

# Adglow

## Digital Marketing Summary July 2015



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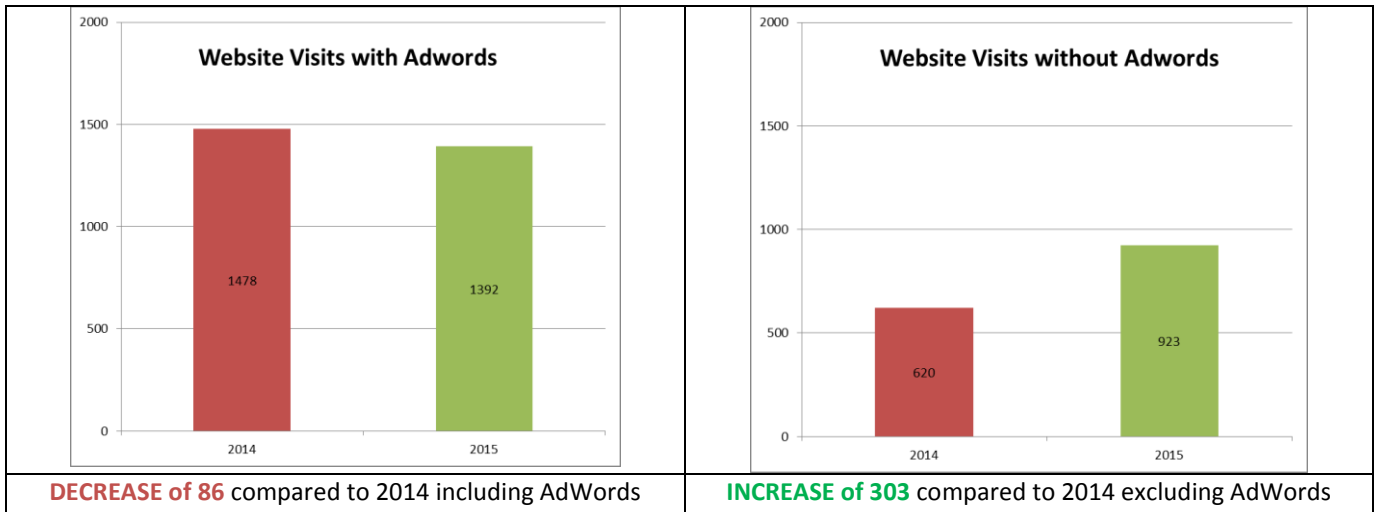
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LinkedIn.....	11
Google Plus .....	11
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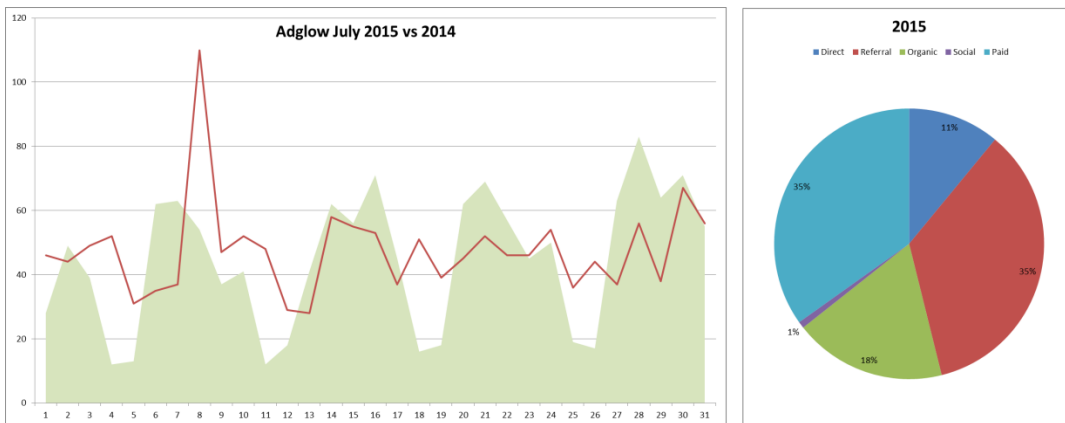


# Google Analytics

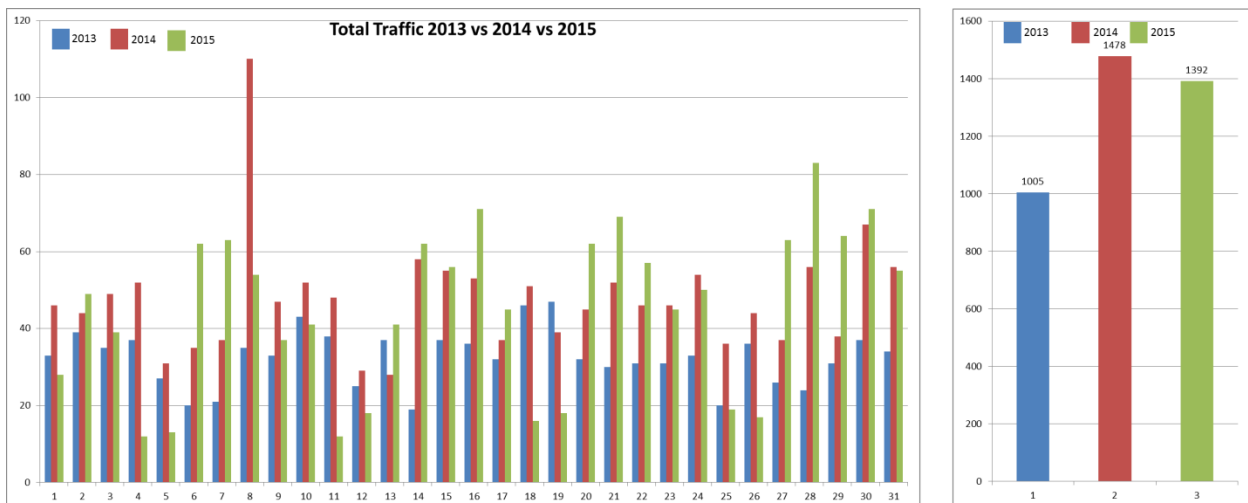
## ANALYSIS



### TRAFFIC SOURCE INFORMATION



### 3 YEAR WEBSITE VISITS ANALYSIS



31<sup>st</sup> July 2015



## Where are our visitors clicking?

0.4%



20%

# Adglow


Established in 1957

## POINT OF SALE

design, manufacture & installation

# 01684 272 916

HOME
ABOUT
BLOG
RETAIL
SIGNAGE
DIGITAL
GOLF
CASE STUDIES
CONTACT



REQUEST A  
**CALL BACK**

From design concept, mass production to professional installation, your journey starts here...

more about Adglow

SEND US ONLINE ENQUIRY

Adglow specialise in design, manufacture and installations of *bespoke point of sale displays* and *bespoke point of purchase displays* to suit your time scales & budget.

