Grow Mobility | Measurement and Tracking Awareness for May 2010

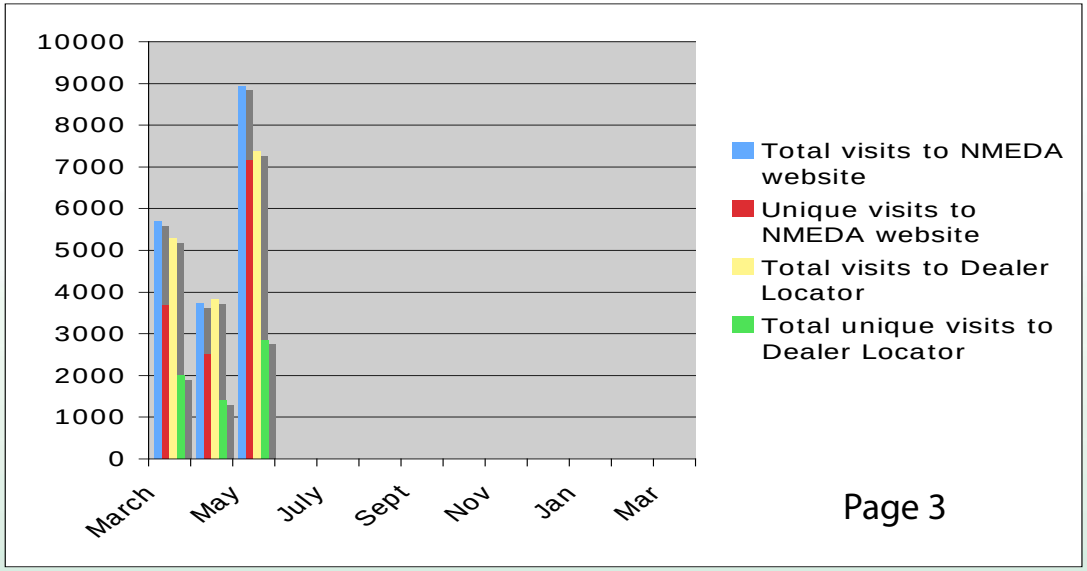
NMEDA
NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION
www.nmeda.org

2010-2011 Cooperative Awareness Program Goals and Measurement

OBJECTIVES	MEASUREMENT	BASELINE	2010 YE GOALS	2010 VALUE IMPACT	2011 YE GOALS	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 $24,870,139 in Consumer Purchasing Decisions	TBD TBD	Impact $37,305,207 In Consumer Purchasing Decisions
Add Value to NMEDA & QAP Membership as a Consumer Discriminator	Monthly Unique Visitors to the Website	2,705 Monthly Average	7,275 Monthly Average 58,200 YE	$518,756 in Direct Sales	8,500 Monthly Average 102,000 YE	$986,715 in Direct Sales
	Direct Impressions - People Aware of Advantages of Buyer from a "Brick & Mortar Dealer	0	10,148,705		15,223,058	
Expand Customer Base for Mobility Products	Impressions to "New Target" Influence Consumer Behavior	0 0	4,232,416 Impressions through Various Media 211,620 (Factoring 20 Impressions on a Target to Influence Behavior)	Impact $17,280,618 in Consumer Purchasing Decisions	6,348,624 Impressions through Various Media Channels 317,430 (Factoring 20 Impressions on a Target to Influence Behavior)	Impact $25,920,926 in Consumer Purchasing Decisions
Positively Affect Influencers, Advocacy Groups	PT/OT Research Study	2% Unaided Awareness 15% Aided Awareness	5.4%+ Unaided 18%+ Aided	Impact $11,873,138 in Consumer Purchasing Decisions	TBD TBD	Impact $17,809,706 in Consumer Purchasing Decisions

Website Visitor Numbers

	April	May	June	July	Aug.	Sept.	Oct.	Nov,	Dec.
Total Visits to NMEDA.org	3,735	8,942 (+5,207)							
Unique Visits to NMEDA.org	2,508	7,151 (+4,643)							
Total Visits to Dealer Locator	3,825	7,358 (+3,533)							
Unique Visits to Dealer Locator	1,393	2,849 (+1,456)							



