

Content Strategy

October 2015

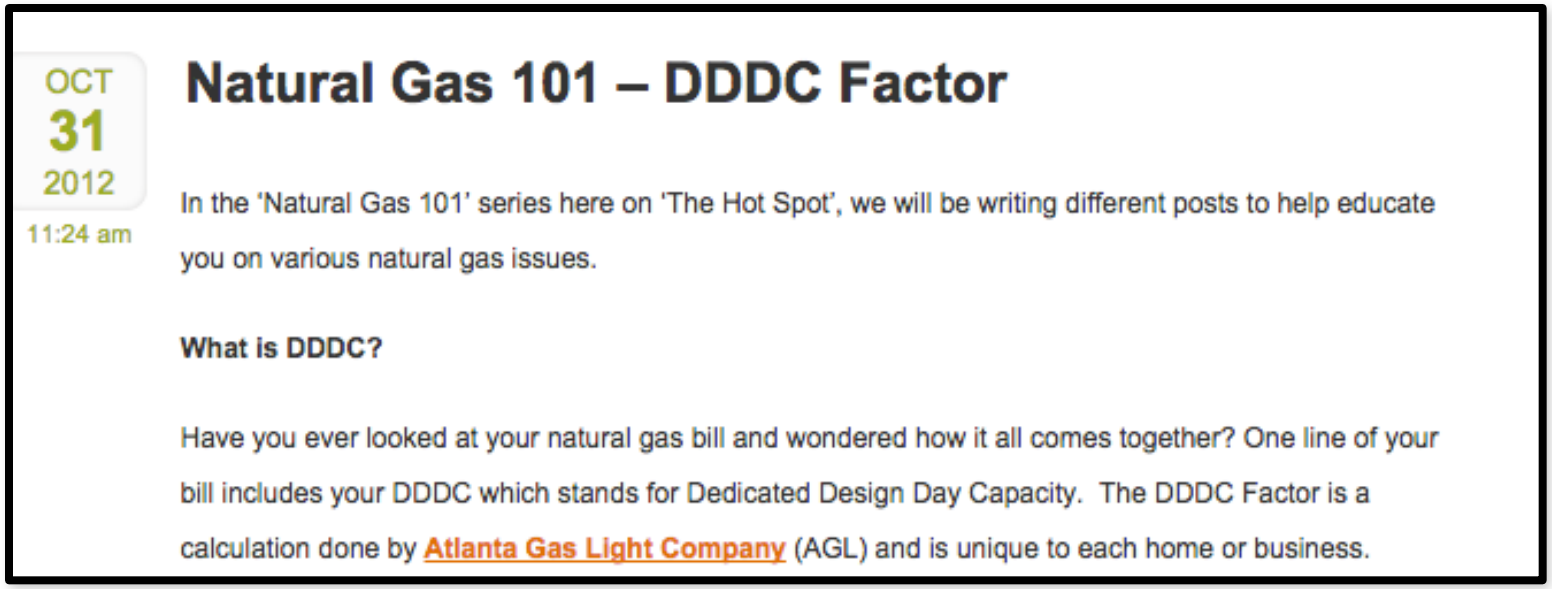
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Our Goal

Build trust & authority in
the Gas South brand through
informative & engaging content.


EXPLORATION
ENGAGEMENT
VALIDATION
ACTION
POST-ACTION
DISCOVERY

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	605 % of Total: 0.06% (1,044,220)	525 % of Total: 0.06% (810,029)	00:01:35 Avg for View: 00:00:49 (95.17%)
1. /blog/	**113** (18.68%)	98 (18.67%)	00:01:11
2. /blog/natural-gas-101-dddc-factor/	**78** (12.89%)	74 (14.10%)	00:05:36
3. /blog/natural-gas-101-agl-pass-through-charges/	**51** (8.43%)	45 (8.57%)	00:04:07



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11:24 am

Natural Gas 101 – DDDC Factor

In the 'Natural Gas 101' series here on 'The Hot Spot', we will be writing different posts to help educate you on various natural gas issues.

What is DDDC?

Have you ever looked at your natural gas bill and wondered how it all comes together? One line of your bill includes your DDDC which stands for Dedicated Design Day Capacity. The DDDC Factor is a calculation done by Atlanta Gas Light Company (AGL) and is unique to each home or business.

Page	Pageviews	Unique Pageviews	Avg. Time on Page
	70,740 % of Total: 6.77% (1,044,220)	60,039 % of Total: 7.41% (810,029)	00:01:20 Avg for View: 00:00:49 (63.72%)
1. /residential/paying-your-bill.aspx	**24,080** (34.04%)	20,944 (34.88%)	00:01:28
2. /residential/rate-plans.aspx	**7,413** (10.48%)	6,033 (10.05%)	00:01:59
3. /residential/online-account-services.aspx	**4,734** (6.69%)	4,444 (7.40%)	00:00:56
4. /residential/customer-service.aspx	**3,862** (5.46%)	2,899 (4.83%)	00:00:28
5. /residential/renew.aspx	**2,833** (4.00%)	2,266 (3.77%)	00:01:02
6. /residential/?int_campaign=TNAVRES	**2,639** (3.73%)	2,159 (3.60%)	00:00:23
7. /residential/faqs-paying-your-bill.aspx	**2,009** (2.84%)	1,605 (2.67%)	00:00:58
8. /residential/moving-services.aspx	**1,948** (2.75%)	1,611 (2.68%)	00:00:45
9. /residential/offers.aspx	**1,790** (2.53%)	1,496 (2.49%)	00:02:16
10. /residential/payment-locations.aspx	**1,576** (2.23%)	1,336 (2.23%)	00:02:04

Awareness

- Who are you?
- Can I trust you?

Consideration

- Do you cover my area or home? How much does your service cost?
- How long am I required to sign a contract with you?

Decision

- What service or pricing guarantees do you offer?