Whatever you need it, Adglow can design, manufacture and install your Point of Sale Retail Display solutions.

### Pick your service(s)



design

ADGLOW IS A CUTTING-EDGE  
**POP / POS DESIGNER**



manufacture

WE MANUFACTURE IN  
**UK, EU & ASIA**



installation

INSTALLATIONS ACROSS  
**UK & IRELAND**

Permanent POS Stands, Semi-Permanent Display Stands, Wire Work, POS Displays, PSDU Manufacturers, Pallet Displays, Retail Display Stands, Bespoke POS Displays, CDU Manufacturers, Retail, POP Display Units, POS Manufacturers

VISIT US ON SOCIAL MEDIA

ACRYLIC

FREE-STANDING

COUNTER

MATERIAL PROCESS

CLOTHING

METAL

RETAIL OUTLET

ACCREDITATIONS

LCD

CASE STUDIES

VIDEOS

MANUFACTURING

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Delta House  
Delta Drive  
Tewkesbury  
Gloucestershire  
GL20 8HB

TOP

Terms and Conditions of Sale
Privacy Policy
Company Registration no. 00579219

**Note:** The system we use does not register every click on our site, so if it's not shown, that does not mean it has not been clicked on, but that we are unable to register those clicks at this time.

**THIS MONTH, THE HOME PAGE IMAGES HAVE BEEN UPDATED, AND THE GOLF SECTION ADDED TO HELP ENFORCE A PRESENCE WHEN BROCHURES HAVE BEEN SENT OUT TO POTENTIAL CUSTOMERS**

**Adglow** POINT OF SALE **01684 272 916**  
 design, manufacture & installation  
 Established in 1957

HOME ABOUT BLOG RETAIL SIGNAGE DIGITAL CASE STUDIES VIDEOS CONTACT

NEED MORE POWER? NEED MORE POWER? NEED MORE POWER?

REQUEST A

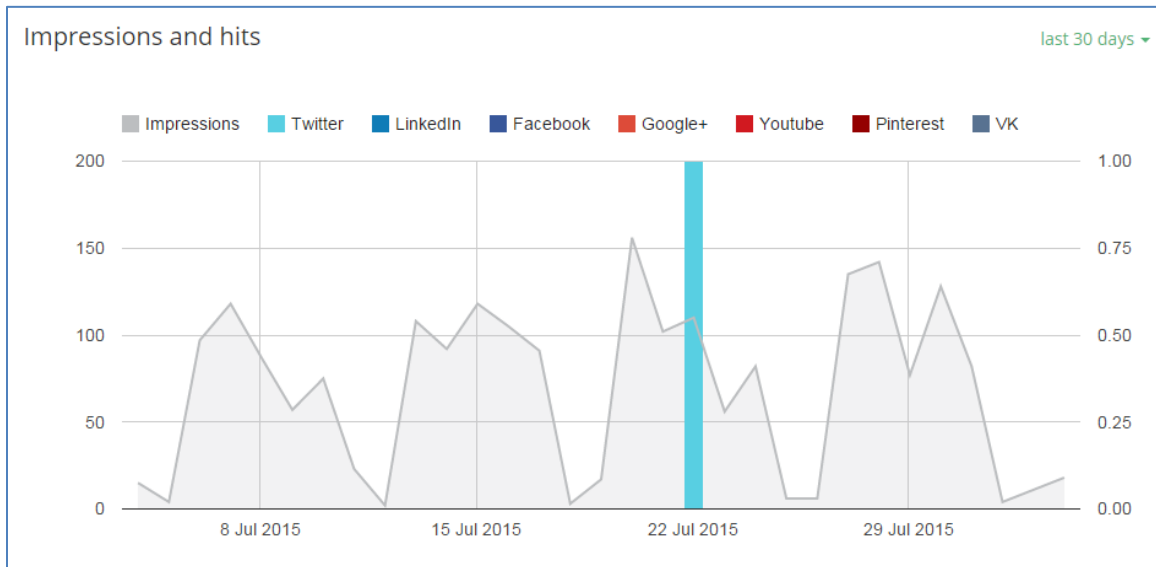
From design concept, mass production to professional installation, your journey starts here...

more about Adglow >>

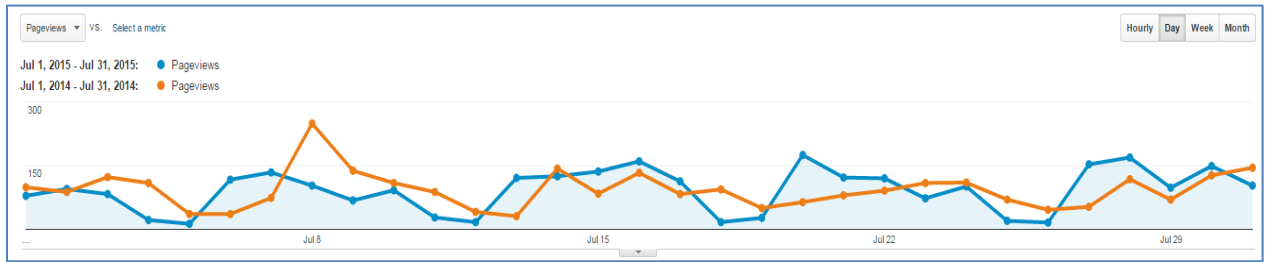
SEND US ONLINE ENQUIRY

Adglow specialise in design, manufacture and installations of bespoke point of sale displays and bespoke point of purchase displays to suit your time scales & budget. Whatever you need it, Adglow can design, manufacture and install your solution.