NMEDA.org: Traffic has Increased 79.74% for the month of May

Overview » www.nmeda.org/ (Edit account settings)

May 1, 2010 - May 31, 2010

Comparing to: Mar 31, 2010 - Apr 30, 2010

All | Starred

Day | Week | Month | Year

Website Profiles + Add new profile

Name	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions
http://www.nmeda.org/ UA-8311580-1								+ Add new profile
www.nmeda.org/	View report	✓	8,942	00:02:48	45.20%	0	79.74%	Edit | Delete

Dealer Locator Click Throughs

	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
Number of Zip Code Searches on the Dealer Locator	3,902							
Number of URL's that were Clicked Through	2,567							
Number of Directions that were Clicked On	202							

Traffic From Ads in Print Magazines

Parapalegia News - 5
Exceptional Parent - 4
Advance for OT Practioners - 4
Today in PT - 3
Advance for PT & Rehab Medicine - 2
Abilities Canada - 2
Sports n' Spokes - 1
Mobility Management - 1

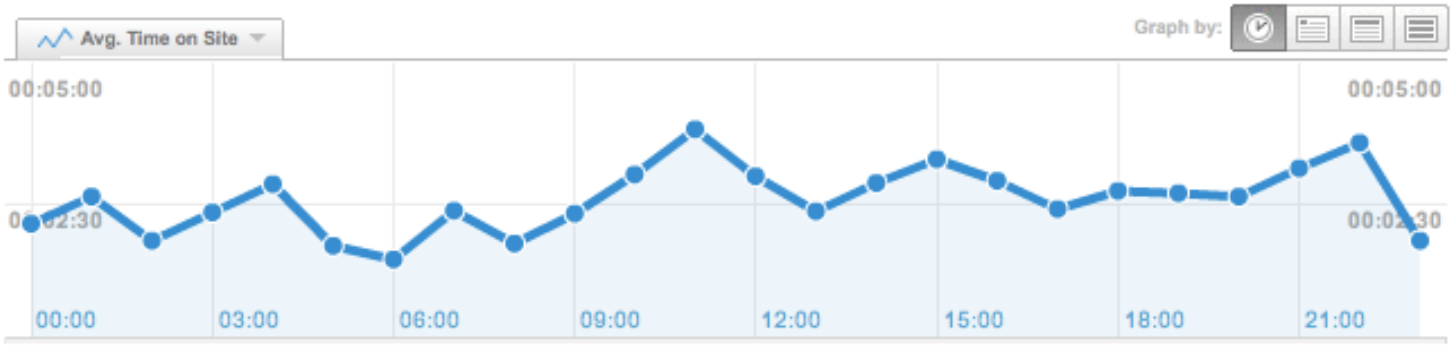
Traffic From Website Advertising & Entrance Sources

Advance for PT and Advance for OT - 279
Disaboom - 118
National MS Society - 53
Abilities Expo - 29
Mobility Management - 24
Canadian Journal of Occupational Therapy - 18
Abilities Canada - 14
Quest, Muscular Dystrophy Association - 9
Christopher & Dana Reeve Foundation - 7
Exceptional Parent - 7
National Spinal Cord Injury Association - 4

