



For Immediate Release:

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2017 Year End Internet Marketing & Google PPC Recap For Pennsylvania

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

In 2017, Pennsylvania had the second largest number of website visits at 3,348, second only to New York with 5,917 visits. 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, Pennsylvania 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 Pennsylvania website visitors, “the real cost to convert to gas” and the “Bioheat Fuel” pages were the most visited, with two Pennsylvania 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 in Pennsylvania where website visitors were physically located when they visited the AEC Website were:

1. Philadelphia	493
2. Ebensburg	263
3. Pittsburgh	125
4. Lancaster	70
5. Loreto	68
6. Allentown	67
7. Bethlehem	63
8. Altoona	60
9. Blairsville	51
10. Greensburg	45

In 2017 there were a total of 3,348 AEC website visitors from Pennsylvania.

Of the 33,322 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. With respect to Pennsylvania, a new Facebook Campaign in December 2017.

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. Pennsylvania has participated continuously since November 2014 with a monthly budget of \$3,000 per month. That \$3,000 per month budget was reduced during 2017 to \$1,000 per month to accommodate budgets and allow for a new Facebook Campaign that began in December 2017.

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. Pennsylvania was one of those geographic areas that did not fully spend their monthly Budget. During January, thru March of 2016 Pennsylvania did expend their \$3,000 Budget. But in the April thru September period Pennsylvania did not fully spend their \$3,000 Budget; in October Pennsylvania began to fully spend their Monthly Budget again. Pennsylvania's Budget begins at 12:00 Noon daily, and once the daily budget of approximately \$100 is expended; the AEC Google Ad no longer appears. The average time of day when the Pennsylvania Budget was expended was approximately 9:00 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 Pennsylvania accumulated 232,454 Impressions, where an Impression is the result of someone from Pennsylvania 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 (2,728) from Pennsylvania clicked on the AEC ad and were redirected to the AEC Website. These 2,728 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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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	1,087	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 Pennsylvania Searchers were:

1.	“oil to gas”	76,343
2.	“conversion cost”	11,020
3.	“converting to gas”	7,580
4.	“gas heat vs oil heat”	7,339
5.	“convert to natural gas”	6,856

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

Top Pennsylvania Searched term within each of their three categories were:

Category	Term	# Searches
Upgrade and Save:	“converting to gas”	7,580
Disadvantages of Natural Gas:	“drawbacks of natural gas”	2,525
True Cost to Convert:	“oil to gas”	76,343

Other Pennsylvania stats by category:

Category	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position
Upgrade and Save:	1,087	81,876	1.33%	8.63	9,380.38	1.5
Disadvantages of Natural Gas:	250	8,138	3.07%	5.48	1,369.44	1.0
True Cost to Convert:	1,391	133,884	1.04%	7.26	10,100.08	1.3
Total	2,728	223,898	1.22%	\$7.64	20,849.90	1.5