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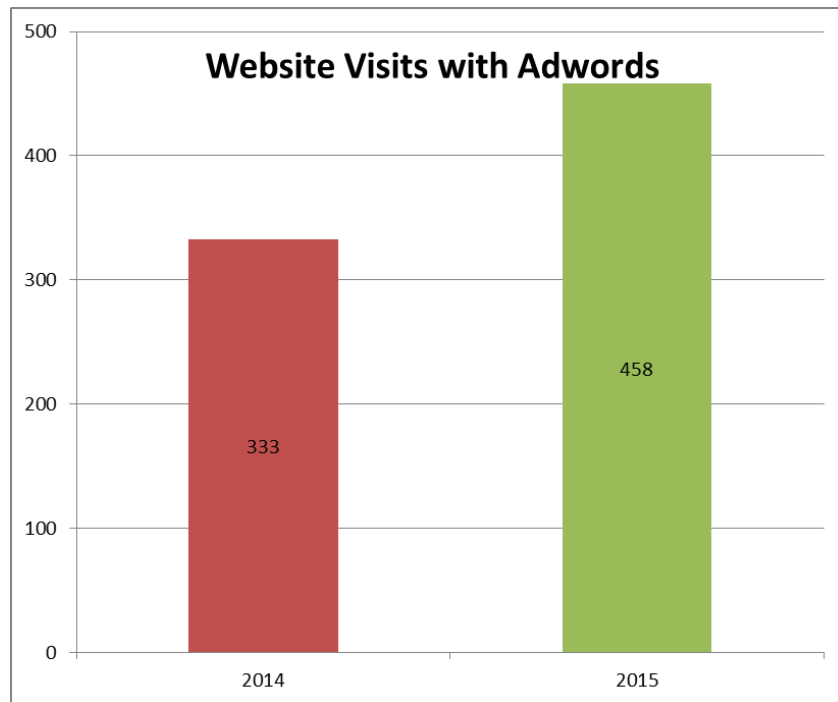
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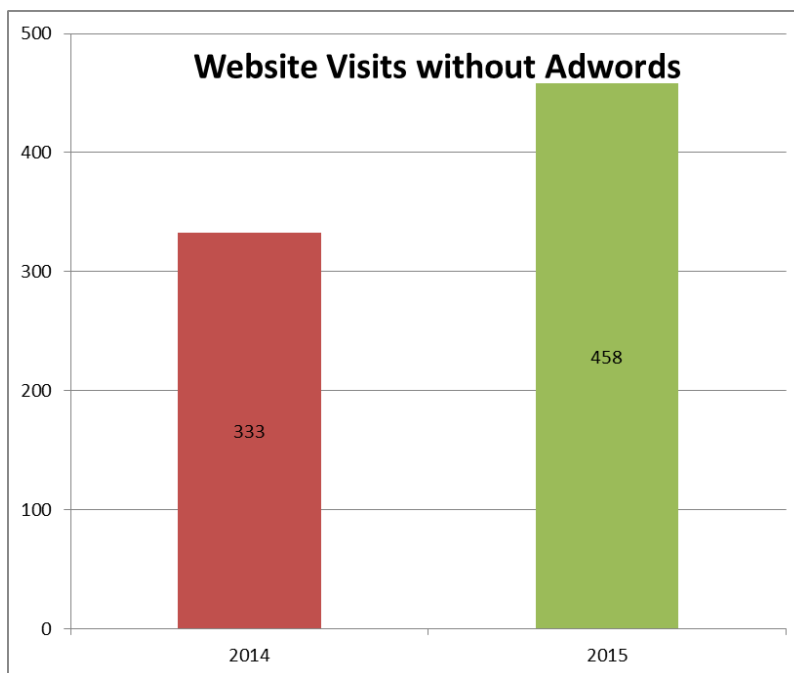


Google Analytics

WEBSITE TRAFFIC ANALYSIS



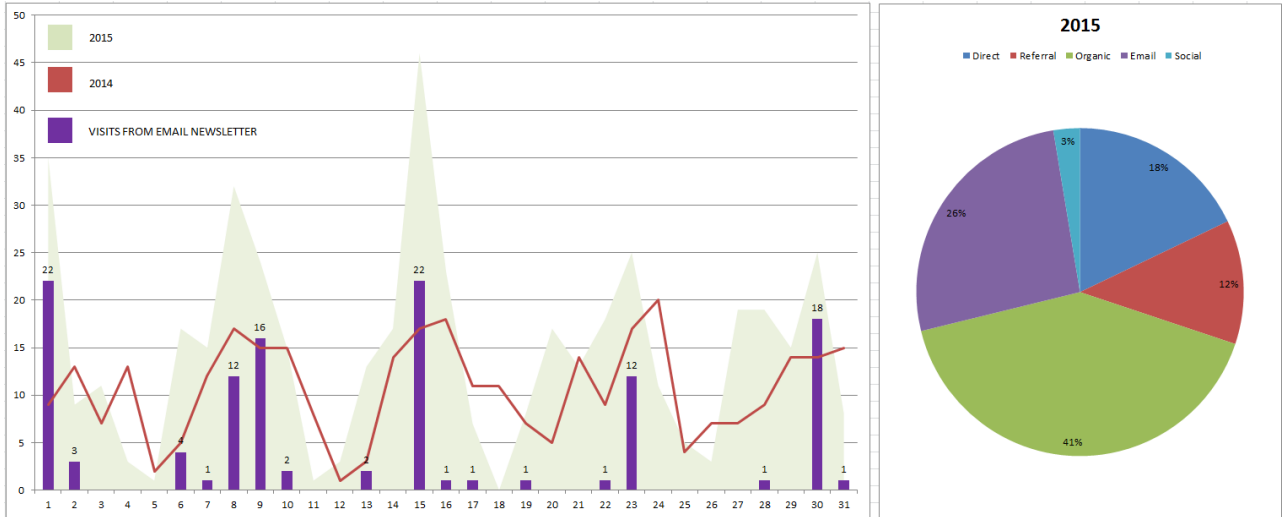
INCREASE of 125 compared to last year including 2014 AdWords traffic



