
Mobility Freedom – 35  
Adaptive Driving Access – 30  
Carolina Mobility Sales – 29  
Better Life Mobility – 27  
Total Mobility Services, Inc. – 26  
Auto Mobility Sales – 24  
Auto Assist – 21  
Shoppers Home Healthcare – 20

# Dealer Locator Click-Throughs



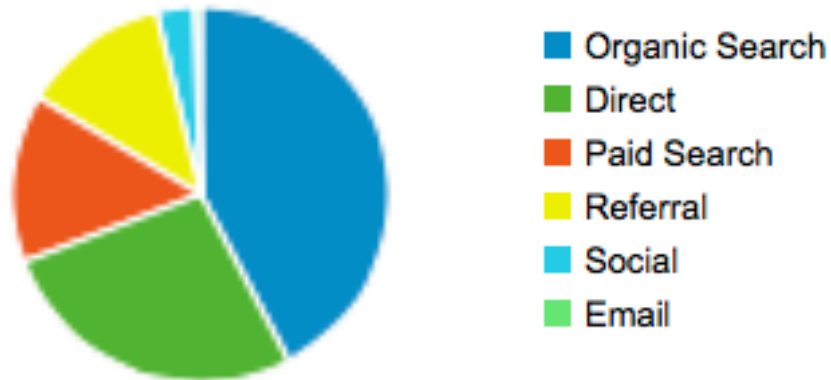
	Avg.	Oct 2013	July 2014	Aug. 2014	Sept. 2014	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	Mar. 2015	April 2015	May 2015	June 2015
Number of Zip Code Searches on the Dealer Locator	3,571	2,396	3,225	2,916	3,295	3,006								
Number of URLs that were Clicked-Through	1,967	1,865	1,951	1,903	2,052	1,669								
Number of Directions that were Clicked On	72	49	55	77	78	68								

# NMEDA Traffic Sources for October



NMEDA.com

**11,564 people visited this site**



12.63% Referral Traffic  
1,460 Visits

26.92% Direct Traffic  
3,113 Visits

42.27% Organic Search Traffic  
4,888 Visits

14.38% Paid Search Traffic  
1,663 Visits

3.23% Social Traffic  
373 Visits

0.58% Email Traffic  
67 Visits

## Referring Site Detail

- l.facebook.com – 129
- facebook.com – 108
- chryslerautomobility.com – 107
- gmmobility.com - 95
- bdindependence.com – 94
- blog.syracuse.com – 70
- pinterest.com – 54
- t.co – 35
- vantagemobility.com – 31
- mobilitymgmt.com – 19

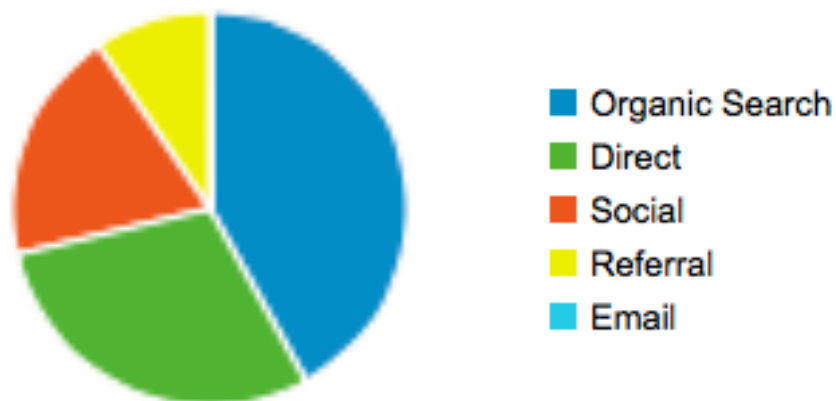
## Search Engine Detail

- Google (non-paid) – 4,206
- Bing – 428
- Yahoo – 170
- AOL – 36
- ASK – 29

# NMEDA Traffic Sources for October

MobilityAwarenessMonth.com

**4,969 people visited this site**



**9.56% Referral Traffic**

475 Visits

**29.38% Direct Traffic**

1,460 Visits

**41.90% Organic Search Traffic**

2,084 Visits

**19.14% Social Traffic**

951 Visits

**0.2% Social Traffic**

1 Visits

## Referring Site Detail

- m.facebook.com – 369
- facebook.com – 170
- lm.facebook.com – 166
- l.facebook.com – 154
- bnm.leeschools.net - 65
- voteforamber.com – 35
- vote4kyla.com – 35
- quest.mda.org – 29
- t.co – 28
- nmeda.com – 17

