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# LEVERAGING DATA TO LEVEL UP

PPC  
2026



## OUR STORY

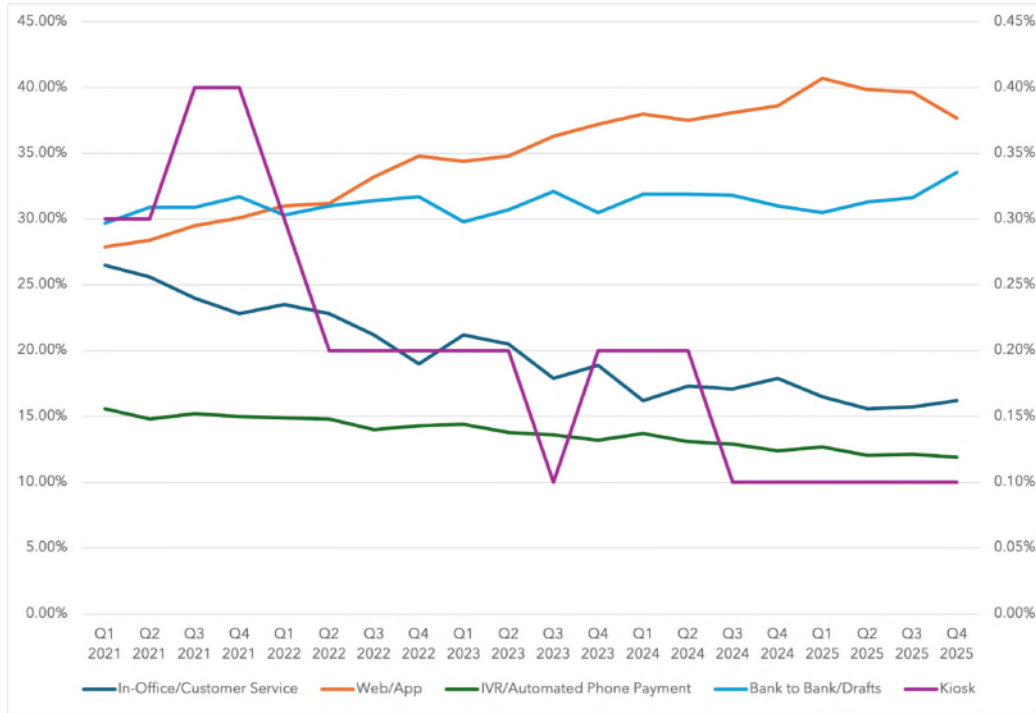
## ABOUT SEEKER

SEEKER was born out of nearly two decades of experience in newspaper publishing, custom publications, branding, content creation, and strategic direction. We've sat on both sides of the table as agency and client - and we set out to create something distinctly different.

We like to get "in the trenches" to learn your business, set outrageous goals, and do the work to achieve those goals. Together.

# PAYMENT METHODS

## THE DATA



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# DIGITAL NEWSLETTER

## EXAMPLE

**PMPA MEMBER**

### Remembering Hurricane Helene



Placeholder text for Hurricane Helene article.

[What We Learned](#)

### Electric Reliability Metrics

Placeholder text for Electric Reliability Metrics article.

[See Our Performance](#)



**2025 Report**

### 3 Ways to Save Energy This Summer



**Seal Your Home**  
Prevent cool air loss with proper insulation.



**Upgrade to LED Bulbs**  
Use 75% less energy than traditional lights.



**Use Smart Thermostats**  
Prevent cool air loss with proper insulation.

[Discover More Energy-Saving Tips](#)

### Save the Date Public Meeting

Placeholder text for Public Meeting announcement.

**June 8, 2026**  
10:00 am - 10:45am  
Wilson Road Island, SC

[Add to Calendar](#)



[ppmember.com](#) | 
 [313-604-7890](tel:313-604-7890) | 
 [info@ppmember.com](mailto:info@ppmember.com)

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# DIGITAL NEWSLETTER

## THE DATA

**PMPA MEMBER**

**8.4%** Joining PMPA Member

**2.9%**

**30.8%**

**What We Learned**

8.4% Joining PMPA Member

2.9%

30.8%

What We Learned

Electric Reliability Metrics

24.9%

3.7%

2025 Report

See Our Performance

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# DIGITAL NEWSLETTER

## THE DATA

**3 Ways to Save Energy This Summer**

**2.1%**

**8.4%**

**2.6%**

**6.5%**

**4.9%**

**0.5%**

**4.3%**

Discover More Energy-Saving Tips

Save the Date Public Meeting

June 8, 2025

10:00 am - 10:45 am

Hilton Head Island

ppcmember.com

123-456-7890

info@ppcmember.com

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## DIGITAL NEWSLETTER THE DATA