**Pick your service(s)**

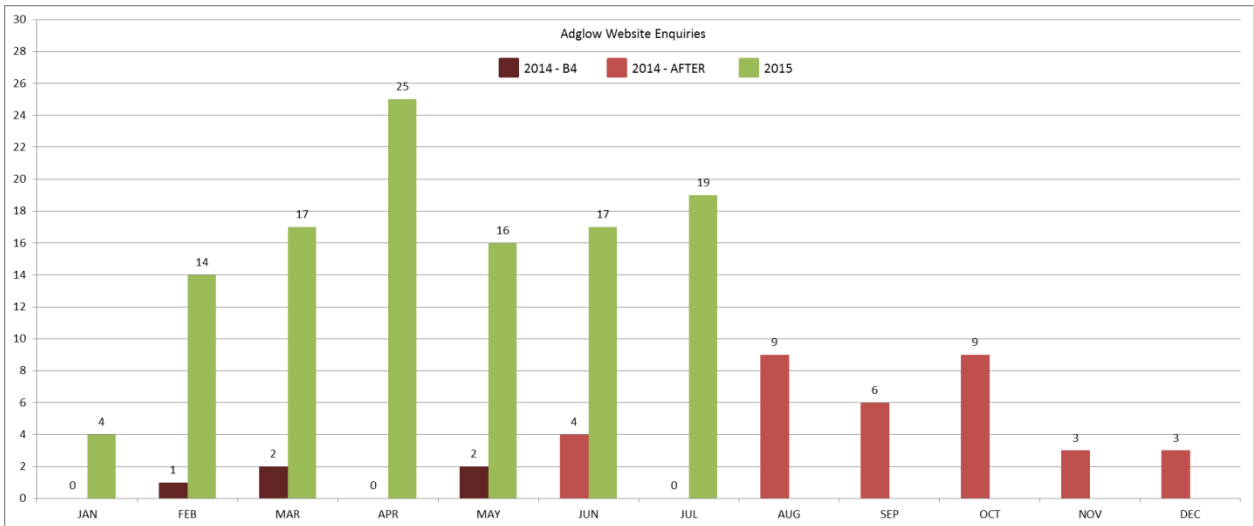


## ANALYTICS 1<sup>st</sup> JULY 2015 – 31<sup>st</sup> JULY 2015 compared to 2014



Total Page Views (**2849** vs **2891**)  
 Unique Page Views (**2356** vs **2470**)  
 Average Time on Page (**0.59** vs **0.55**)  
 Bounce Rate (**54.96%** vs **79.09%**)

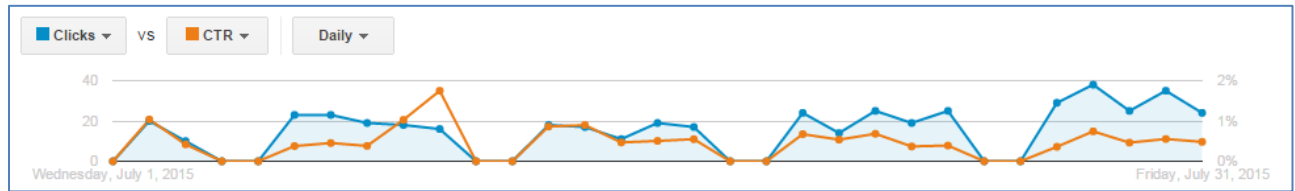
decrease of **1.45%**  
 decrease of **4.62%**  
 increase of **7.06%**  
 decrease of **30.52%**





## Google AdWords

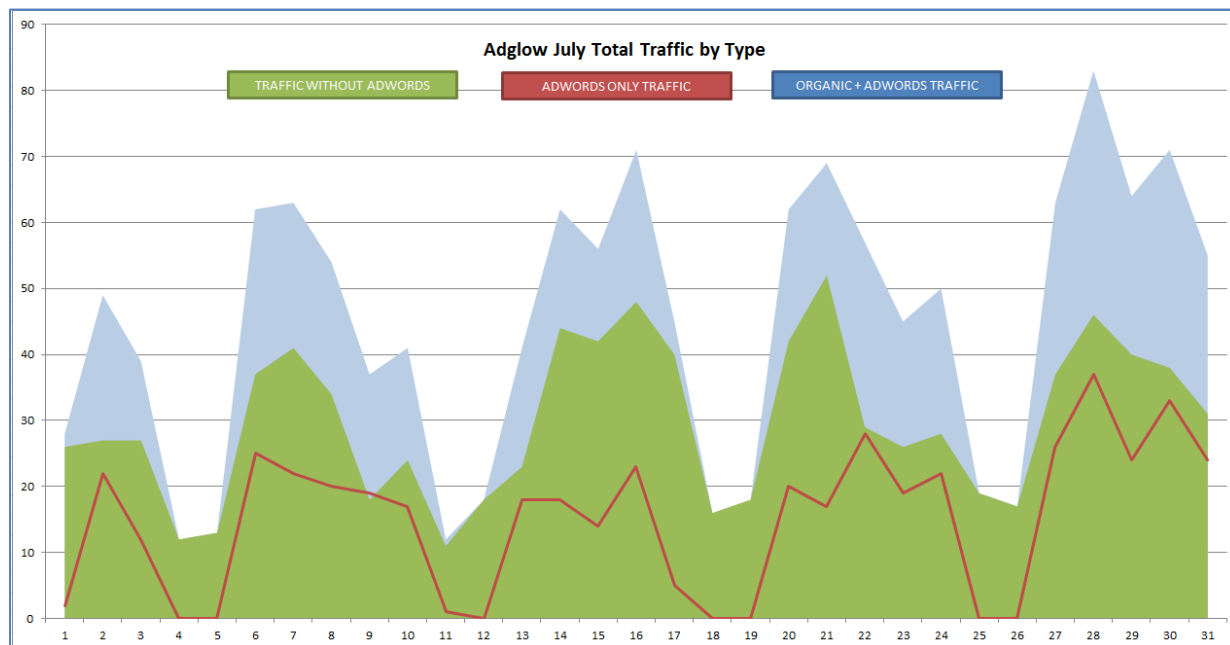
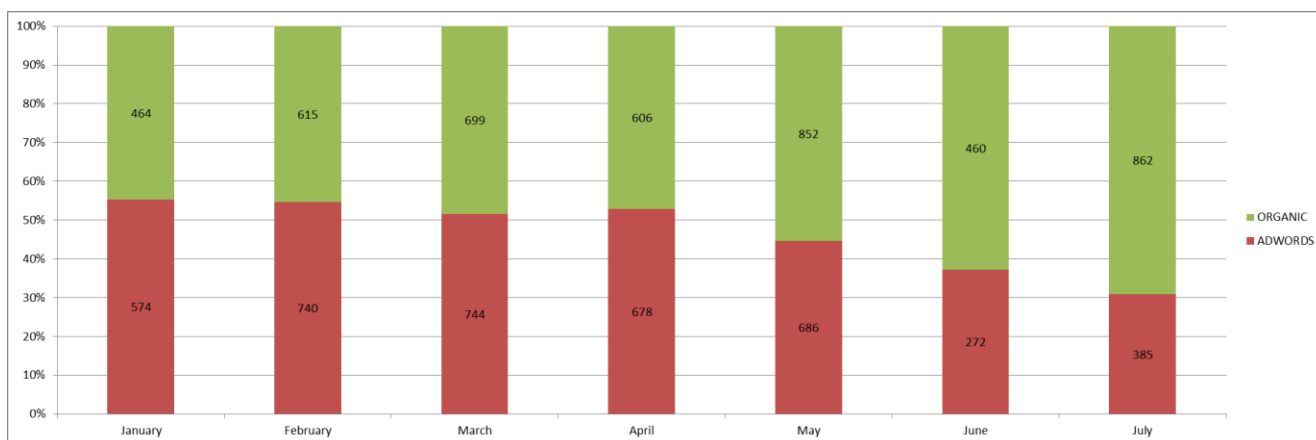
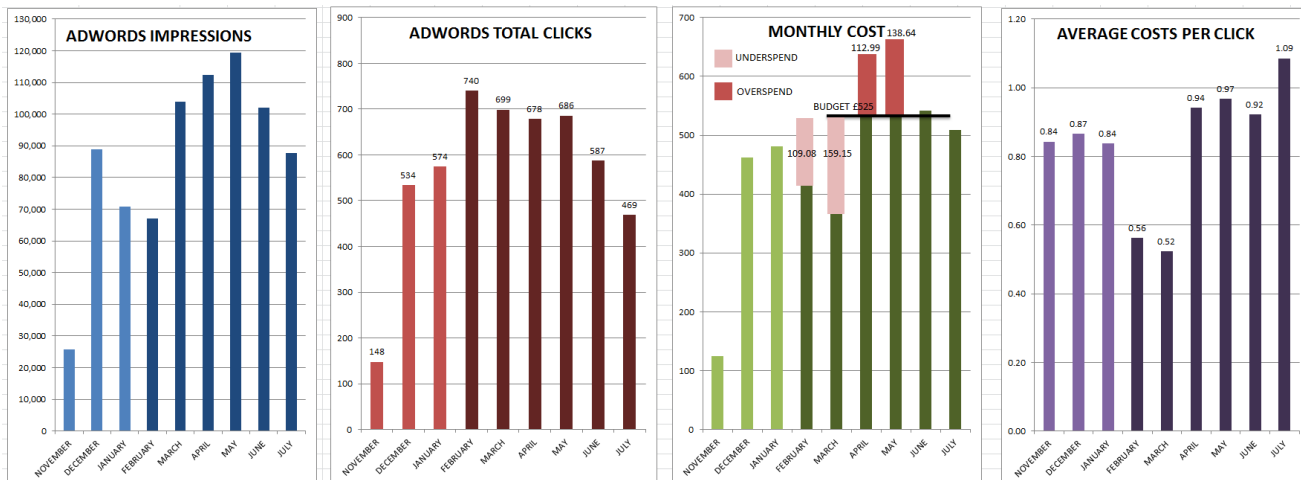
Daily Budget (£32) / Max Cost Per Click (below £0.99), Mon-Fri United Kingdom only



