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**Google's Economic Impact**  
United States | 2012

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## The web is working for American businesses. And Google is helping.

Google is well-known for helping people search for and find the information they want. Through our search and advertising programs, businesses find customers, publishers earn money from their online content and nonprofits get donations and volunteers. These tools are how we make money, and they're how millions of businesses do, too. It's these solutions that make Google an engine for economic growth.



According to BIA/Kelsey, 97% of Internet users in the U.S. look online for local products and services, and hundreds of thousands of businesses use the Internet—and Google tools—to reach these potential customers. This economic report details Google's economic impact across the country, including state-by-state numbers of advertisers, publishers, and non-profits who use Google every day. But there are real stories behind all those numbers, so we've included examples of businesses that are using the web, and Google, to succeed online.

Google was a small business not that long ago and we are proud to share the tools of our success with other businesses that want to grow and thrive in the age of the Internet.

Sincerely,

A handwritten signature in black ink, appearing to read 'Allan Thygesen'. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Allan Thygesen  
Vice President, Global SMB Sales

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## Google's Economic Impact

### Where we get the numbers

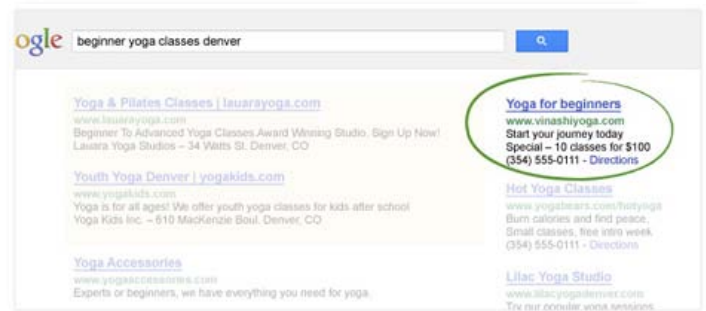
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Aside from being a well-known search engine, Google is also a successful advertising company. We make most of our revenue from the ads shown next to our search results, on our other websites, and on the websites of our partners. Through these tools we help many others make a living, too. This report presents a conservative estimate of Google's economic impact on businesses across the U.S. based on three core parts of our business: Google Search and AdWords, AdSense, and Google Grants.

## Google Search and AdWords

[www.google.com/adwords](http://www.google.com/adwords)

Google directs many potential customers to businesses for free via our search results. Through a program called AdWords, Google also directs many potential customers to businesses via the sponsored links you see above and to the right of the search results. To use AdWords, businesses create short text ads and bid in an online auction for the keywords they want those ads associated with. So a yoga teacher might bid on the phrase "beginner yoga classes denver." When someone types those words into Google they will see the yoga teacher's ad next to the search results.



## Google AdSense

[www.google.com/adsense](http://www.google.com/adsense)

AdSense is a program website publishers can use to run ads on their websites and make money from their content. For example, if you publish a website or blog about dog names and puppy training, your readers may see an ad for dog grooming or other dog services next to your content. Website publishers large and small receive a majority of the revenue earned from every ad – an important source of income for many content creators.



## Google Grants

[www.google.com/grants](http://www.google.com/grants)

The Google Grants program offers free advertising to non-profit 501(c)3 organizations. Grants recipients can spend up to \$10,000 a month on ads that they use to fundraise, educate the public, and more. Since the program began in 2003, Google has supported non-profits worldwide with more than \$1 billion in advertising.

# How we calculate Google's economic impact

We derive a conservative estimate of Google's economic impact in each state by examining the economic value provided by Google Search and AdWords, Google AdSense, and Google Grants in 2012.

## Google and AdWords

To estimate the economic impact of Google Search and AdWords, we rely on two conservative assumptions. First, that businesses generally make an average of \$2 in revenue for every \$1 they spend on AdWords. Our Chief Economist, Hal Varian, developed this estimate based on observed cost-per-click activity across a large sample of our advertisers; his methodology was published in the American Economic Review in May 2009. Our second assumption is that businesses overall receive an average of 5 clicks on their search results for every 1 click on their ads. This estimate was developed by academic researchers Bernard Jansen and Amanda Spink based on sample search log data and published in the International Journal of Internet Marketing and Advertising in 2009.