## Search Engine Detail

- Google (non-paid) – 1,887
- Bing – 90
- Yahoo – 84
- AOL – 16
- ASK – 2



# Website Traffic Sources



NMEDA.com

	Oct. 2013	July 2014	Aug. 2014	Sept. 2014	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	March 2015	April 2015	May 2015	June 2015
<b>Direct Visits</b>	2,080 19.0% site traffic	2,322 25.07 % site traffic	2,086 18.29% site traffic	2,273 18.57 % site traffic	3,113 26.92% site traffic								
<b>Referral Sites</b>	4,959 45.4% site traffic	1,418 15.31 % site traffic	1,360 11.93% site traffic	1,424 11.64 % site traffic	1,460 12.63% site traffic								
<b>Search Engine Organic</b>	2,766 25.3% site traffic	4,061 43.85 % site traffic	6,245 54.77% site traffic	6,155 50.29 % site traffic	4,888 42.27% site traffic								
<b>Search Engine Paid</b>	721 6.6% site traffic	918 9.91 % site traffic	1,316 11.54% site traffic	1,377 11.25 % site traffic	1,663 14.38% site traffic								

# Top Non Paid Keywords for October: NMEDA.com



<input type="checkbox"/>	Keyword	Acquisition			Behavior			Conversions	Goal 1: Dealer Search ▾	
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Dealer Search (Goal 1 Conversion Rate)	Dealer Search (Goal 1 Completions)	Dealer Search (Goal 1 Value)
		<b>4,888</b> % of Total: 42.27% (11,564)	<b>72.52%</b> Site Avg: 69.95% (3.68%)	<b>3,545</b> % of Total: 43.82% (8,089)	<b>61.40%</b> Site Avg: 57.46% (6.84%)	<b>2.60</b> Site Avg: 2.61 (-0.56%)	<b>00:02:20</b> Site Avg: 00:02:15 (3.95%)	<b>0.00%</b> Site Avg: 0.00% (0.00%)	<b>0</b> % of Total: 0.00% (0)	<b>\$0.00</b> % of Total: 0.00% (\$0.00)
<input type="checkbox"/>	1. (not provided)	<b>4,134</b> (84.57%)	<b>74.31%</b>	<b>3,072</b> (86.66%)	<b>62.70%</b>	<b>2.55</b>	<b>00:02:19</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	2. nmeda	<b>125</b> (2.56%)	<b>20.80%</b>	<b>26</b> (0.73%)	<b>40.80%</b>	<b>3.22</b>	<b>00:02:20</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	3. nmeda conference 2015	<b>13</b> (0.27%)	<b>15.38%</b>	<b>2</b> (0.06%)	<b>53.85%</b>	<b>2.23</b>	<b>00:02:53</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	4. wheelchair	<b>13</b> (0.27%)	<b>100.00%</b>	<b>13</b> (0.37%)	<b>84.62%</b>	<b>1.23</b>	<b>00:00:27</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	5. nmeda.com	<b>11</b> (0.23%)	<b>36.36%</b>	<b>4</b> (0.11%)	<b>54.55%</b>	<b>2.82</b>	<b>00:06:29</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	6. www.nmeda.co	<b>11</b> (0.23%)	<b>0.00%</b>	<b>0</b> (0.00%)	<b>18.18%</b>	<b>2.00</b>	<b>00:01:56</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	7. wwwnmeda.org	<b>11</b> (0.23%)	<b>0.00%</b>	<b>0</b> (0.00%)	<b>18.18%</b>	<b>1.91</b>	<b>00:02:31</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	8. nmeda.org	<b>9</b> (0.18%)	<b>22.22%</b>	<b>2</b> (0.06%)	<b>33.33%</b>	<b>3.22</b>	<b>00:02:40</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	9. driving	<b>7</b> (0.14%)	<b>100.00%</b>	<b>7</b> (0.20%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<input type="checkbox"/>	10. dsusa	<b>7</b> (0.14%)	<b>14.29%</b>	<b>1</b> (0.03%)	<b>100.00%</b>	<b>1.00</b>	<b>00:00:00</b>	<b>0.00%</b>	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)