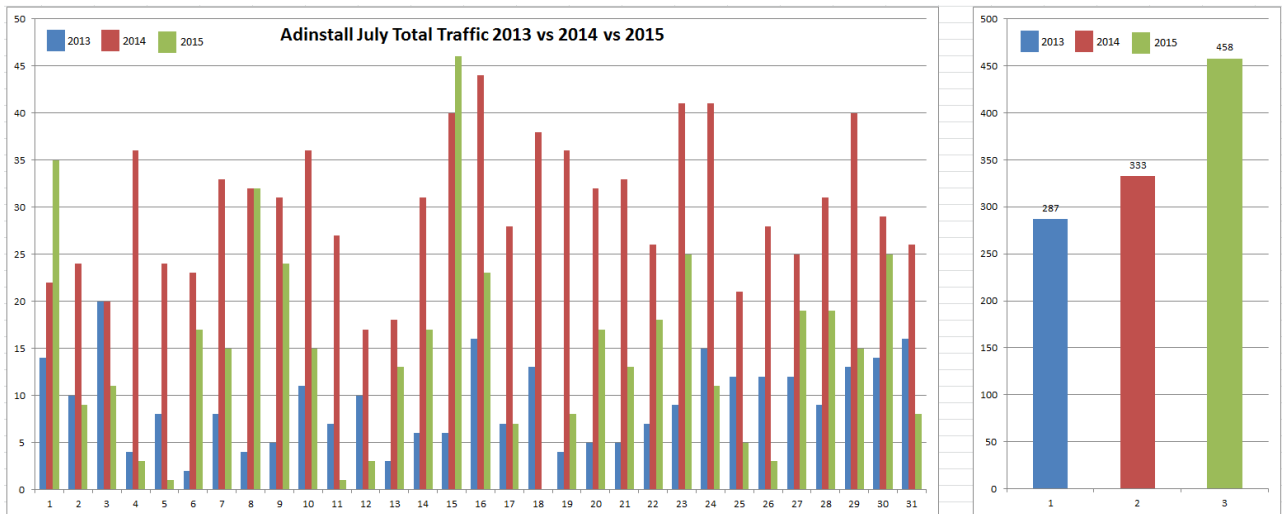
INCREASE of 125 compared to 2014 organic traffic



NEWSLETTER CAMPAIGN STATS & TRAFFIC SOURCE INFORMATION

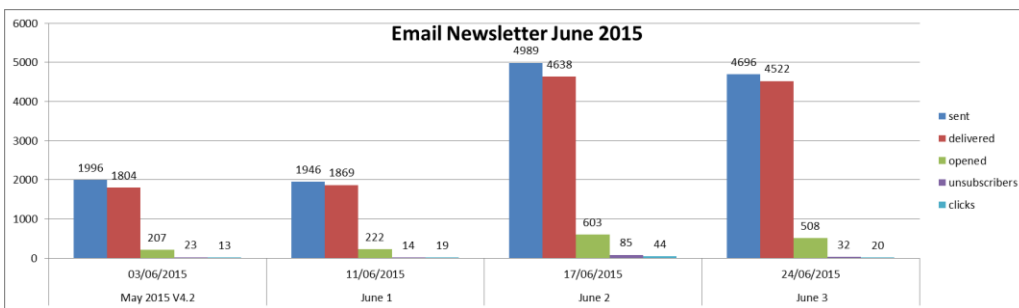


3 YEAR WEBSITE VISITS ANALYSIS



EMAIL NEWSLETTER ANALYSIS

I no longer have access to the dotmailer system so I am unable to update last month's stats. There is a trend shown below, and due to website stats from the emails being about the same, I can assume this month's email campaign is performing at the same level.



Where are our visitors clicking?





RETAIL

INSTALLATION SPECIALISTS

01684 272 920

HOME SERVICES ABOUT US CASE STUDIES NEWS REPORTING (RFS) ACCREDITATIONS JOIN US CONTACT US

Why choose us?

QUALITY

EXPERIENCE

NATIONAL

COMPLIANCE

Delivering quality results every time?



REQUEST A CALL BACK

SEND US AN ONLINE ENQUIRY

LATEST NEWS

subscribe to receive our newsletter

Professional installation solutions for...

Retail Point of Sale & Point of Purchase display outlets throughout the UK and Ireland

Adinstall are the **NUMBER 1** POP & POS Retail Installation company with over 50 years of industry experience working with the largest names across all industry sectors

Services	Benefits	Our promise
<p>From flagship stores to installations involving thousands of retail outlets, Adinstall can manage any kind of retail installation – from simple POP and POS & hi-tech interactive displays to full shop fittings.</p> <p>Examples of of the work we undertake:</p> <ul style="list-style-type: none"> • Temporary & permanent displays • Branded bay & aisle installations • Gondola end installations • Free standing display (FSDU) installation • Security Device Installation • External Signage • Internal Signage • Interactive displays • Floor & window graphics • Shop-in-Shop displays • Digital Point of Sale installations • De-installation, Reinstalls and Recycling <p>plus much more...</p>		
<p>With decades of experience Adinstall have professionally installed countless Point of Sale (POS) and Point of Purchase (POP) displays to support in store marketing campaigns across thousands of retail outlets throughout the UK & Ireland.</p>		