	April	May
Average Time Spent on NMEDA.org	03.35	02.49

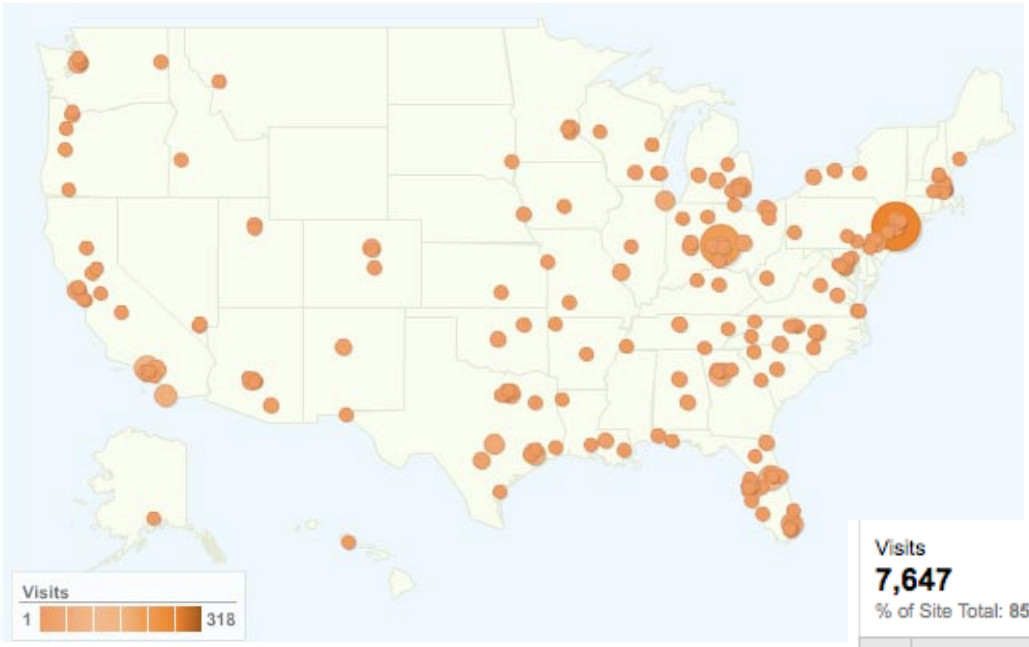
Time on Site for all visitors

May 1, 2010 - May 31, 2010



00:02:49 Avg. Time on Site

Time Peaks at 11 am, 3 pm and 10 pm

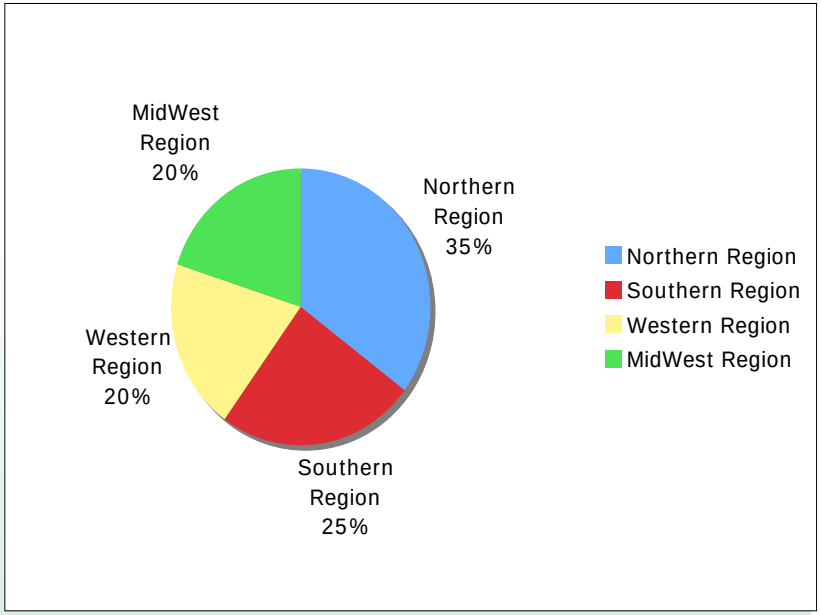


Geographic Tracking by Regions - USA

From May 1 - May 31, 2010

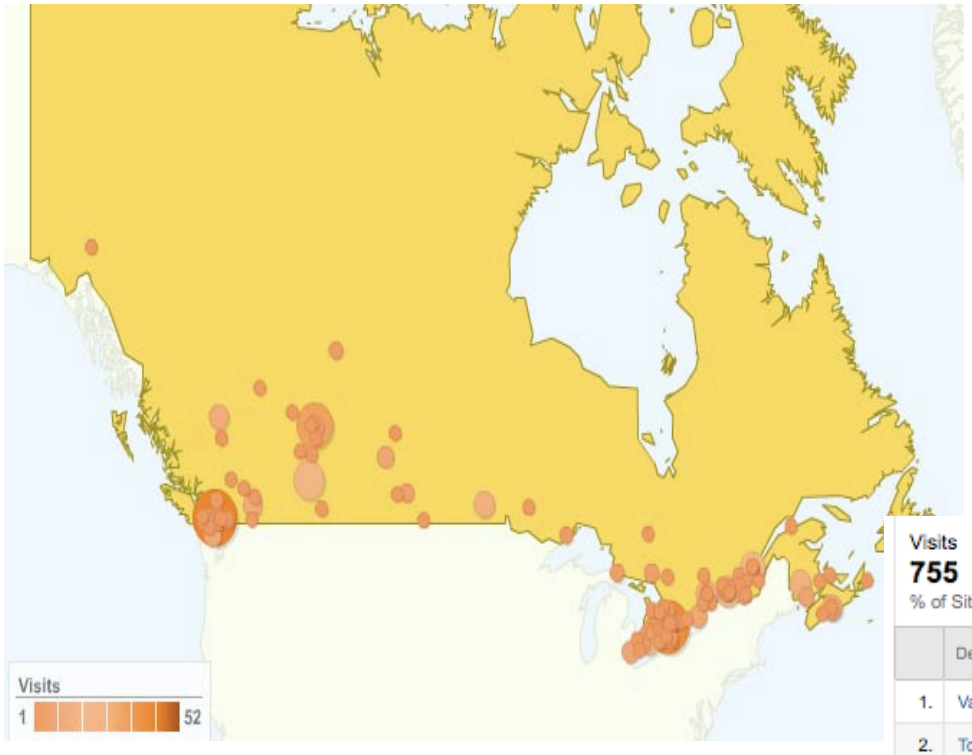
New York City had the most visits - 318
Clayton, OH had the 2nd most visits - 251

Breakdown by NMEDA Regions



Visits	Pages/Visit	Avg. Time on Site	% New Visits
7,647	3.47	00:02:51	73.38%
% of Site Total: 85.52%	Site Avg: 3.47 (-0.01%)	Site Avg: 00:02:49 (1.71%)	Site Avg: 74.27% (-1.20%)

	Detail Level: Region	Visits ↓	Pages/Visit	Avg. Time on Site
1.	California	820	3.31	00:02:44
2.	Florida	750	4.07	00:03:50
3.	New York	643	3.39	00:02:38
4.	Texas	574	3.24	00:02:39
5.	Ohio	557	2.58	00:02:44
6.	Michigan	321	3.26	00:02:33
7.	Pennsylvania	271	4.21	00:02:27
8.	Georgia	262	3.34	00:02:02
9.	North Carolina	234	3.31	00:02:12
10.	Illinois	232	3.78	00:04:20
11.	Virginia	206	3.16	00:01:57
12.	Massachusetts	202	3.72	00:03:31
13.	New Jersey	197	3.28	00:02:56
14.	Washington	163	3.12	00:02:41
15.	Indiana	158	3.44	00:02:49



