



For Immediate Release:

January 31, 2017

2016 Year End Internet Marketing & Google PPC Update For Rhode Island

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, Rhode Island had the fifth largest number of website visits at 655. 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, Rhode Island has consistently place in the top five with number of visitors to the AEC Site each month.

The top ten website pages' viewed in 2016 were:

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 website visitors, “the real cost to convert to gas” and “bioheat fuel” continues to be the two topics of most interest to all Website visitors; and, these two topics continues to dominate the top 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 Rhode Island where Website visitors were physically located when they visited the AEC Website were:

1. Providence	105
2. Cranston	55
3. Warwick	51
4. East Providence	43
5. Pawtucket	42
6. Newport	35
7. Coventry	30
8. Middletown	25
9. South Kingstown	25
10. Woonsocket	42

In 2016 there were a total of 655 AEC website visitors from Rhode Island.

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. Rhode Island has participated continuously since June 2014 with a monthly budget of \$500 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. Rhode Island was one of those geographic areas that did not fully spend their monthly Budget. The Rhode Island Budget began at 12:01 Noon daily, and once the daily budget of approximately \$17 is expended; the AEC Google Ad no longer appears. Given this revelation that the Rhode Island budget was not being expended, the time of day was changed to 9:00 AM and thereafter, the budget was expended. The average time of day when the Rhode Island Budget was expended was approximately 9:00 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 Rhode Island accumulated 52,386 Impressions, where an Impression is the result of someone from Rhode Island 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, 963, from Rhode Island clicked on the AEC ad and were redirected to the AEC Website. These 963 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:

		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

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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 Rhode Island Searchers were:

1. “oil to gas”	6,680
2. “biofuel energy”	4,900
3. “disadvantages of natural gas”	2,726
4. “conversion cost”	2,337
5. “converting from oil heat to gas”	2,194

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

Top Rhode Island Searched term within each of the five categories were:

Category	Term	# Searches
Bioheat Fuel:	“biofuel energy”	4,900
Upgrade and Save:	“oil or gas heat”	1,586
Disadvantages of Natural Gas:	“natural gas disadvantages”	2,726
Get the Facts:	“heating oil information”	578
True Cost to Convert:	“oil to gas”	6,680

Other Rhode Island stats by category:

Category	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position
Bioheat Fuel:	147	8,419	1.75%	\$4.92	\$ 723.85	1.1
Upgrade and Save:	254	15,258	1.66%	6.66	1,691.14	1.2
Disadvantages of Natural Gas:	87	3,976	2.19%	4.67	406.25	1.0
Get the Facts:	12	1,556	0.77%	8.29	99.42	1.2
True Cost to Convert:	463	23,177	2.00%	5.17	2,392.20	1.1
Total	963	52,386	1.84%	\$5.52	5,312.86	1.2