FIND OUT MORE

- Survey, installation, storage, audits, merchandising and distribution
- 50 Years experience within the industry
- First Installation company to be awarded SGS ServCert accreditation
- ISO 9001:2000 accreditation
- Full nationwide coverage
- Live Web based field management reporting at no extra cost
- Complete waste management solutions
- Specific project training and management ensuring the highest compliance

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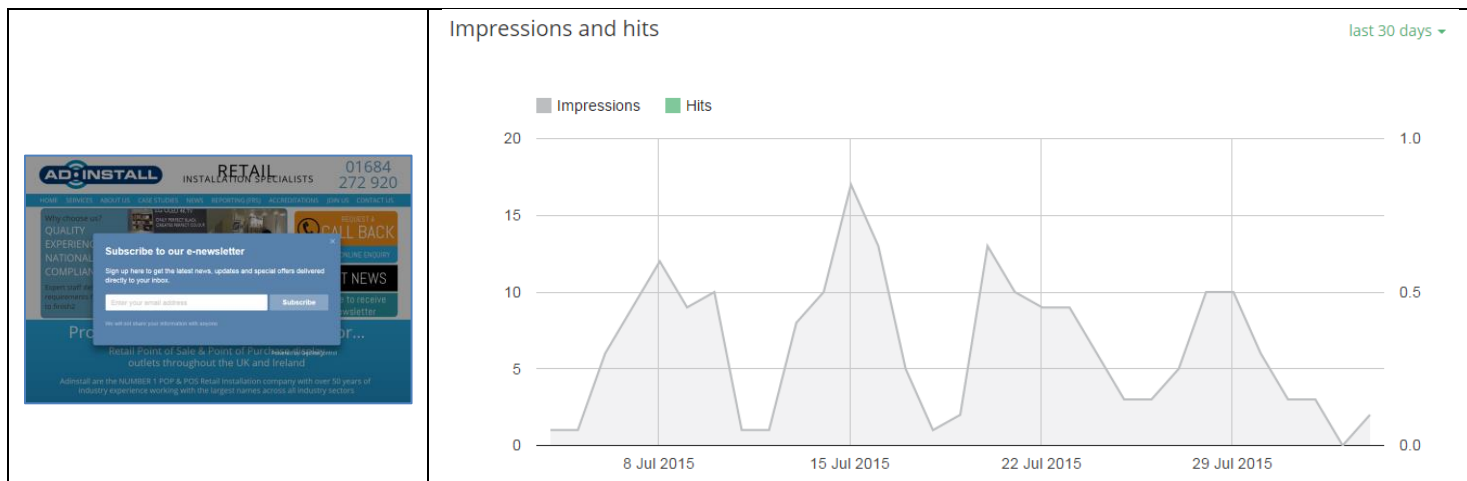
Delta House
Delta Drive
Tewkesbury
Gloucestershire
GL20 8HB

Company Registration no. 00579214

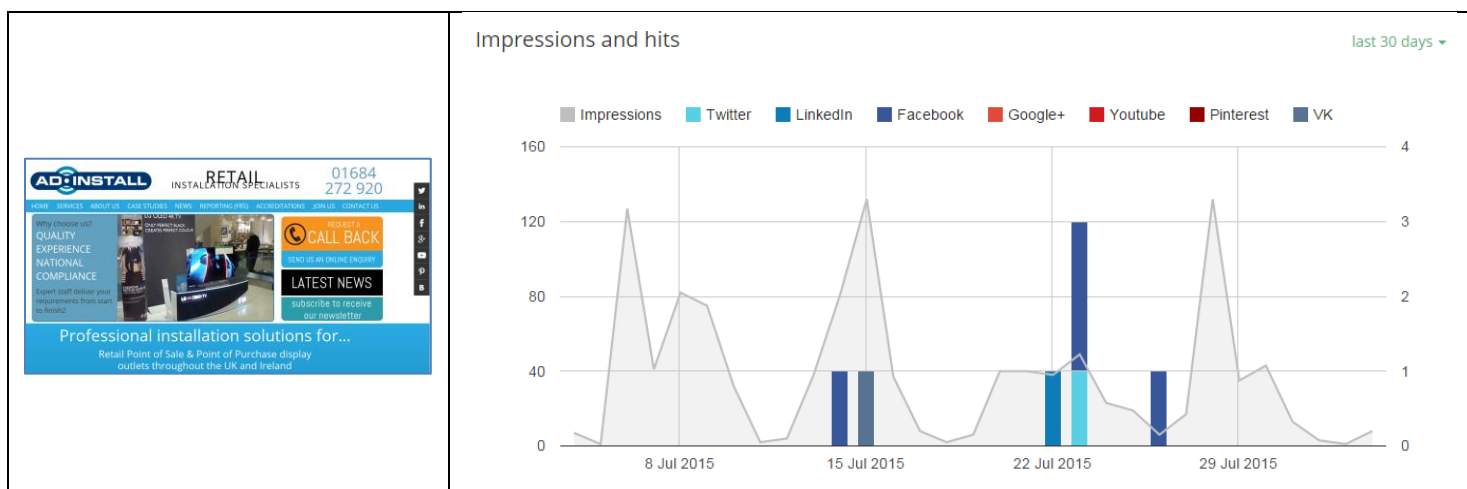



Note: The system we use does not register every click on our site, so if its not shown, that does not mean it has not been clicked on, but that we are unable to register those clicks at this time.