Adgroup	Clicks	Views	Cost Per Click	Cost	AvgPosition
Acrylic Displays	49	28,904	0.89	43.37	2.8
Bespoke Displays	63	1,626	1.46	92.04	2.1
Brand	10	145	0.25	2.48	1.1
CDU	2	52	1.42	2.85	1.7
Clothing Display	33	10,545	0.80	26.51	2.8
Counter Displays	35	8,133	0.80	28.15	3.1
Free Standing Displays	51	4,355	1.15	58.52	1.7
FSDU	5	59	1.44	7.22	2.4
Illuminated Signs	4	538	0.34	1.37	5
Interior & Joinery	1	93	1.42	1.42	1.3
Manufacturers	67	940	1.26	84.74	1.7
Material Processes	5	190	1.19	5.94	1.6
Metal Display	53	7,107	0.76	40.17	1.9
POP	16	4,400	1.40	22.35	3.4
POS	40	3,370	1.58	63.39	5.2
Retail Display	35	17,253	0.82	28.61	3.3
<b>TOTAL</b>	<b>469</b>	<b>87,710</b>	<b>avg 1.09</b>	<b>509.13</b>	

Device	Campaign	Clicks	Avg. CPC	Cost
Computers	BP-Adglow Ltd	408	1.09	445.37
Tablets	BP-Adglow Ltd	43	1.05	45.24
Mobile	BP-Adglow Ltd	18	1.03	18.52
<b>Total</b>		<b>469</b>	<b>1.09</b>	<b>£509.13</b>