If search clicks brought in as much revenue for businesses as ad clicks, these two assumptions would imply that businesses receive \$11 in profit for every \$1 they spend on AdWords. This is because, if advertisers receive 2 times as much value from AdWords as they spend on AdWords, and they receive 5 times as much value from Google Search as they do from AdWords, then the total profit they receive is 11 times what they spend, or

$$2(\text{spend}) + 5 \times 2(\text{spend}) - (\text{spend}) = 11(\text{spend})$$

However, clicks through search results may not be as commercially valuable as ad clicks, so we want to be conservative: we estimate that search clicks are about 70% as valuable as ad clicks. This means advertisers overall receive 8 times the profit that they spend on AdWords, or

$$2(\text{spend}) + .7 \times 5 \times 2(\text{spend}) - (\text{spend}) = 8(\text{spend})$$

Therefore, we conservatively estimate that for every \$1 a business spends on AdWords, they receive \$8 in profit through Google Search and AdWords. Thus, to derive the economic value received by advertisers, we multiply our AdWords revenue on Google.com search results in 2012-what advertisers spent-by 8.

## Google AdSense

The economic impact of AdSense is simply the estimated amount we paid to website publishers in each state in 2012 for placing our ads next to their content.

## Google Grants

Similarly, the impact of Google Grants is the total amount spent by grants recipients in 2012 out of the \$10,000/month awarded to them.

## Total economic value

Total economic value for each state is estimated as the economic activity provided for local businesses, website publishers, and non-profits by Google Search and AdWords, Google AdSense, and Google Grants, respectively, in 2012.

### What's not included

This is an attempt to estimate the economic impact of Google's core search and advertising business. In search and advertising, we've derived a conservative estimate of the impact of our tools on businesses, website publishers, and non-profits, but we've left out such estimates as the cost savings for consumers now able to find the information they need more easily than before. We also have not estimated the economic impact our employees provide, or that of other major products like Google Maps and YouTube. So while we're confident in our estimates, consider them a lower bound on Google's true economic impact.

For more information about our methodology and to download the cited studies, please visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)







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**Google's Economic Impact**  
By State | 2012

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# The web is working for Alabama businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$182 million** of economic activity for Alabama businesses, website publishers and non-profits in 2012.<sup>4</sup>

**16,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$328,000** of free advertising was provided to 20 Alabama non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



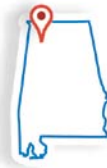
*"With my new website,  
I will sweep competition  
under the rug."*

Jerry Walker - Owner, Jerry's  
Carpet Service

## Jerry's Carpet Service

Cropwell, AL

[www.jerryscarpetservice.com](http://www.jerryscarpetservice.com)



**3 new employees**

Jerry's Carpet Service in Alabama is a true family business. Owner Jerry Walker's grandfather spent over 56 years in the floor cleaning, waxing and buffing business. So when Jerry graduated from college it was only natural for him to take over. With an eye for growth, Jerry expanded the commercial and residential floor cleaning business to include carpet and furniture cleaning services.

Since Jerry's Carpet Service had been around for so long, it had a loyal local customer base - but in order to truly grow the company Jerry realized he was going to have to expand his clientele outside the confines of Cropwell, Alabama. Although he had created a website years ago, Jerry found it difficult to maintain due to an interface that was far from user-friendly. He decided to start over. After doing a bit of research online, he found Google's Get Your Business Online program. Two hours later, Jerry's Carpet Service had a brand new site. "The template site was incredibly easy to use," Jerry says. "It even provided guidelines to show what information I should include on the site which I found to be extremely helpful."

The new Jerry's Carpet Service website now allows both current and potential customers to see the services available, check rates and even browse through testimonials. Thanks to the site, Jerry's call volume has increased significantly, resulting in new customers, more employees and the addition of two new service vans to his fleet. In fact, Jerry is so pleased with his online success he uses his site as the primary marketing channel for his business and is further expanding his reach with a brand new mobile site.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Alaska businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$25 million** of economic activity for Alaska businesses, website publishers and non-profits in 2012.<sup>4</sup>

**4,300** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$78,000** of free advertising was provided to 10 Alaska non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*“Getting online has been a great way for us to show women in the area who we are and how we can help them.”*

Andrea Schulze - Owner, Lolihanna Training Company



## Lolihanna Training Company

Anchorage, AK

[www.lolihanna.com](http://www.lolihanna.com)



**25% of new business comes from the Internet**

Andrea Schulze, owner of the Lolihanna Training Company, is no stranger when it comes to dealing with life's unexpected blows. Having dealt with several life-changing obstacles including a battle with cancer, her positive outlook and sheer perseverance have always been her strongest allies. Andrea wanted to inspire other women in the Anchorage area to rediscover their own strengths and self-worth. In 2012, she teamed up with her good friend, Alicia Busick to start the Lolihanna Training Company, a business offering personal training and guidance to women.