Geographic Tracking by Regions - Canada

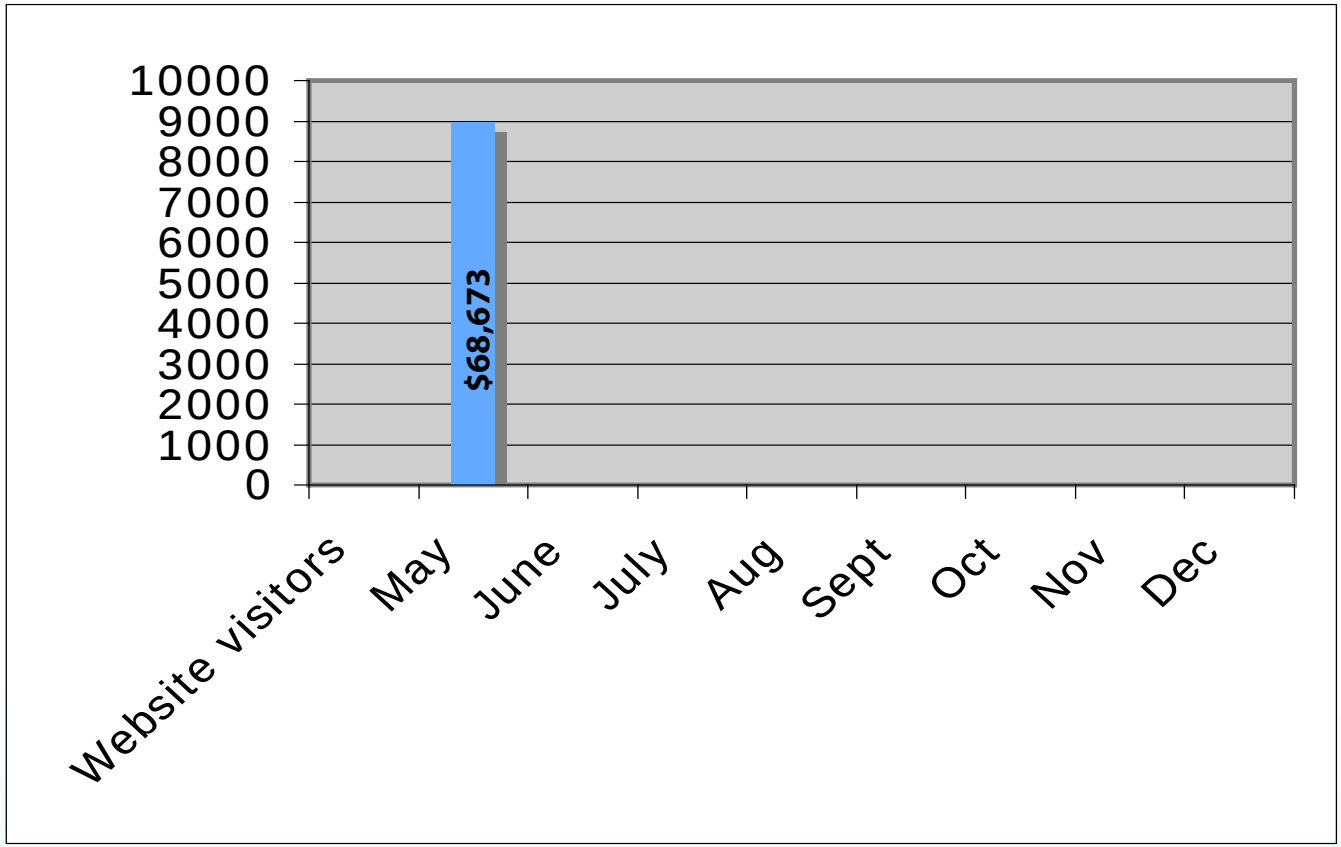
From May 1 - May 31, 2010

Vancouver had the most visits - 52
Toronto had the 2nd most visits - 48

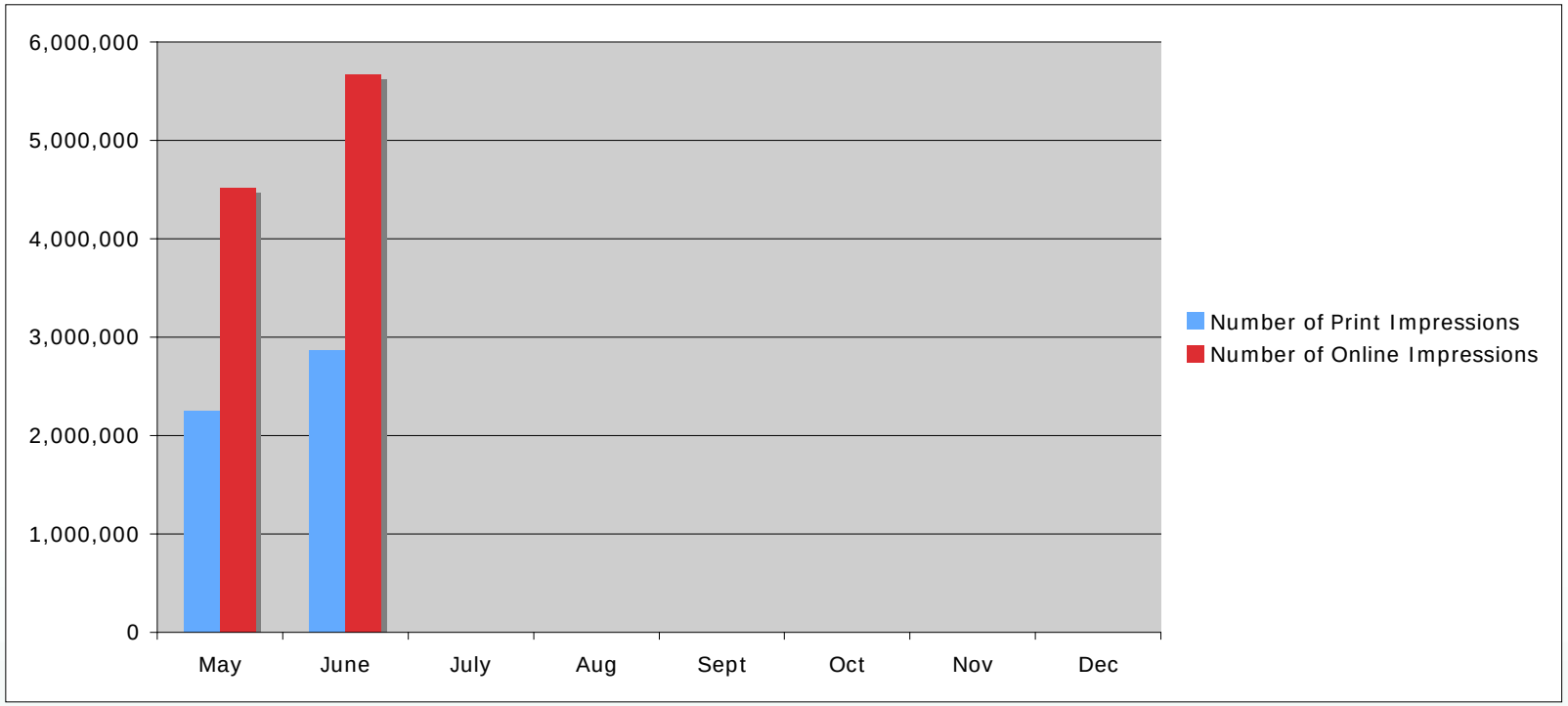
Visits	Pages/Visit	Avg. Time on Site	% New Visits
755	4.07	00:02:28	77.88%
% of Site Total: 8.44%	Site Avg: 3.47 (17.39%)	Site Avg: 00:02:49 (-12.04%)	Site Avg: 74.27% (4.87%)

	Detail Level: City	Visits ↓	Pages/Visit	Avg. Time on Site
1.	Vancouver	52	6.00	00:02:56
2.	Toronto	48	3.27	00:02:27
3.	Edmonton	39	2.87	00:03:15
4.	Calgary	31	2.61	00:01:00
5.	Kitchener	23	3.78	00:01:56
6.	Sillery	21	2.10	00:01:04
7.	Montreal	21	2.76	00:01:44
8.	London	20	3.95	00:02:50
9.	Weston	16	4.25	00:01:41
10.	Fredericton	16	7.56	00:02:21
11.	Ottawa	16	3.75	00:03:33
12.	Dartmouth	15	3.20	00:00:41
13.	Winnipeg	15	3.47	00:02:39
14.	Hamilton	14	4.36	00:03:44
15.	Prince George	13	10.46	00:05:47

Money Spent on Media Versus Increase of NMEDA Website Traffic



Actual	May	June
Number of Print Impressions	2,253,511	2,864,658
Number of Online Impressions	4,518,606	5,668,805



Number of Times Marketing Portal was Accessed
May - 17, 14 unique visitors

Number of Times Radio Spots were Downloaded
May - 0

Number of Times Print Ads were Downloaded
May - 0

Number of Phone Calls Received on the Special Phone Number
May - 4

NMEDA Traffic Sources for May

All traffic sources sent a total of 8,942 visits

25.94% Direct Traffic

15.90% Referring Sites

58.15% Search Engines

Search Engines are responsible for 58% of visits to site, which means search optimization is working.