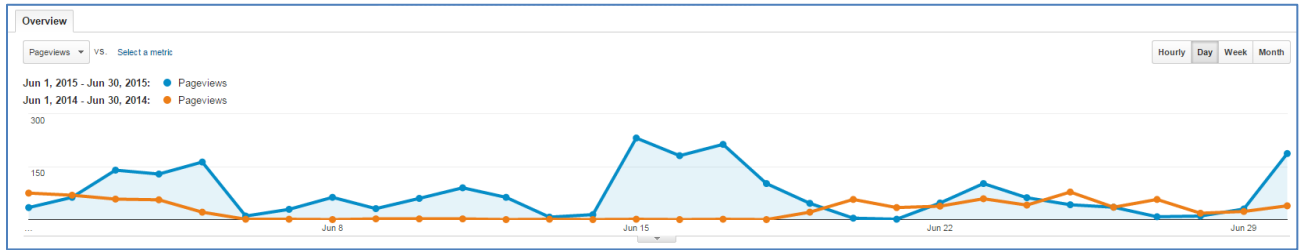
NEWS LETTER SUBSCRIPTIONS



SOCIAL MEDIA ICON CLICKS



ANALYTICS 1st JULY 2015 – 31st JULY 2015 compared to 2014



Total Page Views (**2197** vs **790**)

increase of **178.10%**

Unique Page Views (**1503** vs **635**)

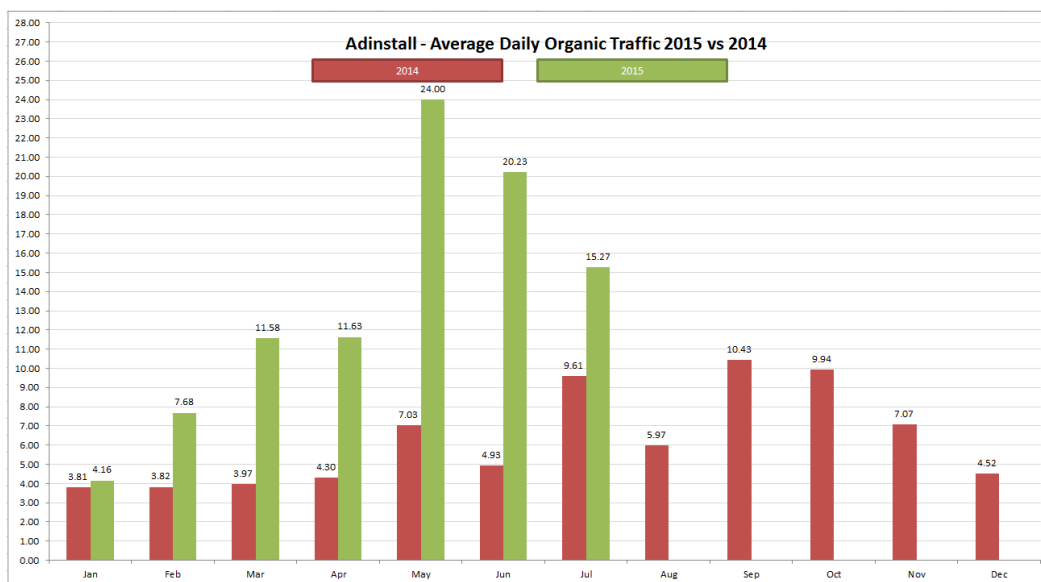
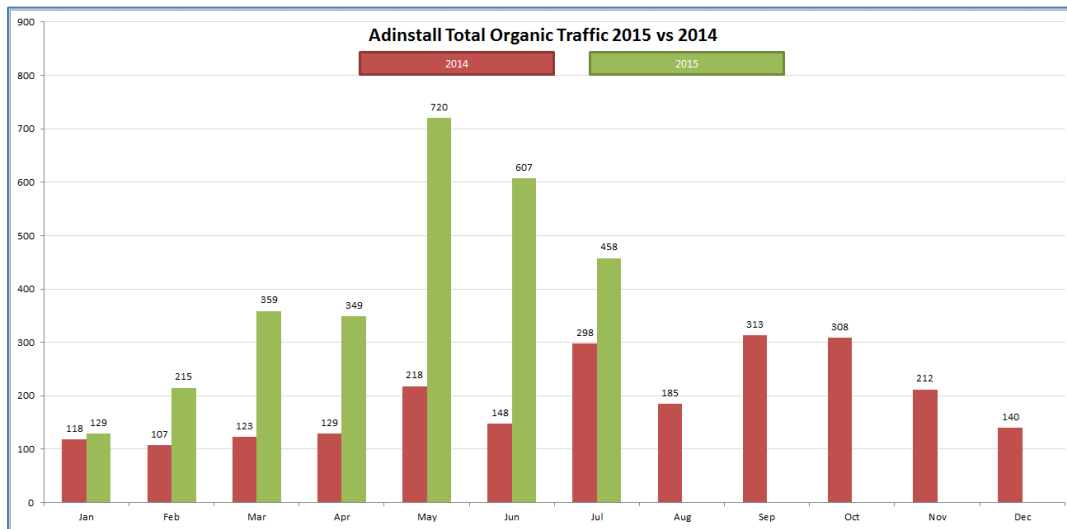
increase of **136.69%**