Links	% Clicks
PMPA Member Logo	8.4%
Remembering Hurricane Helene: Image	2.9%
Remembering Hurricane Helene: Button	30.8%
Electric Reliability Metrics: Image	3.7%
Electric Reliability Metrics: Button	24.9%
3 Ways to Save: Image	2.1%
3 Ways to Save: Button	8.4%
Save the Date: Image	2.6%
Save the Date: Button	6.5%
Website Address	4.9%
Phone	0.5%
Email	4.3%

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## DIGITAL NEWSLETTER

WHAT  
OTHER  
DATA IS  
AVAILABLE

- Open Rate
- Click Rate
- Bounce Rate
- Unsubscribe Rate
- Timing
- Specific User Activity

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## GOOGLE ANALYTICS: THE DATA - SESSIONS

Sessions By Primary Channel	%
Organic Search	72.0%
Direct	25.8%
Referral	1.1%
Organic Social	0.9%
Unassigned	0.1%
Paid Search	0.2%

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## GOOGLE ANALYTICS: THE DATA - PAGES & SCREENS

Pages	Views
1. /home	66,493
2. /news	6,540
3. /electric	6,438
4. /faqs	5,891
5. /customer-service	2,986
6. /rates	2,589
7. /report-an-outage	2,557
8. /water	2,221
9. /contact	1,477
10. /about	1,261

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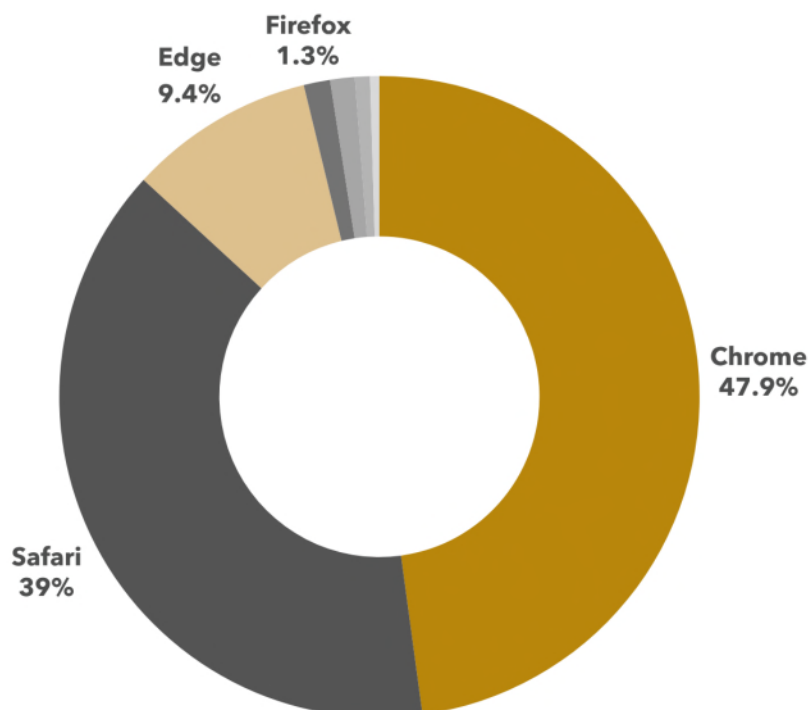
## GOOGLE ANALYTICS: THE DATA – PAGES & SCREENS

Pages	Views
11. /what-are-pfas	1,179
12. /sewer	1,020
13. /team	996
14. /leadership	656
15. /summer-heat	588
16. /energy-efficiency	576
17. /hurricane-helene	568
18. /sewer-projects	492
19. /subscribe	444
20. /smart-hub-guide	432

