



For Immediate Release:

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## 2016 Year End Internet Marketing & Google PPC Recap For Connecticut

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 the table below with four years of data by month:

	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, Connecticut had the third largest number of website visits at 2,511, third only to New York City with 6,751 visits and Pennsylvania with 5,380 visits. 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, Connecticut has consistently place in the top three with the number of visitors to the AEC website 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 Connecticut website visitors, “the real cost to convert to gas” and “Upgrade and save with renewable Bioheat Fuel” pages were the most visited, with two Connecticut 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 Connecticut where website visitors were physically located when they visited the AEC Website were:

1. Hartford	181
2. New Haven	169
3. Stamford	110
4. East Windsor	76
5. Bridgeport	74
6. Enfield	68
7. Fairfield	62
8. Norwalk	57
9. Danbury	53
10. West Hartford	49

In 2016 there were a total of 2,511 AEC website visitors from Connecticut.

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. Connecticut has participated continuously since June 2014 with a monthly budget of \$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. Connecticut was not one of those geographic areas that did not fully spend their monthly Budget. Connecticut's Budget begins at 12:01 Midnight daily, and once the daily budget of approximately \$33 is expended; the AEC Google Ad no longer appears. The average time of day when the Connecticut Budget was expended was approximately 7:00 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 Connecticut accumulated 107,452 Impressions, where an Impression is the result of someone from Connecticut 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 (2,190) from Connecticut clicked on the AEC ad and were redirected to the AEC Website. These 2,190 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 Connecticut Searchers were:

1. “biofuel energy”	12,619
2. “oil to gas”	11,052
3. “disadvantages of natural gas”	7,332
4. “bio energy”	6,177
5. “convert to natural gas”	4,483

In Connecticut the most searched terms were split between the “Cost to Convert” and “Bioheat Fuel” grouping of key words and key phrases.

Top Connecticut Searched term within each of the five categories were:

Category	Term	# Searches
Bioheat Fuel:	“biofuel energy”	12,619
Upgrade and Save:	“oil to. gas”	11,052
Disadvantages of Natural Gas:	“natural gas disadvantages”	7,332
Get the Facts:	“heating oil information”	6,177
True Cost to Convert:	“oil to gas”	11,052

Other Connecticut stats by category:

Category	Clicks	Impressions	CTR	Avg. CPC	Cost	Avg. Position
Bioheat Fuel:	500	22,902	2.18%	\$4.03	\$2,017.46	1.1
Upgrade and Save:	582	28,627	2.03%	6.24	3,632.15	1.5
Disadvantages of Natural Gas:	238	11,673	2.04%	4.81	1,145.59	1.1
Get the Facts:	26	3,599	0.72%	10.78	280.25	1.6
True Cost to Convert:	844	40,651	2.08%	5.84	4,939.00	1.2
Total	2,190	107,452	2.04%	\$5.49	12,014.45	1.4