### ADWORDS SUMMARY



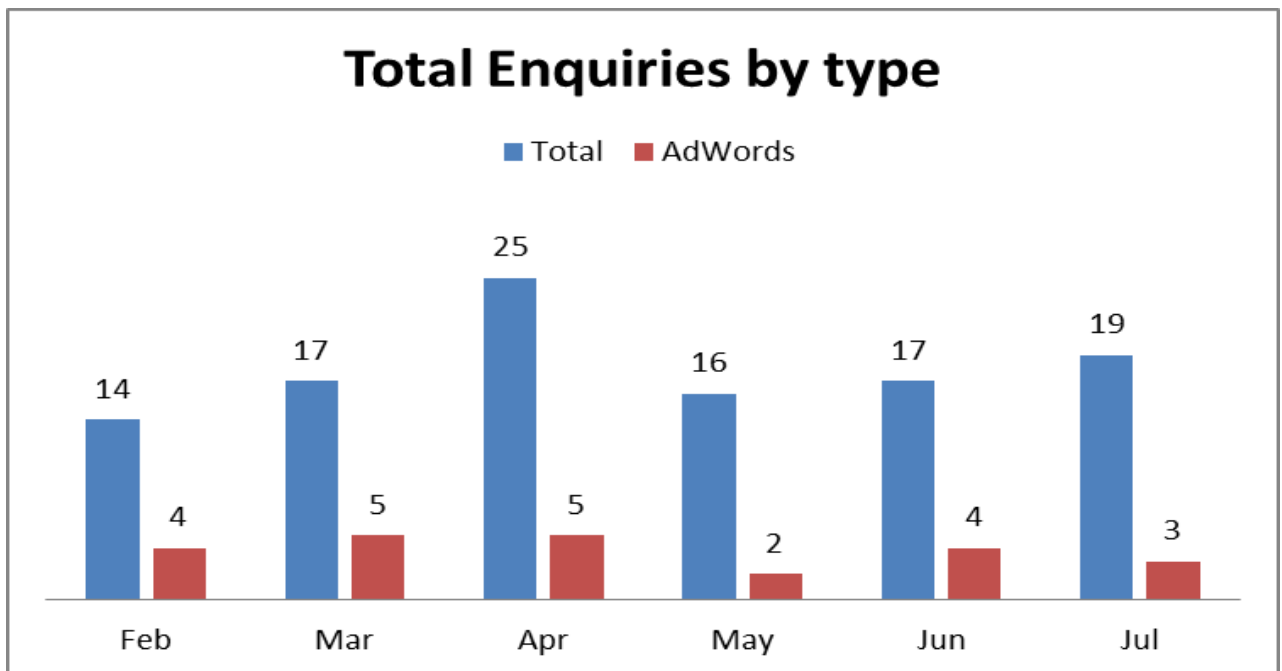


## ADWORD SUMMARY

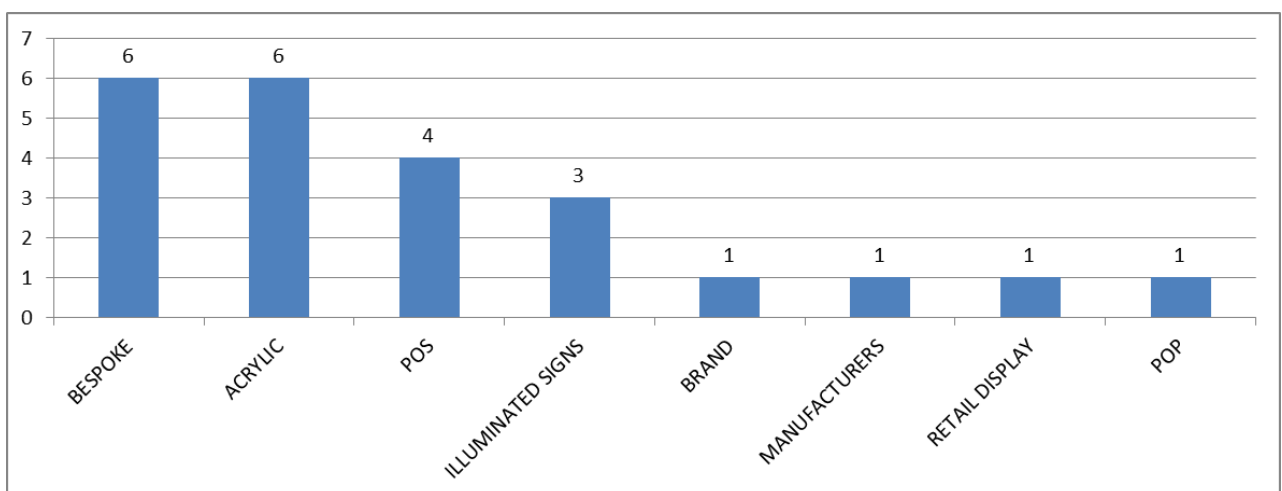
As we have now completed our 6 month trial of AdWords, and terminated the account with our supplier, these are the 6 month results. This was agreed upon, as AdWords was not deemed to be an effective way to generate traffic and enquiries on this cost basis.

**AdWords generated 23 enquiry forms being completed.**

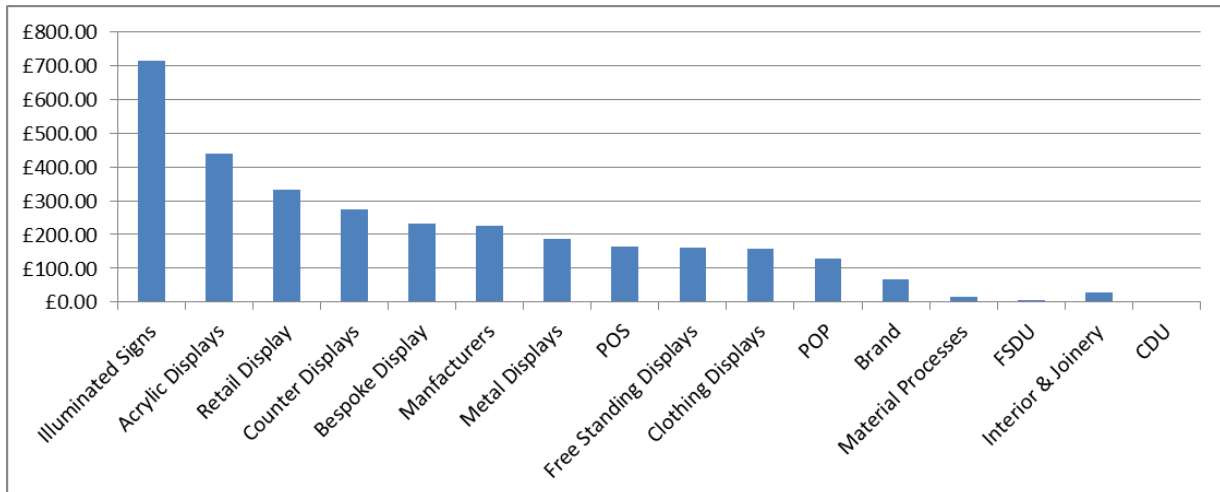
This is broken down as follows:



### AdWords Category enquiry breakdown



### Total Spent per category



CATEGORY	INVESTMENT	CLICKS	NO. OF ENQUIRIES	COST PER ENQ
Illuminated Signs	£713.32	1127	3	237.77
Acrylic Displays	£434.74	519	6	72.45
Retail Display	£328.14	411	1	328.14
Bespoke Display	£226.03	214	6	37.67
Brand	£67.89	247	1	67.89
POP	£125.17	103	1	125.17
POS	£161.29	138	4	40.32
Counter Displays	£264.46	300		
Clothing Displays	£153.26	178		
Metal Displays	£179.02	221		
Manufacturers	£214.07	166	1	214.07
Free Standing Displays	£153.65	135		
FSDU	£15.64	12		
Interior & Joinery	£5.49	5		
Material Processes	£29.26	23		
CDU	£4.32	3		