Since Alicia had grown up helping her parents with their small business, she understood the importance that marketing can have to the success of a company and wanted to advertise online. As a small start-up, Andrea and Alicia simply didn't have the funds to hire someone to create a website for them, so they decided to see if they could create one on their own. After doing some research, they discovered Google's Get Your Business Online program and that they could build a professional-looking site in very little time. In just a few days the two women had created their very first website and were online. "Building the website was surprisingly easy," says Alicia. "The template was straightforward and very user-friendly. I think a 12-year-old could do it!" The pair also launched a mobile site, which they found just as easy to create.

They began to see results almost immediately and within two weeks of launching the website, they had one new client and more than a dozen new leads - all thanks to their new online presence. This increase translated into 25% of their monthly new business. "We look forward to continuing to grow our business," Alicia says. "And we have plans to add additional information to our website including video testimonials, blogs and much more."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Arizona businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$2.1 billion** of economic activity for Arizona businesses, website publishers and non-profits in 2012.<sup>4</sup>

**45,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$1.6 million** of free advertising was provided to 60 Arizona non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"We don't focus on the cost-per-click, we focus on the conversions and leads we get from those clicks."*

Eric Rosson - VP of Marketing,  
Meritage Homes



## Meritage Homes

Scottsdale, AZ

[www.meritagehomes.com](http://www.meritagehomes.com)



**1 of 10 top home builders  
in the U.S.**

When it comes to building energy-efficient housing, Meritage Homes is leading a residential revolution. The company has built more than 75,000 homes since its founding in 1985 and has won multiple awards for its innovative approach to energy-efficient living. In 2012, Meritage earned the prestigious ENERGY STAR Partner of the Year Sustained Excellence Award for consistent leadership in environmentally protective building practices. As Ben Bertrandt, Director of Online Marketing, and Eric Rosson, VP of Marketing, will tell you, they didn't build 158 communities in 15 metropolitan cities overnight. It took time, dedication, and a strategic online presence.

More than half of Meritage's marketing budget is currently spent online, with a heavy focus on cost-per-click advertising. It's a strategy that allows Meritage to track results and actions more effectively than any offline media, thanks to Google Analytics. Eric explains: "Google is very proactive. They provide us with great information, data and new opportunities." The team at Meritage analyzes every action prospective homeowners take on their site and uses that information to inform the company's marketing strategy.

Considering that 95% of all of Meritage's leads come from the Internet, Ben and Eric say paying such close attention to their customers' online experience is extremely effective at generating sales. Ben explains their approach in more detail, "We're big usability guys. Some people forget about the user click path and just go for flash or big graphics. We make sure our mobile, tablet, website—everything—is reinforced with the brand and is working together." The duo's successful online strategy is the basis for their advice to other small businesses: "If you don't have a strong, aggressive online presence in this digital age, you end up fighting an uphill battle from day one."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Arkansas businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$168 million** of economic activity for Arkansas businesses, website publishers and non-profits in 2012.<sup>4</sup>

**9,200** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$401,000** of free advertising was provided to 7 Arkansas non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"The Internet is a game-changer and field-leveler. You always hear about the big guys, but the Internet is where the little guys can win."*

Terry Turpin - COO, Acumen Brands, Inc.



## Acumen Brands, Inc.

Fayetteville, AR

[www.acumenbrands.com](http://www.acumenbrands.com)



**160 employees**

The founders of Acumen Brands had a straightforward idea for their company: create easy online shopping experiences focused on niche product areas. They started by selling medical scrubs online, but soon expanded into a variety of other products and websites. Those sites were successful, but they hit gold with their eighth online store, CountryOutfitter.com. In just ten months, it has become their flagship. According to CEO John James, AdWords, Google's advertising program, has been critical to this growth since their very first day.

