

Electrician Program in Southern California Search Research

December 3, 2015

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Search Volume

There is very high volume for electrician education compared to our existing HVAC-R program. The competition and suggested bid (max cost per click) for these keywords is about the same. The analysis compares the top 10 relevant keywords for Electrician and HVAC-R.¹

The competition column uses a range between 0 and 1. 0 means no competition and 1 means extremely competitive. Competition is defined as “the number of advertisers that showed on each keyword relative to all keywords across Google. Note that this data is specific to the location and Search Network targeting that you've selected. In the ‘Competition’ column, you can see whether the competition for a keyword is low, medium, or high.” ([Source](#))

Electrician

Keyword	Avg. Monthly Searches	Suggested bid	Competition
electrician school	1600	\$ 20.16	0.97
how to become an electrician	320	\$ 13.38	0.72
electrician certification	170	\$ 27.96	0.96
electrician training	140	\$ 17.35	0.97
electrical school	140	\$ 15.05	0.99
electrician trade school	110	\$ 35.45	0.97
california electrical training	90	\$ 9.11	0.75
electrical training	90	\$ 9.04	0.95
how to become a electrician	70	\$ 18.38	0.75
electrician schools	70	\$ 7.63	0.9
	2800	\$ 18.99	0.93

HVAC-R

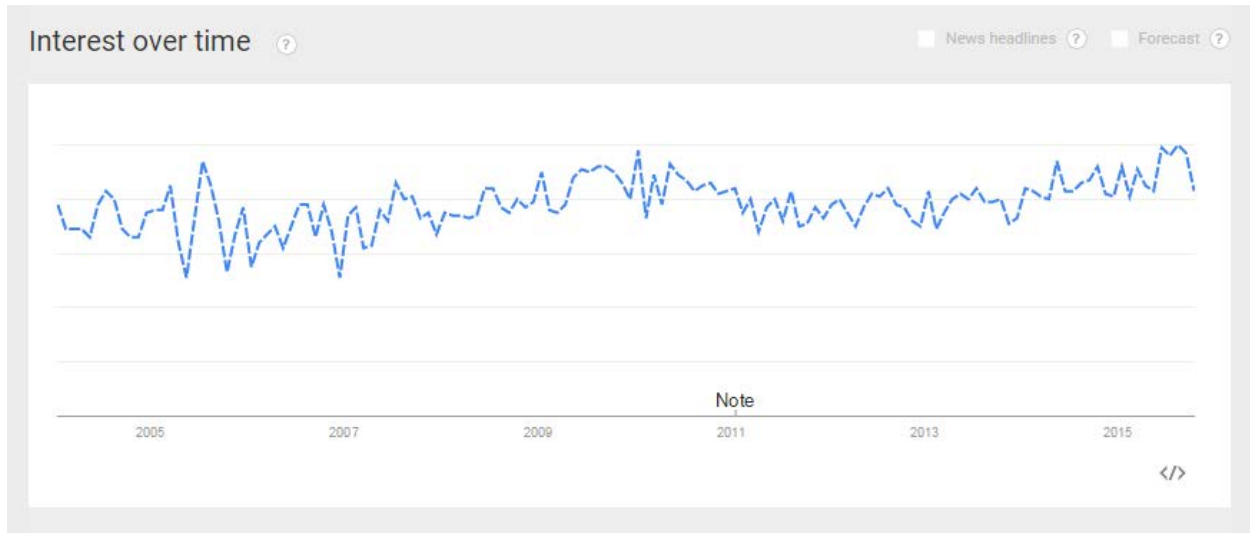
Keyword	Avg. Monthly Searches	Suggested bid	Competition
hvac certification	210	\$ 19.05	0.95
air conditioner school	30	\$ 19.18	0.93
hvac schools near me	30	\$ 12.12	0.94
epa certification hvac	20	\$ 11.00	0.94
hvac programs	20	\$ 25.99	0.98
hvac epa certification	20	\$ 5.85	1
hvac schooling	10		1
learn hvac	10		0.75
hvac certifications	10		0.92
refrigeration schools	10	\$ 6.75	1
	370	\$ 17.25	0.95

¹ Source: Google Keyword Planner; Region: Los Angeles DMA

Interest over Time

Slight Increase in Demand

Historical search data shows interest for the electrician occupation has remained stable over the last decade with a slight increase in interest.²



Competition

Our top competitors for online search are listed below.³

Competitor	Ad Rank	Search Term
ITT Tech	1	Electrician School
Intercoast College	2	Electrician School
Summit College	3	Electrician School
Westech College	4	Electrician School
Southern California Institute of Technology	5	Electrician School
Ashworth College	7	Electrician School
Lincoln Tech	8	Electrician School
Stratford Career Institute	9	Electrician School

² Source: Google Trends; Region: Los Angeles CA Metro; Search Topic: Electrician (Occupation)

³ Source: Google Ad Preview and Diagnosis; Region: Ontario, CA

Conclusion

Demand for an Electrician program will be higher than our existing HVAC-R program. The demand has also been stable over the past decade.

Competition for an Electrician program is high in the Southern California region, but is about the same as our existing HVAC-R program.

Demand	High (Stable)
Competition	High

(Scale - Low, Moderate, High, Very High)