Top Traffic Sources & Key Words for May

Sources	Visits	% visits
google (cpc)	3,875	43.33%
(direct) ((none))	2,320	25.94%
google (organic)	857	9.58%
bing (organic)	208	2.33%
twitter.com (referral)	191	2.14%

Keywords	Visits	% visits
nmeda	494	9.50%
handicap car	444	8.54%
handicapped car	280	5.38%
healthgrades.com	270	5.19%
mobility dealers	217	4.17%

Google's Top 10 Keywords for NMEDA

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
4,732	**3.33**	**00:02:28**	**86.07%**	**47.25%**
% of Site Total: **52.92%**	Site Avg: **3.47** **(-4.01%)**	Site Avg: **00:02:49** **(-11.93%)**	Site Avg: **74.27%** **(15.90%)**	Site Avg: **45.20%** **(4.54%)**

	Keyword None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1.	handicap car	**444**	3.45	00:02:43	91.89%	43.24%
2.	nmeda	**322**	5.27	00:04:23	49.38%	19.25%
3.	handicapped car	**280**	3.48	00:02:45	94.64%	40.71%
4.	healthgrades.com	**270**	1.17	00:00:06	95.93%	91.11%
5.	mobility dealers	**215**	2.86	00:01:30	93.95%	53.95%
6.	mobility equipment	**179**	2.96	00:01:56	96.65%	55.87%
7.	mobility car	**151**	3.05	00:02:06	88.08%	54.97%
8.	ratemds.com	**114**	1.28	00:00:20	98.25%	91.23%
9.	wheelchair car	**111**	2.77	00:02:53	90.09%	46.85%
10.	handicap vans	**104**	3.52	00:03:16	88.46%	33.65%

PPC healthgrades.com and ratemds.com are very ineffective with bounce rates over 90%

Facebook Statistics for May

92 Fans

53% Male/42% Female

Average Age Ranges - 35-44 year olds (29%), 45-54 year olds (25%), 25-34 & 55+ (17%)