Average Time on Page (**1.28** vs **0.51**)

increase of **73.03%**

Bounce Rate (**33.11%** vs **81.05%**)

decrease of **59.14%**



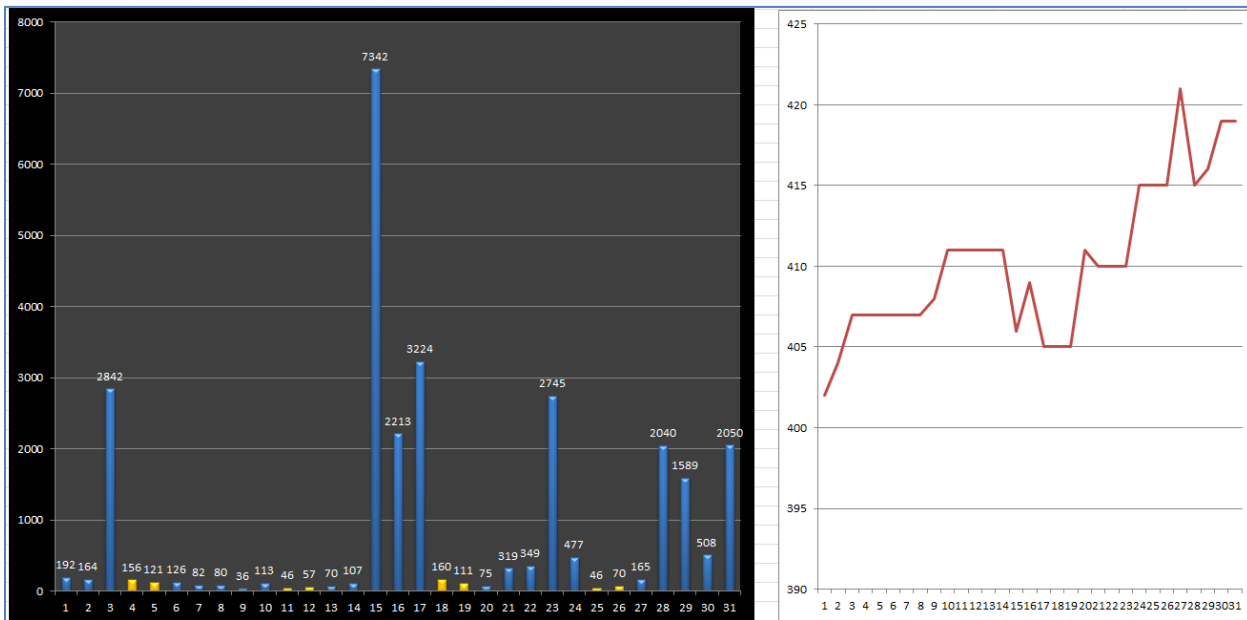
Social Media



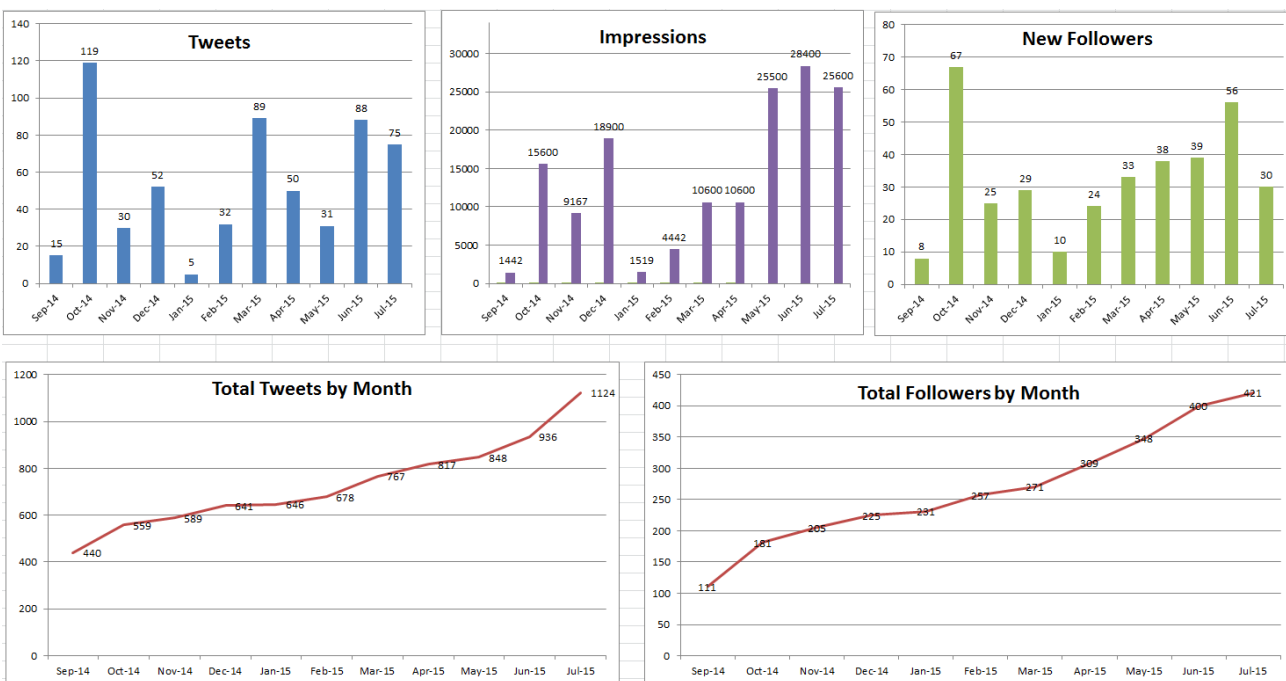
Twitter ACTIVITY

ADINSTALL - <https://twitter.com/ADINSTALL>

