



For Immediate Release:

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## 2017 Year End Internet Marketing & Google PPC Recap 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 and continuing to grow in 2017. See the table below with five years of data by month:

	2013	2014	2015	2016	2017
<b>January</b>	612	963	2,368	1,987	2,719
<b>February</b>	756	900	2,480	1,521	2,507
<b>March</b>	815	669	2,358	1,661	2,821
<b>April</b>	980	760	2,126	1,540	2,680
<b>May</b>	669	707	1,712	1,692	2,916
<b>June</b>	593	1,648	1,936	1,436	2,770
<b>July</b>	600	1,402	1,806	1,304	3,354
<b>August</b>	635	1,460	1,954	1,555	3,143
<b>September</b>	614	1,598	2,255	1,430	2,600
<b>October</b>	818	2,182	2,392	1,769	3,090
<b>November</b>	733	2,299	2,214	2,455	3,647
<b>December</b>	520	2,464	1,908	2,563	3418

In 2017, New York City had the largest number of website visits at 5,917. Here is the list of top ten States by the number of website visitors:

1. New York: 5,917
2. Pennsylvania: 3,348
3. Connecticut: 1,744
4. Massachusetts: 689
5. Rhode Island: 515
6. New Jersey: 465
7. California: 235
8. District of Columbia: 212
9. Texas: 139
10. Florida: 69

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

The top ten website pages viewed in 2017 were:

1. The AEC home page	13,767
2. The real cost to convert to gas (NYC)	2,630
3. Upgrade and save with clean renewable Bioheat Fuel (NYC)	1,304
4. The real cost to convert (LI)	1,175
5. Clean renewable Bioheat fuel (NYC)	1,123
6. Real cost to convert (CT)	1,119
7. Upgrade and save with clean renewable Bioheat (PA)	1,059
8. Upgrade and save with clean renewable Bioheat (CT)	891
9. The real cost to convert (PA)	829
10. Upgrade and save with clean renewable Bioheat Fuel (L.I.)	803

So with regard to New York City website visitors, “the real cost to convert to gas” and the “Bioheat Fuel” pages were the most visited, with Three New York City pages ranked in the top five 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 City are not available by Borough or District, like they are by city and town for other areas, to identify where website visitors were physically located when they visited the AEC Website. But here is a listing for Long Island, and New York State outside of Long Island and New York City:

1. Woodbury	55	Eastchester	10
2. Levittown	41	New Rochelle	8
3. Hicksville	38	Highland Falls	7
4. Freeport	32	Syracuse	7
5. Elmont	31	Albany	6
6. Wantagh	29	Rocky Point	6
7. West Babylon	29	White Plains	5
8. Valley Stream	26	Yaphank	5
9. Commack	25	Yonkers	5
10. Melville	25	Middletown	4

In 2017 there were a total of 5,917 AEC website visitors from New York City to the AEC website.

Of the 35,665 Website visits in 2017: 18,669 accessed the site using a desktop computer, 15,546 used a mobile device (smart phone) and 1,450 used a tablet. We have seen a consistent trend away from desktops in favor of mobile devices for some time now, and in 2017 that trend continued with tablets not moving the needle.

## **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. A new Facebook Advertising Campaign began in Pennsylvania in December 2017 with a second Regional Campaign for Lehigh Valley beginning that same month.

## 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 \$2,500 per month. That \$2,500 per month budget was increased from the initial \$1,000 per month.

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 March of 2016 New York City did expend their \$2,500 Budget. But in the April thru September period New York City did not fully spend their \$2,500 Budget; in October New York City began to fully spend 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 7:00 PM. See the table below for all areas for 2017:

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

The PA Budget begins at Noon daily

The RI Budget begins at 9:00 AM

With respect to the volume of searches, during 2017 New York City accumulated 273,393 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 2017 (4,142) from New York City clicked on the AEC ad and were redirected to the AEC Website. These 4,142 clicks we paid for, not the Impressions. See data from other geographic areas below:

1. Connecticut:	(\$1,000)	93,404 Impressions	1,526 Clicks
2. Long Island:	(\$1,000)	82,080 Impressions	1,389 Clicks
3. New York City:	(\$2,500)	273,393 Impressions	4,142 Clicks
4. Pennsylvania:	(\$1,000)	232,454 Impressions	2,728 Clicks
5. Rhode Island:	(\$500)	50,354 Impressions	772 Clicks

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

		Clicks	Impressions
1. New York City	Cost to Convert	2,162	145,552
2. Pennsylvania	Cost to Convert	1,391	133,884
3. Pennsylvania	Upgrade W/Bioheat Fuel	1,078	81,876
4. New York City	Upgrade W/Bioheat Fuel;	842	60,451
5. Long Island	Cost to Convert	750	39,644

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3. Pennsylvania	Upgrade W/Bioheat Fuel	1,087	81,876
4. New York City	Upgrade W/Bioheat Fuel	842	60,451
5. Connecticut	Cost to Convert	688	43,188

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. “oil to gas”	75,903
2. “biofuel energy”	18,998
3. “bio energy”	16,517
4. “conversion cost”	14,508
5. “drawbacks of natural gas”	11,257

In New York City the most searched terms were overwhelmingly from the “Cost to Convert” grouping of key words and key phrases.

Top New York City Searched term within each of their five categories were:

Category	Term	# Searches
Bioheat Fuel	“biofuel energy”	18,998
Upgrade and Save:	“oil or gas heat”	8,019
Disadvantages of Natural Gas:	“drawbacks of natural gas”	3,981
Get the Facts	“anti gas”	11,257
True Cost to Convert:	“oil to gas”	75,903

Other New York City stats by category:

Category	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position
Bioheat Fuel	739	41,461	1.78%	6.40	4,732.21	1.1
Upgrade and Save:	559	41,210	1.36%	9.85	5,505.92	1.4
Disadvantages of Natural Gas:	224	8,381	2.67%	4.25	952.83	1.0
Get the Facts	147	15,541	0.95%	7.41	1,089.44	1.3
True Cost to Convert:	1,936	133,784	1.45%	7.01	13,577.71	1.2
Total	4,142	273,393	1.52%	\$7.24	29,991.29	1.3