**Total Spend £3134.14 for 3859 clicks and 23 enquiries via AdWords**

Social Media

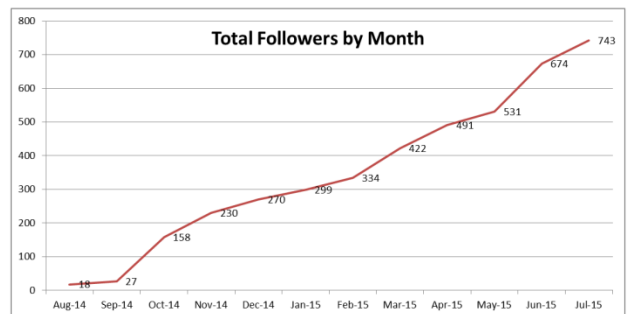
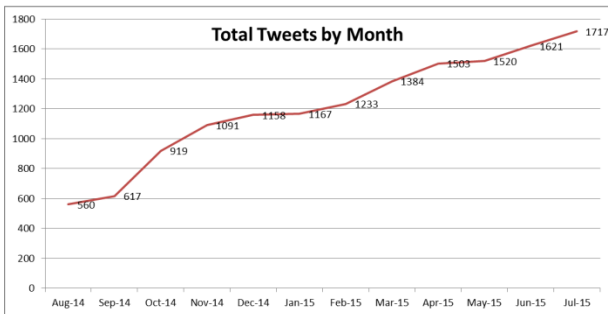
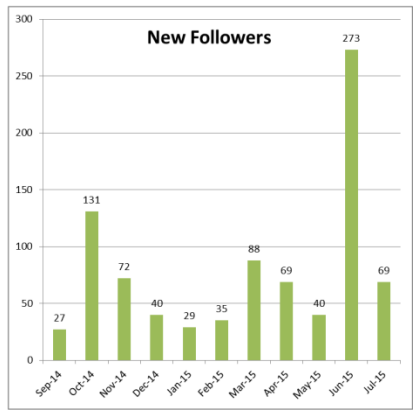
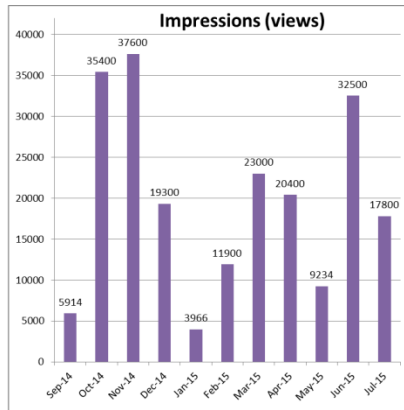
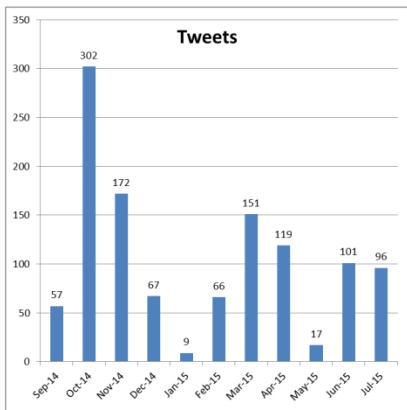
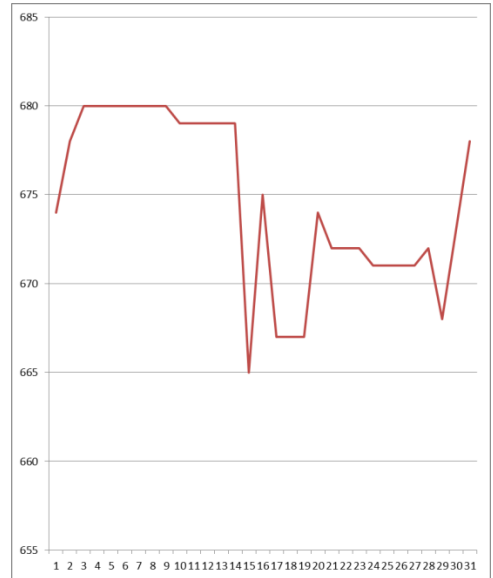
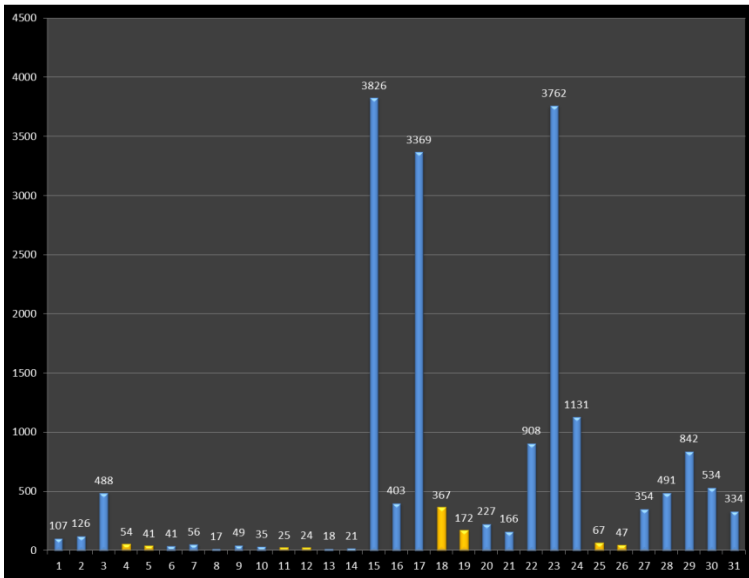


