



For Immediate Release:

January 31, 2017

2016 Year End Internet Marketing & Google PPC Update For New York City

New York, NY: As noted in prior releases, central to all American Energy Coalition (AEC) Marketing Activities is the AEC Website, and driving folks to the Site for a more complete message is always the goal of any AEC marketing initiative. AEC website traffic has grown steadily for the last several years peaking in October 2015 at about 2,400 visitors that month. There is definitely a seasonality to the numbers from month to month, but even so, there was a noticeable decline in the number of visits beginning in October 2015 and continuing through October 2016 before picking up again in November and December 2016. See four year matrix by month below:

	2013	2014	2015	2016
January	612	963	2,368	1,987
February	756	900	2,480	1,521
March	815	669	2,358	1,661
April	980	760	2,126	1,540
May	669	707	1,712	1,692
June	593	1,648	1,936	1,436
July	600	1,402	1,806	1,304
August	635	1,460	1,954	1,555
September	614	1,598	2,255	1,430
October	818	2,182	2,392	1,769
November	733	2,299	2,214	2,455
December	520	2,464	1,908	2,563

In 2016, New York State had the largest number of website visits at 6,751. Here is the list of top ten States by the number of website visitors:

1. New York: 6,751
2. Pennsylvania: 5,380
3. Connecticut: 2,511
4. Massachusetts: 1,065
5. Rhode Island: 655
6. New Jersey: 432
7. District of Columbia: 207
8. Virginia: 161
9. California: 144
10. Texas: 140

Over the last couple of years, New York State has consistently place in the top two with number of visitors to the AEC Site each month.

The top ten website pages' viewed in 2016 were:

January 31, 2017

NYC Update

Page No.: 2

1. The AEC home page	4,515
2. The real cost to convert to gas (PA)	1,903
3. The real cost to convert to gas (NYC)	1,787
4. Upgrade and save with renewable Bioheat Fuel (PA)	1,354
5. Clean renewable Bioheat fuel (PA)	990
6. Clean renewable Bioheat fuel (NYC)	927
7. The real cost to convert to gas (L.I.)	882
8. The real cost to convert to gas (CT)	805
9. Upgrade and save with renewable Bioheat Fuel (NYC)	802
10. Upgrade and save with renewable Bioheat Fuel (CT)	541

So with regard to New York City website visitors, “the real cost to convert to gas” and the two “Bioheat Fuel” pages were the most visited, with three NYC pages ranked in the top ten pages’ viewed universally. This top ten list also indicates that the two topics of most interest to all Website visitors continues to be Conversion Costs and Bioheat Fuel, with nine of the ten top viewed pages falling into one of these two categories. This has been the trend with regard to these subject pages for some time now.

The top ten locations for New York State where Website visitors were physically located when they visited the AEC Website were:

1. New York City	4,591
2. Hicksville	77
3. Freeport	50
4. Hempstead	50
5. Smithtown	47
6. Valley Stream	46
7. Deer Park	44
8. Levittown	43
9. Centereach	38
10. East Meadow	35

New York City is a bit unique in that Google does not break out visitors by Borough. Data is available for New York City by Zip Code, but any analysis using Zip Codes is not meaningful to most people.

Of the 20,913 Website visits in 2016: 12,176 accessed the site using a desktop computer, 6,439 used a mobile device (smart phone) and 2,298 used a tablet. We have seen a consistent trend away from desktops in favor of mobile devices for some time now.

Social Media

AEC continues to maintain its presence on Social Media (Facebook, Twitter, YouTube and Google+) and State Oilheat Associations frequently re-tweet some AEC tweets. AEC has also begun to re-tweet some of Association tweets.

Google Pay Per Click Campaign

The AEC Pay Per Click Campaign begun in June 2014 continues to generate impressive results with State Oilheat Associations in Connecticut, Long Island, Massachusetts (intermittently), New York City, Pennsylvania and Rhode Island participating. New York City has participated continuously since June 2014 with a monthly budget of \$1,500 per month initially, with an increase to \$2,500 in May of 2016.