1124 Tweets (increase of 116) 4216 following (increase of 25) 421 followers (increase of 19)



TWITTER SUMMARY

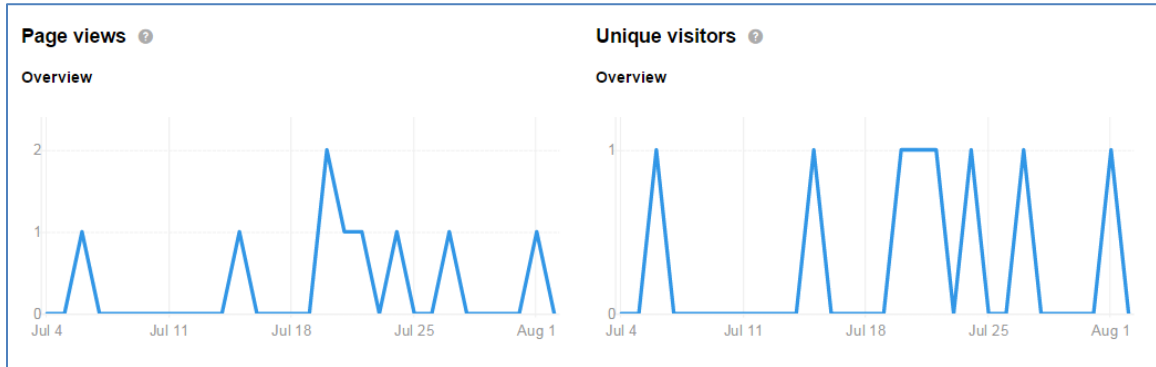




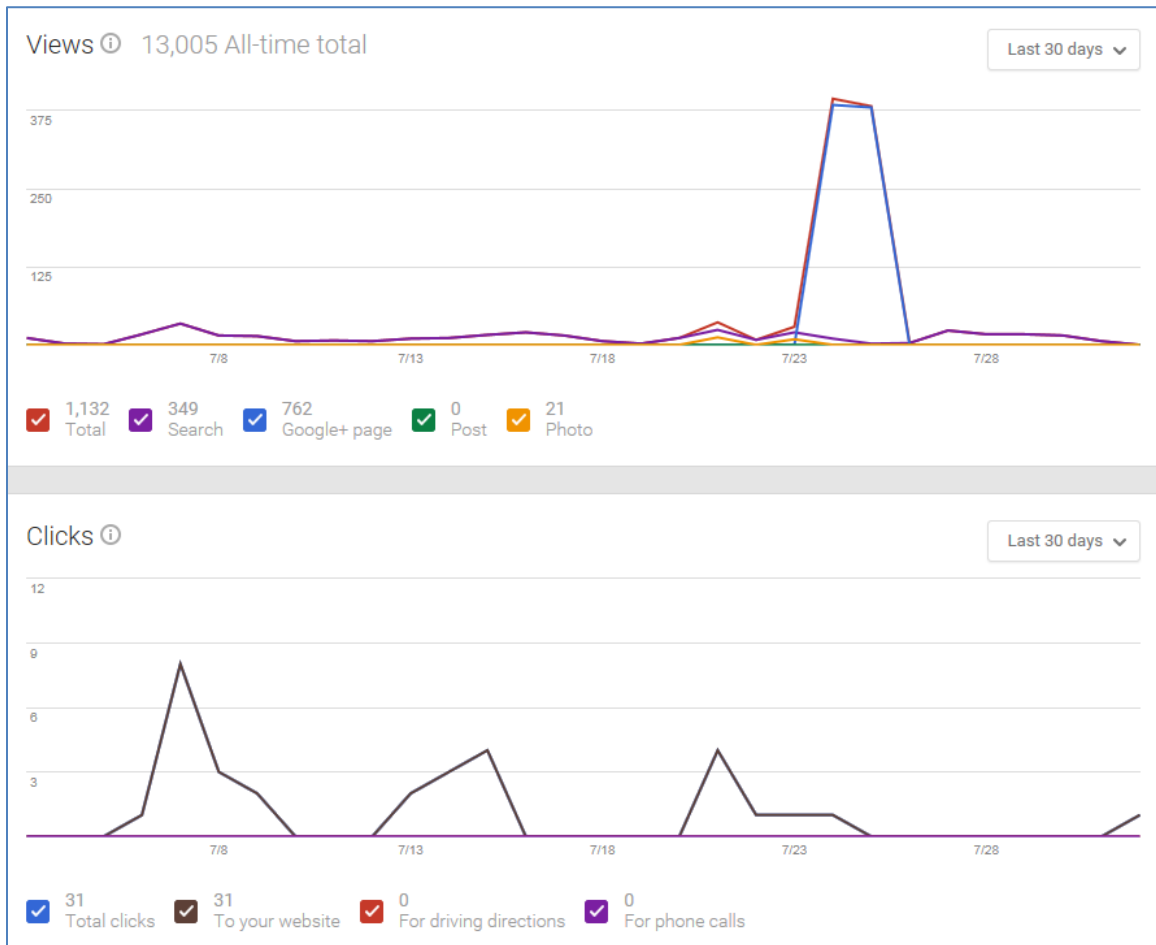
LinkedIn

ACTIVITY

Adinstall company page (41 followers +5) <https://www.linkedin.com/company/ad-install>