John describes, "AdWords is the best customer acquisition tool you could ever have. It's never been easier, cheaper, or more effective to find new customers." When they launched CountryOutfitter.com in October of 2011 it exceeded the revenue expectations for the year in sixty days. "The Internet is a game-changer and field-leveler. You always hear about the big guys, but the Internet is where the little guys can win," says COO Terry Turpin. When they are searching for a new industry to move into, they utilize Google Trends for data to inform their decision. This strategy is paying off. Acumen Brands started with four people, but today they have 160 employees and anticipate that number to grow. To accommodate this growth they recently moved into a 250,000-square-foot building. They also just launched their newest website, [www.mapleandwest.com](http://www.mapleandwest.com), a premier destination for curated handbags from around the world.

And they want to share their success. John tells us that, "We want to give back to the community. There are not a ton of mentors for entrepreneurs in the area, so we want to give back, be an inspiration, anything we can do to show that entrepreneurship is a viable option." Terry adds, "We have the ability to host start-ups locally, give them space and access to data. We welcome and try to foster that environment."

In addition to helping other businesses, they also have big goals on the horizon for themselves. John tells us, "We want to create a one billion dollar business. We want to create something that is of significance for Arkansas. We want to create something that is a shining light to the community." Looks like they're well on their way.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for California businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$22.9 billion** of economic activity for California businesses, website publishers and non-profits in 2012.<sup>4</sup>

**331,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$44.2 million** of free advertising was provided to 909 California non-profits through the Google Grants program.<sup>4</sup>

**17,000+** Californians are employed full-time by Google. We're proud to have offices in Mountain View, Beverly Hills, Irvine, Venice, San Francisco and San Bruno.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"Having a website today is almost as important as having a phone number."*

Josh Stellin - Vice President of Sales,  
Versa Products, Inc.

## Versa Products, Inc.

Los Angeles, CA

[www.versaproducts.com](http://www.versaproducts.com)



**150 employees**

Versa Products, Inc. is a furniture company that specializes in manufacturing a wide variety of furniture, from computer tables and desks to sofas and lighted mirrors. The company's founder, Chris Laudadio, knew from the beginning exactly what would set the company apart. He wanted to make furniture solely produced in the United States, offer a lifetime guarantee and free shipping, and create the highest quality products while still holding true to environmentally conscious manufacturing. He also knew that he needed a dependable and direct way to reach potential clients. And he knew right where to go: Google.

From the very start, Laudadio understood the importance of online retail and e-commerce. Intent on manufacturing a quality product in the United States, Laudadio recruited Chris Stormer to develop a cutting-edge online platform. "We were a fast-growing company that understood the benefits of online marketing. When we started with Google AdWords, we targeted some of the most unique products, particularly an incredibly durable desk that was available in twelve sizes. We were impressed with how easily we were able to get our products in front of customers," explained Stormer. "When we expanded into other furniture markets with the addition of Thrive Furniture, we took the knowledge we'd gained from Versa Products, Inc. and made Thrive even more customer-centric and interactive."

AdWords, Google's advertising program, gives them significant control over their marketing efforts and allows them to enter new markets quickly. Google Analytics allows them to see what customers are looking for. This has been critical to their rapid expansion and general success. Today they have more than 150 employees, many of whom are skilled craftsmen. Producing high-quality furniture in the United States and creating jobs for these very talented employees is incredibly gratifying to them. They've seen 50% growth in the last year, but know that there are still many markets in which they can continue to expand. And just like when Versa Products got its start, they know how they will do it. As Laudadio puts it, "Producing a quality product in an efficient way will give you a name. Google is responsible for making sure that name reaches potential customers all over the globe." Josh Stellin, Vice President of Sales, adds, "We look at how the Internet drives the market. Having a website today is almost as important as having a phone number." They know that their websites, VersaTables.com and ThriveFurniture.com, will continue to be critical for showcasing their products and connecting with customers.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Colorado businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.6 billion** of economic activity for Colorado businesses, website publishers and non-profits in 2012.<sup>4</sup>

**45,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$4.4 million** of free advertising was provided to 120 Colorado non-profits through the Google Grants program.<sup>4</sup>

**250+** Coloradans are employed full-time by Google. We're proud to have offices in Boulder and Thornton.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"My website is the only way I've been able to build nationally, with about 90% of my leads coming through it."*