As we have seen with website visits, we have also seen a temporary dip in the number of Google searches from AEC's list of key words and key phrases. As with website visits, there is a level seasonality to these searches, but nonetheless, during the second and third quarter of 2016, we did see some geographic areas not fully utilizing their monthly PPC budgets. New York City was one of those geographic areas that did not fully spend their monthly Budget. During January, thru May of 2016 New York City did expend their \$1,500/\$2,500 Budget. But in the June thru September period New York City did not fully spend their \$2,500 Budget; in October New York City began fully spending their Monthly Budget again. New York City's Budget begins at 12:01 AM daily, and once the daily budget of approximately \$83 is expended, the AEC Google Ad no longer appears. The average time of day when the New York City Budget was expended was approximately 8:00 PM. See the table below for all areas for 2016:

1. Connecticut: 7:00 PM
2. Long Island: 8:00 PM
3. New York City: 8:00 PM
4. Pennsylvania: 9:00 PM *
5. Rhode Island: 9:00 PM **

The PA Budget begins at Noon daily

The RI Budget begins at 9:00 AM

With respect to the volume of searches, during 2016 New York City accumulated 261,384 Impressions, where an Impression is the result of someone from New York City searching one of AEC's key words or key phrases and seeing the AEC ad displayed on the Google Search Page. A fewer number of people in 2016, 4,246, from New York City clicked on the AEC ad and were redirected to the AEC Website. These 4,246 clicks we paid for, not the Impressions. See data from other geographic areas below:

1. Connecticut:	(\$1,000)	107,452 Impressions	2,190 Clicks
2. Long Island:	(\$1,000)	75,513 Impressions	1,840 Clicks
3. New York City:	(\$2,500)	261,384 Impressions	4,246 Clicks
4. Pennsylvania:	(\$3,000)	352,533 Impressions	5,636 Clicks
5. Rhode Island:	(\$500)	52,386 Impressions	963 Clicks

Key words and key phrases are categorized into five groups by region. The top five categories searched by Clicks include:

January 31, 2017

NYC Update

Page No.: 4

		Clicks	Impressions	
1.	Pennsylvania	Cost to Convert	2,190	141,242
2.	New York City	Cost to Convert	1,974	98,357
3.	Pennsylvania	Upgrade W/Bioheat Fuel	1,496	96,382
4.	Pennsylvania	Bioheat Fuel	1,189	69,361
5.	Long Island	Cost to Convert	1,023	34,117

The top five categories searched by Impressions include:

		Clicks	Impressions	
1.	Pennsylvania	Cost to Convert	2,190	141,242
2.	New York City	Cost to Convert	1,974	98,357
3.	Pennsylvania	Upgrade W/Bioheat Fuel	1,496	96,382
4.	New York City	Bioheat Fuel	994	70,322
5.	Pennsylvania	Bioheat Fuel	1,189	69,361

So again, clearly, the topics of most interest to searchers are “the cost to convert” and Bioheat Fuel.

The top five most searched key phrases from New York City Searchers were:

1.	“Biofuel energy”	41,299
2.	“oil to gas”	24,247
3.	“bio energy”	20,890
4.	“disadvantages of natural gas”	13,667
5.	“conversion cost”	12,465

Four of the five most searched terms were from the “Cost to Convert” and “Bioheat Fuel” grouping of key words and key phrases.

Top New York City Searched term within each of the six categories were:

Category	Term	# Searches
Biofuel Tax Credit	“biofuel tax credit”	1,271
Bioheat Fuel:	“biofuel energy”	41,299
Upgrade and Save:	“gas vs. oil”	7,230
Disadvantages of Natural Gas:	“natural gas disadvantages”	13,667
Get the Facts:	“anti gas”	4,374
True Cost to Convert:	“oil to gas”	24,247

Other New York City stats by category:

Category	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position
Biofuel Tax Credit	36	2,029	1.77%	\$3.22	\$ 115.91	1.0
Bioheat Fuel:	994	70,322	1.41%	\$5.41	\$5,381.47	1.1
Upgrade and Save:	829	56,007	1.48%	6.65	5,513.44	1.3
Disadvantages of Natural Gas:	359	26,406	1.36%	5.20	1,867.03	1.0
Get the Facts:	54	8,263	0.65%	9.82	530.41	1.4
True Cost to Convert:	1,974	98,357	2.01%	5.65	11,158.62	1.2
Total	4,246	261,384	1.62%	\$5.79	24,566.88	1.2