Twitter

ACTIVITY

ADGLOW - <https://twitter.com/AdglowLtd>

1859 Tweets (increase of 151) 679 following (increase of 9) 677 followers (increase of 2)





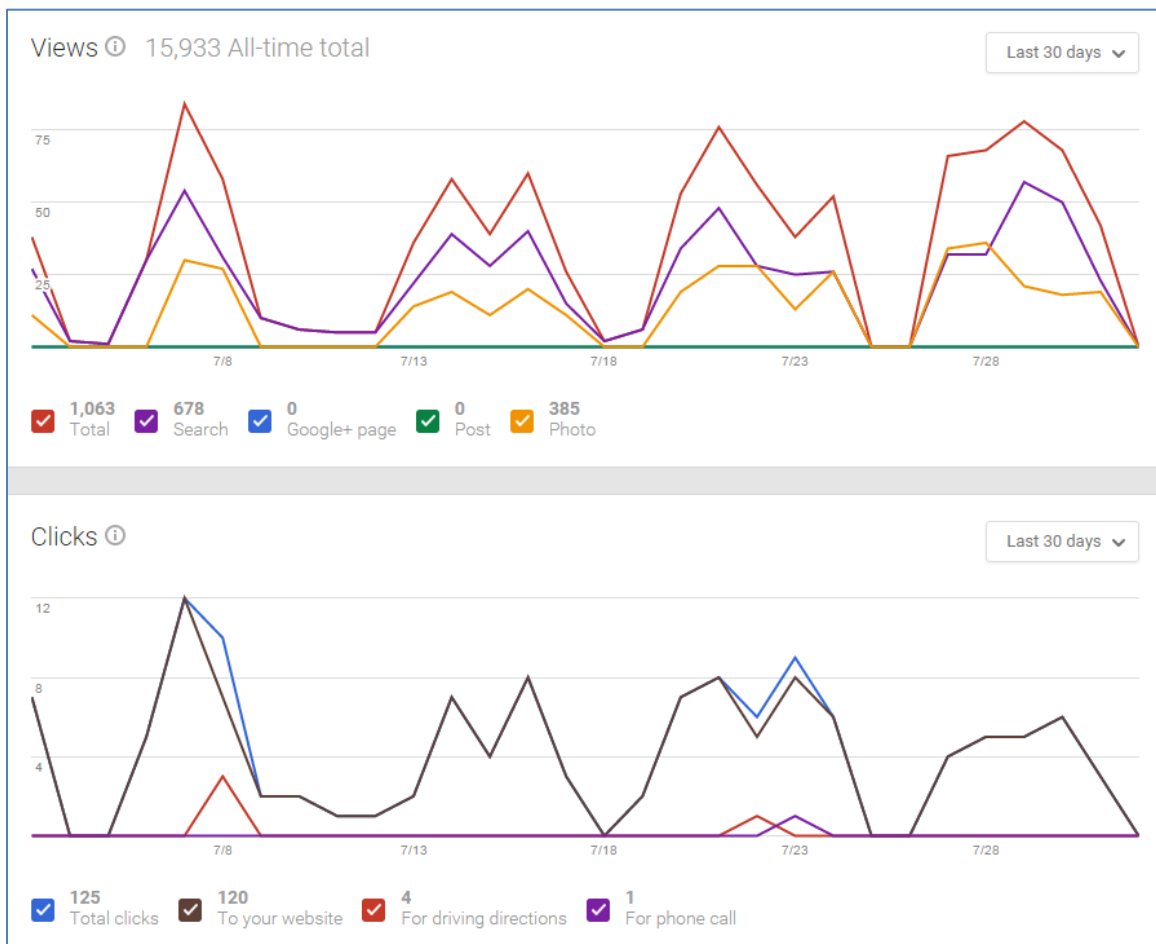
## LinkedIn

### ACTIVITY

**AdglowLtd** company page (26 followers +2) <https://www.linkedin.com/company/adglow-limited>



## Google Plus



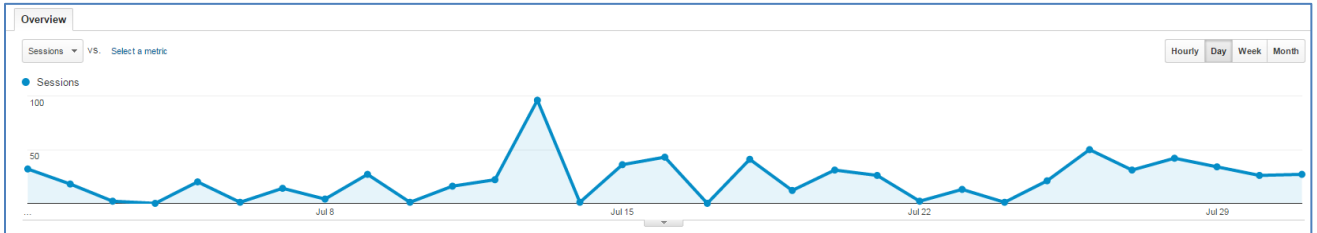


# WordPress Blog

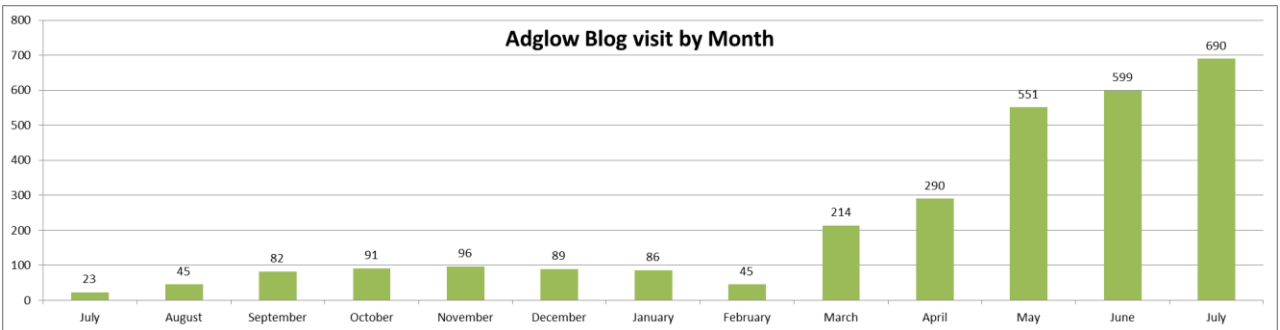
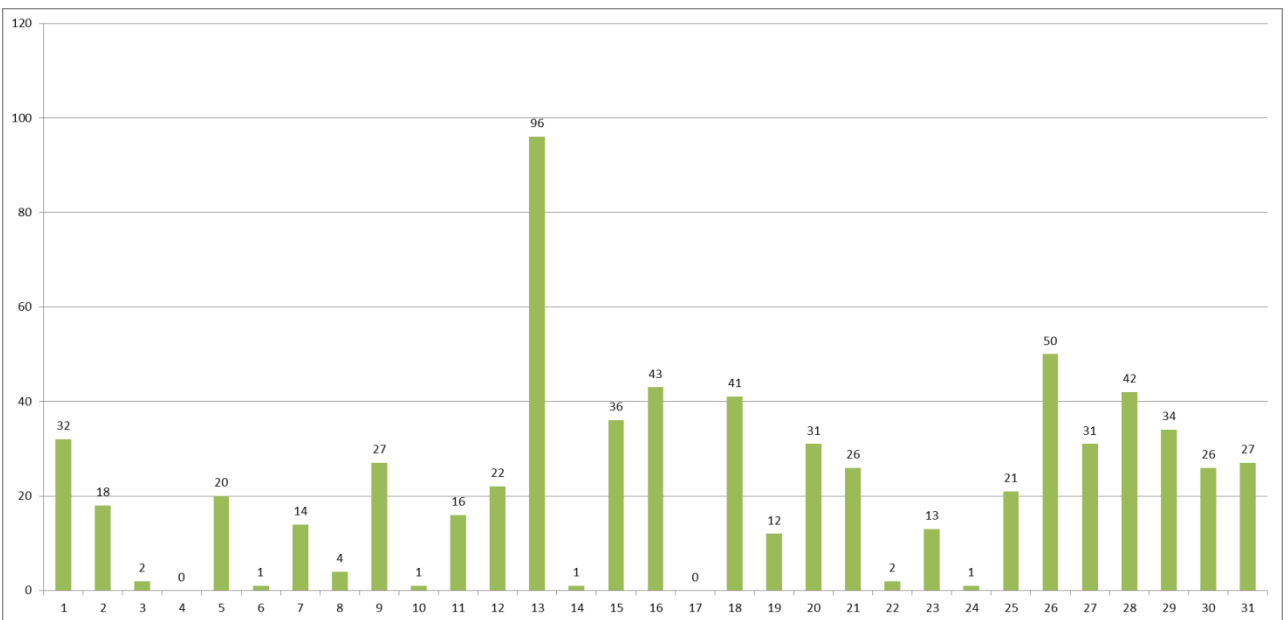
## ACTIVITY

<http://blog.adglow.co.uk>

690 visits [0 post]