Michael Koski - Owner, Get Bats Out



## Get Bats Out

Carbondale, CO

[www.getbatsout.com](http://www.getbatsout.com)



**100% increase in 2012 sales**

Michael Koski was selling art out of a gallery in Aspen when he met his first bat. He got it outside and thought that was the end of it, but the next day the bat came back. A little more investigation revealed the gallery actually had more than 200 bats living in the rafters. After trying everything he could to remove the colony without any luck, he finally found professional help. Two days later, the bats were humanely removed and Michael had found a new career. Fifteen years later, Michael's company, Get Bats Out, is the leader in US bat removal with operations in more than 24 states nationwide.

Although he started the company in 1998, it wasn't until he launched his first website using AdWords, Google's advertising program, that he started to expand nationally. "Having brand awareness of the company in every state is the goal, and the web is how to do it. AdWords is the driver of my expansion program," Michael says. Able to handle any sized project, from private residences right up to huge hospitals and universities, Michael is growing his company all the time. His strategy? Pick a state, create an AdWords campaign, get leads, and then hire more people. "My overall marketing budget is about 75% online, with a good return."

While Get Bat Outs already used Google Analytics and Gmail extensively, Michael is shifting the company over to Google Apps completely and getting into social networking. Posting regular content to Google+ is helping him educate customers about one of his biggest passions: humane, no-kill bat removal. "Just the fact I'm getting so much more business is the measure. Every job I do is a job that the bats didn't get potentially destroyed," Michael says. And judging from the fact that his 2012 sales were more than double his best previous year, it seems his customers agree.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Connecticut businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.5 billion** of economic activity for Connecticut businesses, website publishers and non-profits in 2012.<sup>4</sup>

**23,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$3.2 million** of free advertising was provided to 57 Connecticut non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Building a website is a must for any business to stay competitive."*

Joe Materek - Owner, Cabinets Kwik



## Cabinets Kwik

New Britain, CT

[www.cabinetskwik.net](http://www.cabinetskwik.net)



**75% increase in business after creating a website**

With over 30 years of experience as a contract builder under his belt, Joe Materek, owner of Cabinets Kwik, decided he wanted to focus his craft solely on kitchens and cabinets. He started Cabinets Kwik with the goal of quickly and efficiently providing people with affordable, high-quality kitchen cabinets.

While Joe knew that having a website was integral to the success of his fledgling business, he didn't exactly have the cash to hire a pricey web designer to build one for him. And while he was skilled at cabinetry, he lacked the technical skills and time to build a website himself - or so he thought. Luckily, a friend told him about Google's Get Your Business Online program where he could easily create a customized website for his business. In just a few days, Joe's new website was up and running. "Although I don't have a lot of technical experience, building the website was pretty simple," says Joe. "I was able to get the job done in no time."

One of the most important features on the Cabinets Kwik website is the online showroom. It provides potential customers with an easy way to browse through the different styles, colors and packages offered. Since launching the website, Cabinets Kwik has seen a 75% increase in business. Joe strongly believes that having a website is key to the success of any business. "Creating a website was one of the best things I ever did for my business," he says.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Delaware businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$345 million** of economic activity for Delaware businesses, website publishers and non-profits in 2012.<sup>4</sup>

**5,800** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$415,000** of free advertising was provided to 7 Delaware non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"It was such an easy process to put the website together!"*

Maureen Botti - Owner,  
AquaMarine at 114



## AquaMarine at 114

Lewes, DE

[www.aquamarineat114.com](http://www.aquamarineat114.com)



**45% more clients through her website**

Maureen Botti comes from a long line of retail fanatics. Her grandmother and others in her family have been part of the retail industry for years. Maureen worked retail in the past and it was her longtime dream to open her own store that made people feel at home. Her dream became a reality when she opened AquaMarine at 114, a women's clothing store, in 2006.

Maureen describes herself as being "terrified of doing anything online," and she dreaded the idea of building a website. She had put it off for years thinking that it would take a lot of time and money. But when she heard about Google's Get Your Business Online program, she finally decided to give it a try. Maureen was surprised to find the process to be very simple. Since launching her website, [www.aquamarineat114.com](http://www.aquamarineat114.com), she has seen business increase by 45%. Though the increase in business has been tremendous, equally exciting is that other members of the fashion industry are now able to find AquaMarine at 114.