Blogs, Pictures are Posted & Custom Dealer Locator Tab was Created

44 People Visited the Website from the Dealer Locator

Twitter Statistics

410 Followers in the Month of May, 150 Tweets on twiter.com/NMEDAorg

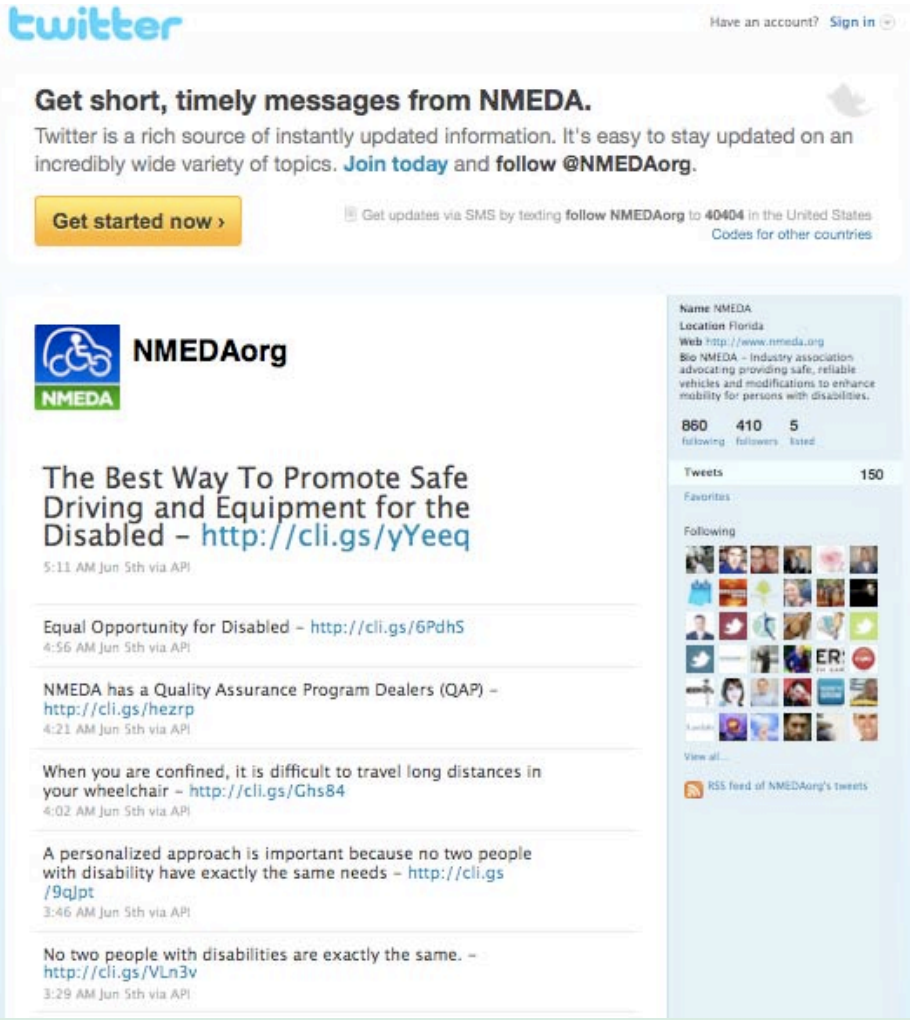
493 Sponsored Tweets went out in the Month of May, 951Clicks, 628,701 Impressions

Ad: Don't let a wheelchair hold you back from enjoying life. NMEDA offers custom-made adapted wheelchair vehicles! http://spn.tw/aFib

Sponsored: If you are in a wheelchair, you don't have to give up your mobility. Learn more about custom vehicles here http://spn.tw/aFCF

NMEDA helps get folks into custom made adapted wheelchair vehicles. #ad http://spn.tw/aFil

many people need an adapted wheelchair vehicle, check NMEDA, they can help you ---> sponsored http://spn.tw/aFpV



NMEDA Blogs

100 Sponsored Blogs went out the Month of May, 645 Clicks

NATIONAL MOBILITY EQUIPMENT DEALERS ASSOCIATION

NMEDA

5 Top Travel Destinations for Nature Lover Travelers with Disabilities

May 26, 2010 by nmeda

Traveling for those with a disability can be challenging, but it doesn't have to be overly so with careful planning and preparation. Following are 5 fabulous travel destinations to consider for nature lovers with disabilities:

1. Hat Head National Park: Captain Cook's Lookout

Captain Cook's Lookout at Hat Head National Park has magnificent lookout has panoramic views throughout its vast expanse. It's an ideal place for whale watching, sight-seeing, and relaxing in the sun. The picnic area has easy-access facilities and toilets. At the

search this site

Pages
- About

Archives
- May 2010

Categories
- Disabled Female Athletes (1)
- Mobility Equipment (3)
- Traveling with a Disability (4)

Blogroll
- Development Blog
- Documentation
- Plugins
- Suggest Ideas
- Support Forum
- Themes
- WordPress Planet

Meta

•Posted 5 blogs a week at www.nemda.wordpress.com

- Travel Destinations
- Fund Your Mobility Equipment
- Paying for Mobility Equipment
- Top 3 accessible beaches
- Top 3 accessible attractions
- Hand Controls for Disabled Drivers
- Quick tips for Disabled Travel
- Disabled Female Athletes

QAP

NMEDA

www.nmeda.org

Recommendations for NMEDA

1. Continue advertising on Google search and placement and influencers websites.

2. Continue to push non-branding keywords such as *"handicapped van"*.

3. Continue to add more fans on Facebook and update fan page and blog regularly to continue to drive quality traffic to site.

4. Add more copy to key pages like "locate a dealer" and the "home page" allowing a keyword density boost.

5. Communicate with members about marketing assets that are available.