Google Plus



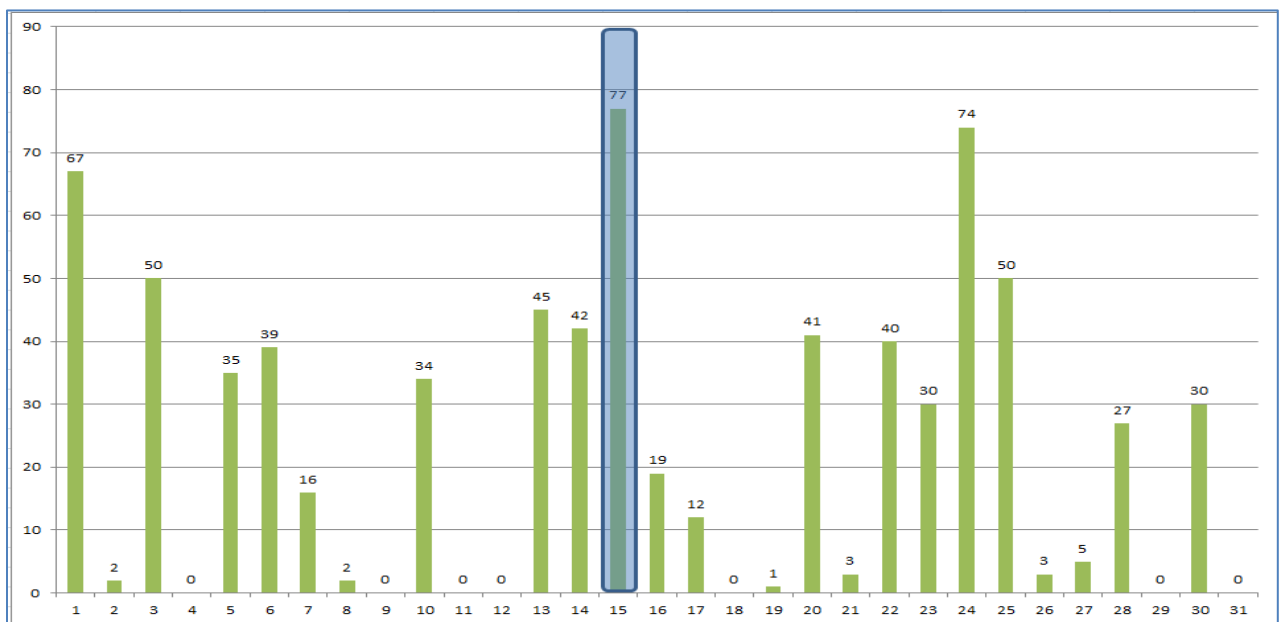
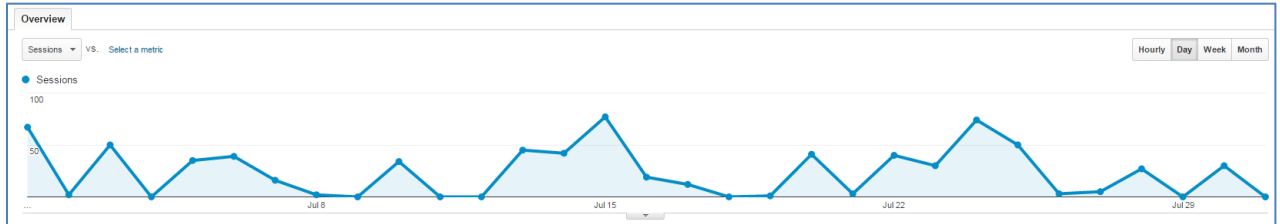


WordPress Blog

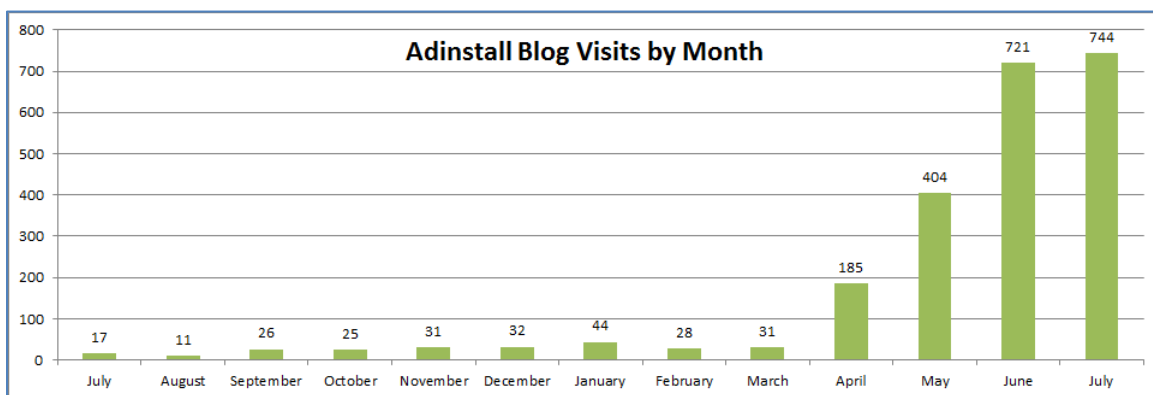
ACTIVITY

Adinstall Blog <http://blog.adinstall.co.uk>

744 visits [1 posts]