For example, Elle Magazine found her store online while searching for the "50 Best Stores in the U.S.," and chose AquaMarine at 114 to represent the state of Delaware. That recognition has led to a flood of calls from designers and vendors hoping to be carried at AquaMarine at 114. Maureen is certain that this couldn't have happened without her website.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Florida businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$5.4 billion** of economic activity for Florida businesses, website publishers and non-profits in 2012.<sup>4</sup>

**154,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$3.6 million** of free advertising was provided to 143 Florida non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"It's all about speed-to-market and without the Internet, we would not be able to accomplish the heavy growth we've had in the last year."*

Benny Aboud - Founder and CEO, Techzilla



## Techzilla

Margate, FL

[www.techzilla.com](http://www.techzilla.com)



**400% increase in revenue  
from 2011**

When Benny Aboud and Russell Giniger started Techzilla in 2011, they had no idea how fast the company would grow. The two had worked together previously in the home services category and had identified a huge consumer need for 24/7 tech support regarding home electronics and devices. Since starting the company they have grown to 700 employees and expanded their services to include Canada, Australia and the UK. They say this growth would have never happened without the Internet.

Thanks to their tech-savvy background, Benny and Russell used the API (Application Programming Interface) of Google Analytics and AdWords, Google's advertising program, to merge Google's data with their own internal sales and call center data. "Because everything is keyword based, we're able to determine what additional products our consumer base is interested in and tie it back to a keyword or marketing campaign," Russell says. This real-time feedback is why they continue to spend a majority of their marketing budget online - 87%, to be exact.

AdWords also helped the company identify and capitalize on an entirely new—and in-demand—service. An investigation into why certain searches and calls weren't converting into sales revealed that some hardware problems couldn't be resolved over the phone. Within four weeks of identifying this gap, Techzilla had assembled a team that could handle hardware repairs. That team now includes over fifty people and is repairing thousands of devices a month. It's this observant and nimble approach that has resulted in revenue growth of over 400% in 2012 alone. Their advice for other small business owners? "Be adaptable and willing to adjust to the times and consumer demand."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Georgia businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$2.2 billion** of economic activity for Georgia businesses, website publishers and non-profits in 2012.<sup>4</sup>

**62,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$3.8 million** of free advertising was provided to 89 Georgia non-profits through the Google Grants program.<sup>4</sup>

**250+** Georgians are employed full-time by Google. We're proud to have offices in Atlanta and Austell.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"If it wasn't for the Internet, it would have taken us another ten years to get to where we are today."*

Wain Kellum - CEO, Vocalocity



**Vocalocity**  
Atlanta, GA

[www.vocalocity.com](http://www.vocalocity.com)



**80% of marketing spend is online**

Vocalocity is the leading provider of low-cost business phone systems in the US. Established in 2007, Vocalocity went from 20 to 265 employees and built a customer base of over 20,000 in just five years. Recognized in 2011 as Georgia's fastest-growing tech company, 2012 saw them add a thousand new customers every month. So how did the company rack up such impressive numbers? CEO Wain Kellum explains, "We leveraged the Internet as a way to present our distinct and compelling value proposition in a cost-effective way."

Vocalocity was founded in response to the development of cloud-based computing, especially as it related to the explosion of smartphones and telecommuting. The company started with a website and AdWords, Google's advertising program. They expanded their reach by placing ads on relevant websites using the Google Display Network and then moved on to creating promotional videos and posting them to YouTube. "We just started layering. It turned out that our online marketing mechanisms were really just a wonderful way for us to build a company quickly."

Dedicated to offering low cost, innovative features, Vocalocity has a mission to help small and medium businesses grow. One of the company's offerings allows customers to track and integrate offline advertising results into AdWords and Google Analytics, helping them make data-driven decisions. Wain says, "I find it fascinating that even though a lot of our customers use the Internet to find us, they don't know how to use it to find their own customers... the online cloud is just a better way to deliver."