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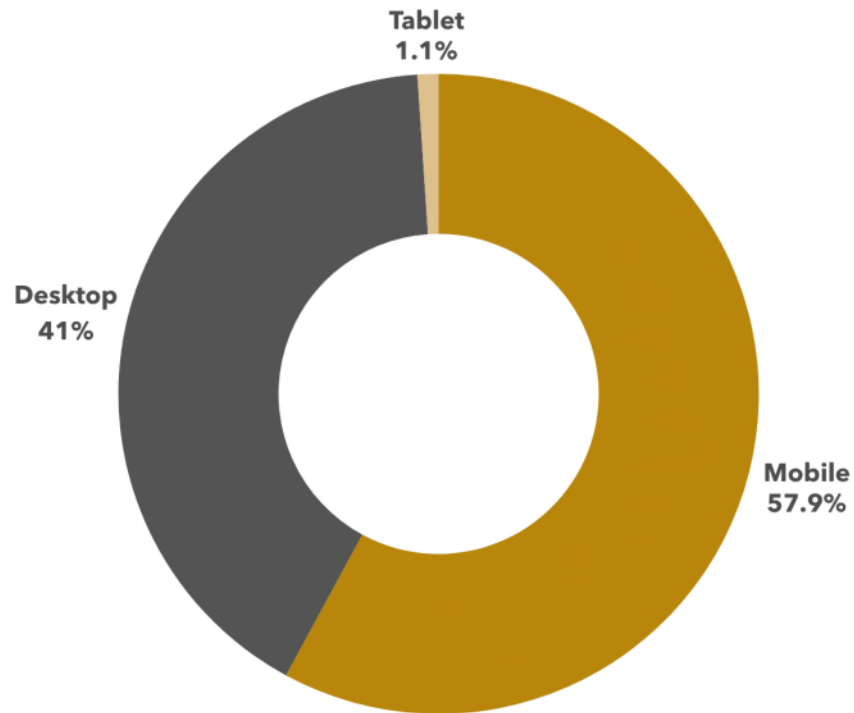
## GOOGLE ANALYTICS: THE DATA – BROWSERS



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## GOOGLE ANALYTICS: THE DATA - DEVICES



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## GOOGLE ANALYTICS

WHAT  
OTHER  
DATA IS  
AVAILABLE

- Landing Pages
- Retention
- Engagement
- Country
- City
- Language
- Realtime Activity

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# GOOGLE SEARCH CONSOLE: THE DATA

Queries
1. ppc member
2. ppc member rates
3. power outage city
4. ppc member jobs
5. ppc member login
6. ppc member city
7. city power outage
8. ppc member pay bill
9. power outage near me
10. city electric

Queries
11. ppc member outages
12. ppc member water
13. current power outages in my area
14. ppc member reviews
15. report power outage
16. city water company
17. when will my power be back on
18. how much for ppc member utilities
19. why is my power out
20. when is my power coming back on

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## GOOGLE SEARCH CONSOLE

WHAT  
OTHER  
DATA IS  
AVAILABLE

- Page Indexing
- Sitemaps
- Core Web Vitals

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## SOCIAL MEDIA: THE DATA

### Top 10 by Views

1. Photos: Volunteering at Middle School 🏆
2. Photos: Hurt Man Rescue Training 🏆
3. Photos: Lineman Rodeo 🏆
4. Employee Spotlight #1 🏆
5. Customer Appreciation 🏆
6. Photos: Career Day 🏆
7. Employee Spotlight #2
8. Outage #1 🏆
9. Photos: Volunteering with Local Organization 🏆
10. Photos: Water & Sewer Training 🏆

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## SOCIAL MEDIA: THE DATA

### Top 10 by Likes & Reactions

1. Photos: Volunteering at Middle School 🏆
2. Photos: Lineman Rodeo 🏆
3. Photos: Career Day 🏆
4. Photos: Volunteering with Local Organization 🏆
5. Photos: Water & Sewer Training 🏆
6. Photos: Hurt Man Rescue Training 🏆
7. Customer Appreciation 🏆
8. Photos: Safety Celebration 🏆
9. Employee Spotlight #1 🏆
10. Photo: Nonprofit Donation

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## SOCIAL MEDIA: THE DATA



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## SOCIAL MEDIA

# WHAT OTHER DATA IS AVAILABLE

- Page Followers
- Post Reactions
- Publishing Trends
- When Posts Are Published
- When People Engage with Posts
- Audience Location
- High-Level Demographics
- Competitor Performance

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## ADA COMPLIANCE

# WHAT IS ADA COMPLIANCE FOR MY WEBSITE?

If your website is ADA compliant, people with disabilities have equal access to the information you provide. Site visitors may rely on screen readers, captions, or special software to receive the information on your site. Some of the ways that websites often struggle with compliances are:

- Use of color
- Failure to use "alt text" to describe imagery
- No captions for videos
- Forms without labels or clear instructions

## ADA COMPLIANCE

# WHEN MUST MY WEBSITE BE ADA COMPLIANT?

- Populations of 50,000 or more:  
**April 26, 2027**
- Populations of under 50,000:  
**April 26, 2028**

# HOW DO I ENSURE MY SITE IS ADA COMPLIANT?

- Use a website platform that integrates accessibility features:
  - Wix
  - WordPress
  - Squarespace
- Install Tools/Code
- Scan Your Site & Make Manual Corrections
- Add an Accessibility Statement including standard(s)