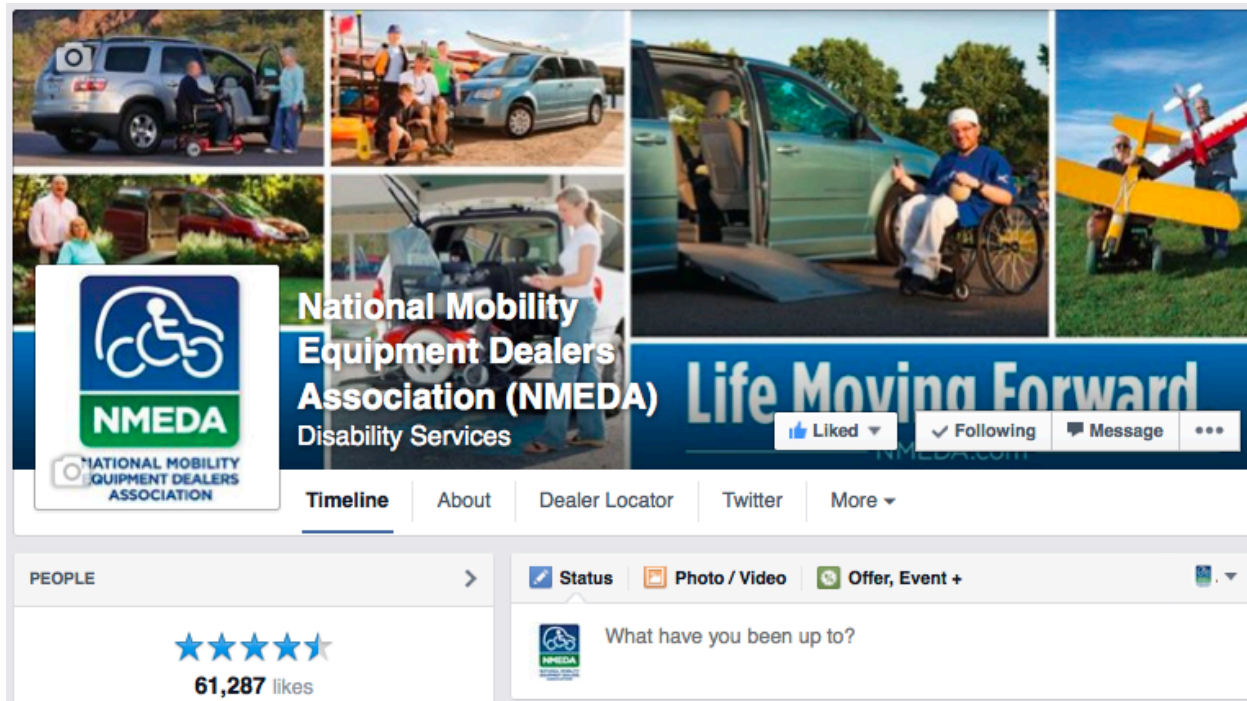
- “Not Provided” are from people who are logged in as Gmail/Google+ users

# Paid Traffic



	July 2014	Aug. 2014	Sept. 2014	Oct. 2014	Nov. 2014	Dec. 2014	Jan. 2015	Feb. 2015	March 2015	April 2015	May 2015	June 2015
Paid Search Traffic												
Site Traffic - Total / Unique	1,011 / 692	1,316 / 968	1,377 / 1,015	1,663 / 1,244								
Site Net Traffic - Total / Unique	514 / 352	657 / 483	691 / 510	754 / 564								
Dealer Locator Traffic - Total / Unique	864 / 644	1,200 / 939	1,232 / 982	955 / 718								
Dealer Locator Traffic Net - Total / Unique	436 / 324	578 / 479	601 / 474	489 / 367								

# Facebook Statistics for October



- Facebook fan site – 61,287 (+2,134)
- 1,096 Click-throughs to NMEDA & NMAM websites



# Twitter Stats for October



- 10,749 followers; 39 new followers, 108 new tweets on [twitter.com/NMEDAcom](https://twitter.com/NMEDAcom)

Home Notifications Messages # Discover Search Twitter

**NMEDA**  
@NMEDAcOm  
Non-profit association dedicated to improving the lives of people with disabilities using wheelchair accessible vehicles & adaptive equipment.  
Florida  
nmeda.com

TWEETS 6,731 FOLLOWING 8,434 FOLLOWERS 10.7K LISTS 1

**Tweets** Tweets & replies Photos & videos

**NMEDA** @NMEDAcOm · 20h  
Best Cities for the Physically Disabled [ow.ly/DDn82](https://ow.ly/DDn82) #NMEDA

**NMEDA** @NMEDAcOm · 21h  
Gift ideas that simplify difficult tasks & make day-to-day challenges a little easier to handle [ow.ly/g0cMc](https://ow.ly/g0cMc) #NMEDA

Who to follow · Refresh · View all

**ELLE Magazine (US)** @ELLEMagazine  
Follow

**Robert Mills** @Millsy11374  
Followed by Us Weekly and ...  
Follow

**Drew McLellan** @DrewMcLellan

# Pinterest Statistics for October



- 1,350 (+19) Pins
- 952 (+22) Followers
- 29 Boards
- Mobility Industry
- WAV's
- Solutions
- Inspiration
- Seniors
- Caregivers
- Veterans
- Travel
- Role Models
- News & Tips
- NMAM

**National Mobility Equipment D...**  
© Tampa, Florida · www.nmeda.com  
Non-profit association dedicated to improving the lives of people with disabilities using wheelchair accessible vehicles & adaptive equipment.

29 Boards 1,350 Pins 46 Likes 952 Followers 267 Following

Board Name	Pins
National Mobility Awareness ...	155
Annual NMEDA Conference	24
NMEDA Community	49
NMEDA Blog	164
Inspiration	258
Role Models	42
Mobilitweets	20
Veterans	62
Wheelchairs, News, & Tips	76
Wheelchair Accessible Vehicl...	12
Seniors	67
Mobility Industry 101	142