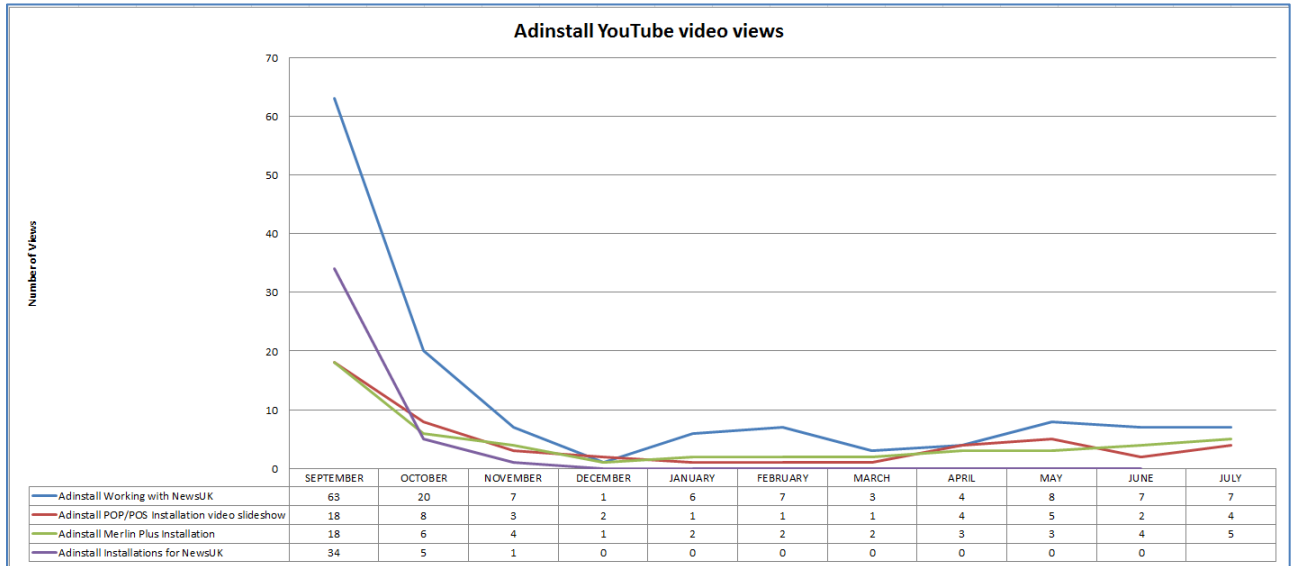
15/07/15	More about Adinstall	http://blog.adinstall.co.uk/more-about-adinstall/
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Adinstall working with News UK	Total 133 views	(+7) from last month
Adinstall Merlin Plus Installation	Total 49 views	(+4) from last month
Adinstall POP/POS Installation video slide show	Total 50 views	(+5) from last month
PRIVATE: Adinstall Installations for News UK	Total 40 views	(0) from last month

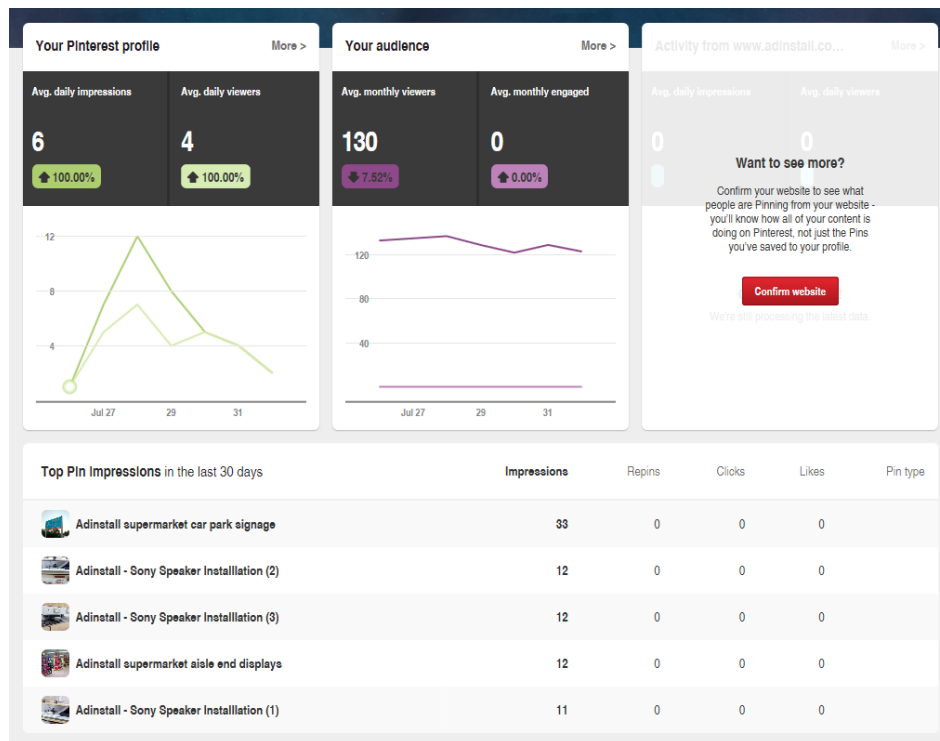
SUMMARY FROM SEPTEMBER 2014 to JULY 2015 (TOTAL VIEWS 272)





With the launch of the new website, I have added all the images on to our Pinterest account to raise the profile of our images. This will promote our images to appear in the Pinterest database and google image databases. When viewers enter a search for a type of installation, and they view images, they should see ours and when clicked on, be taken to our website.

20 Boards were added, with a total of 119 images, 2 followers, 1 following





SEO (Search Engine Optimization)

If we appear on google search page 1 via SEO, and a visitor clicks on the link, this costs only our monthly SEO fee, and is a controlled spend. If we have an AdWord appearance, we get charged every time a visitor clicks on that link.

We have been using an SEO company now for 3 months and these are the results. A position number 10 or below means it appears on the first page of google search.

Keyword	Position
Point of sale installation	1
Point of sale service	43
Point of sale services	25
POP installation	2
POS audit	16
POS audits	6
POS install	1
POS installation	1
POS installation services	3
POS installations	1
POS installer	5
POS maintenance	5
POS merchandising	8
POS services	27
POS survey	4
POS surveys	2
Retail installation	2
Retail installation company	4
Retail installation services	4
Retail point of sale	38
Shop point of sale	42
Pop distribution	18
Pop Storage	17
Pos distribution	12
Pos storage	5