So what's next for the company? Wain says they've got their sights set on more international business. "One of the things we love about working with Google is we can look at search queries in other parts of world, see how it matches here, and get comfortable with a marketing plan. How do we sell? How do we get leads? We can figure that out with Google tools."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Hawaii businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$81 million** of economic activity for Hawaii businesses, website publishers and non-profits in 2012.<sup>4</sup>

**8,600** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$638,000** of free advertising was provided to 16 Hawaii non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"In our very specialized market, there is no better way to reach potential clients, both domestic and international, than through Google AdWords."*

Charles Fasi - Owner, A Hawaii Wedding



## A Hawaii Wedding

### Honolulu, HI

[www.ahawaiiwedding.com](http://www.ahawaiiwedding.com)



**100% of new customers  
come from the Internet**

Planning a wedding is difficult. Planning a dream wedding from thousands of miles away can seem almost impossible. Charles Fasi, owner of A Hawaii Wedding, is a wedding service provider who simplifies the planning process for his clients by providing them with the high-quality professional services and products they'll need, as well as coordinating all of the details for their big day. Charles started this business 12 years ago and has more than 28 years of experience as a top wedding photographer in Hawaii. So when it comes to weddings, he knows what works and he knows the singular importance of the Internet in today's competitive markets.

He's had a website for this business from the very beginning and has been advertising with AdWords, Google's advertising program, since 2004. "In this specialized market there is no better way to reach the rest of the world than through Google AdWords." One hundred percent of his clientele comes from the Internet and he devotes 100% of his advertising budget to AdWords. Currently half of his clients are international—coming from everywhere from China to Sweden. Charles is a strong believer that having a strong Internet presence is integral to the continued success of his business. "When someone sends an email or fills out a form [on your website], they've just walked into your storefront. The Internet allows hundreds of potential customers to open the door and walk through your storefront every day, and they come because of Google."

Another bonus to his success? The more business Charles gets, the more business he is able to generate for the many vendors he works with. He strengthens the economy of his local community while also providing his clients with unforgettable memories. A feat, Charles says, that's only possible due to the strength of his online presence.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Idaho businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$139 million** of economic activity for Idaho businesses, website publishers and non-profits in 2012.<sup>4</sup>

**9,800** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$141,000** of free advertising was provided to 6 Idaho non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"Building the website was incredibly easy. It gave me the professional look I needed."*

Sean Sibert - Co-owner,  
Protection First Idaho



## Protection First Idaho

Caldwell, ID

[www.protectionfirstidaho.com](http://www.protectionfirstidaho.com)



**5 full-time employees**

Sean Sibert, one of the owners of Protection First Idaho, had always been interested in the home security business. After working in the industry for six years, he decided that he had the necessary experience to create his own company. So in 2012, he started Protection First Idaho along with co-owner, Rodolfo Montiel. The company specializes in both residential and commercial security solutions including the installation of alarm systems, fire detection devices and carbon monoxide monitors. More importantly, they offer peace of mind to their customers.

Sean knew that in order to establish credibility, he needed a professional website where consumers could find out about the services Protection First offered. When he heard about Google's Get Your Business Online program, he decided that was the perfect place to start. Within a few days of choosing a template, Sean launched his new site. "Building the website was incredibly easy," says Sean. "It gave me the professional look I needed. I also started using Google Apps for Business which provided me and my team with professional email addresses."

Since launching the website, Protection First has seen a 10% increase in business. The growth has allowed them to also expand their staff to include five experienced full-time employees and they hope to add more in the near future. Beyond just increasing their profitability, their success has allowed them to be more active in the community. They are proud to be able to support local charities, events and organizations because at the end of the day, helping people feel safe and secure is what they do best.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Illinois businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$6.5 billion** of economic activity for Illinois businesses, website publishers and non-profits in 2012.<sup>4</sup>

**74,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$6.8 million** of free advertising was provided to 185 Illinois non-profits through the Google Grants program.<sup>4</sup>