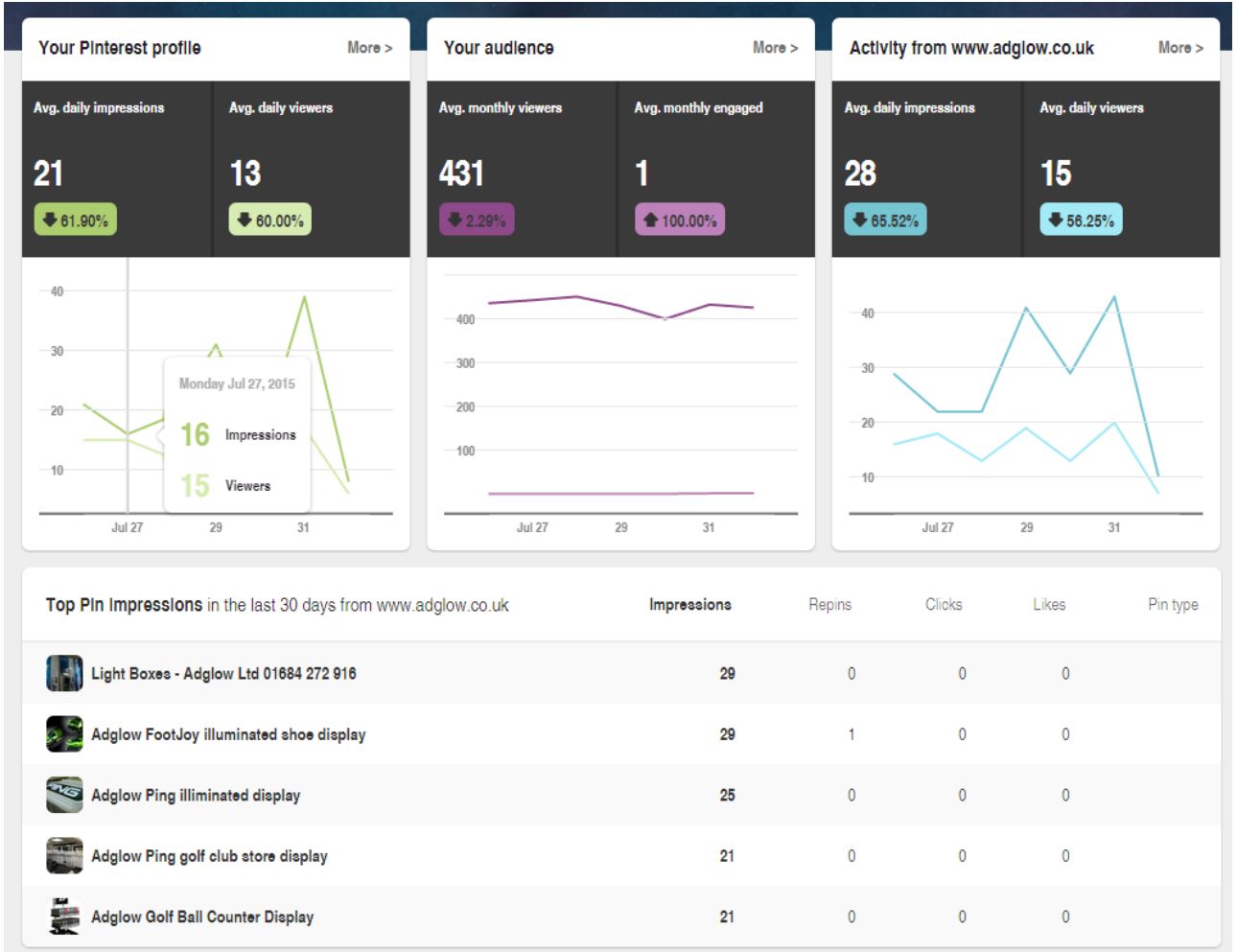


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18 Boards, 197 Images, 0 Likes, 6 (+0) Followers, 22 (+0) Following

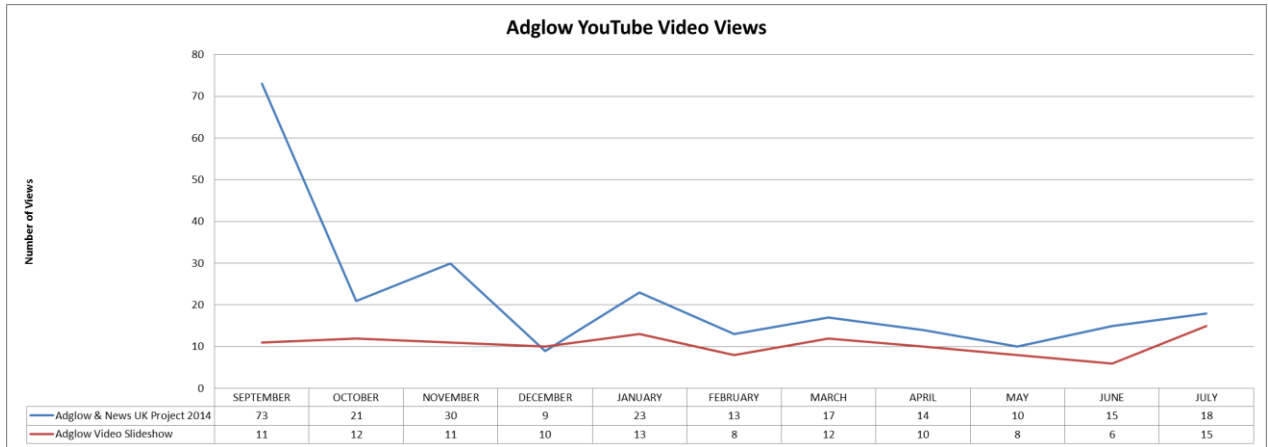




## ADGLOW

Adglow & News UK Project 2014 **243 views (+18)**  
 Adglow Video Slideshow **116 views (+15)**

### SUMMARY FROM SEPTEMBER 2014 to JULY 2015 (TOTAL VIEWS 359)





## Search Engine Optimization

### ACTIVITY

This month we have engaged a company called Essential Marketer who will be working on our SEO to improve our organic traffic.

We have entered the following search phrases and have begun work on our website to enable us to be found on google for these phrases, ultimately on page 1.

PHRASE	CURRENT POSITION
pos display manufacturers	3
point of sale display manufacturers	3
pos manufacturers	3
point of sale manufacturers	4
metal display	10
pos design	13
retail display manufacturers uk	13
acrylic retail displays	16
clothing display	17
retail counter displays	19
retail clothing displays	22
retail display manufacturers	22
retail display acrylic	23
acrylic retail display	24
acrylic displays	26
retail counter display	32
point of sale display design	42
retail display solutions	42
retail display manufacturing	43
retail displays for sale	43
retail design display	55
metal pos display	61
retail pos display	63
retail display design	100
metal display stand	unranked
retail product display stands	unranked
retail pop displays	unranked
retail point of sale displays	unranked
retail displays uk	unranked
retail joinery	unranked
retail signage displays	unranked
retail stands display	unranked
countertop retail displays	unranked
acrylic pos	unranked
display manufacturing	unranked
metal display shelves	unranked
shop display design	unranked
timber and joinery services	unranked
metal retail display	unranked
retail displays	unranked
retail clothes display	unranked
pos display stands	unranked
retail clothing display	unranked
retail display manufacturer	unranked
retail display counter	unranked
retail countertop displays	unranked
retail display signage	unranked
retail display signs	unranked
retail display stands uk	unranked
retail display uk	unranked
retail display stands	unranked
retail display stand	unranked
pop retail displays	unranked
retail display	unranked