**450+** Illinoisans are employed full-time by Google. We're proud to have an office in Chicago.

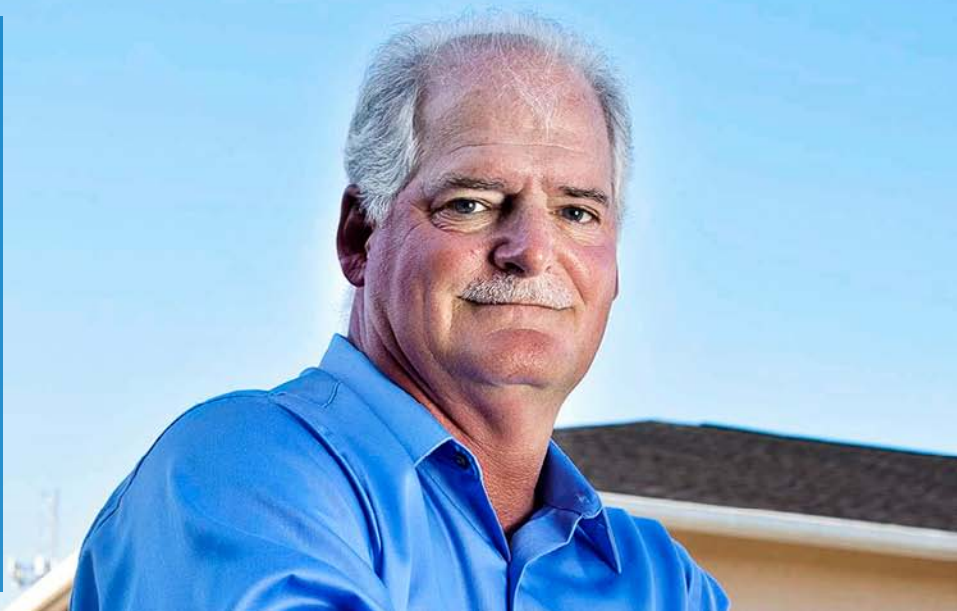
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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Our marketing is almost  
100% online."*

Bill Fuller - President, Industrial  
Ladder & Supply



## Industrial Ladder & Supply

Villa Park, IL

[www.industrialladder.com](http://www.industrialladder.com)



**8 distribution centers  
across the United States**

To say that Industrial Ladder is a family business would be an understatement; family legacy would be more accurate. Founded in 1975 by William and Geraldine Fuller, the title of President was passed on to their son Bill at the young age of 21. Since then the business, specializing in commercial ladders and scaffolding, has evolved no less than three times in order to keep up with changing times and consumer demands. And their marketing strategy has evolved as well, moving from door-to-door sales calls to bulk mailers and catalogues to their very first "test" website in 1998.

In 2006, they started to use Google Analytics and AdWords, Google's advertising program, and that's when things really started to click for them. The data showed that most of their new customers were, in fact, not in the surrounding metropolitan cities. They were actually spread out from one end of the country to the other—a direct result of their pay-per-click advertising campaign. They quickly went from five branches in the nearby Chicago area to eight distribution centers across the United States and a centralized call center. "Sometimes your instincts can trick you but the data is always clear," Bill explains. "The data told us where to open our new distribution centers."

With around ninety employees spread out among the nine locations, Google Drive has become an important tool for keeping everyone connected and up-to-date. Bill says at any time there are typically about thirty active documents that are updated daily. He also says he will continue to listen to the data as he grows the family business. Within ten years, Bill would like to add another five distribution centers and double Industrial Ladder's current volume of sales. He hopes to leave to the next generation a thriving, prosperous company.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Indiana businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$714 million** of economic activity for Indiana businesses, website publishers and non-profits in 2012.<sup>4</sup>

**25,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$704,000** of free advertising was provided to 25 Indiana non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Google AdWords is responsible for thirty-seven percent of our revenue and organic search is another thirty-six percent."*

Andy Hubbard - President,  
Cut 2 Size Metals



## Cut 2 Size Metals

Evansville, IN

[www.cut2sizemetals.com](http://www.cut2sizemetals.com)



**33% growth in 2012**

When Evansville Sheet Metal Works first opened its doors in 1946 (long before the Internet ever existed), it was located in the garage adjacent to the founder's family home. Despite having some local, individual clients, the company's business mostly came from specialty sheet metal fabrication for large companies.

In 2009, Andy Hubbard, grandson of the founder, launched a more consumer focused version of the company with [www.cut2sizemetals.com](http://www.cut2sizemetals.com). He started using AdWords, Google's advertising program, shortly after and quickly expanded their customer base from a sixty-mile radius to all fifty states. Indiana now ranks twelfth in sales, with New York, California and Texas leading the way. It's a growth Andy attributes to the Internet and they now spend around 90% of their marketing budget online. "There's a transparency online that you don't get with other kinds of advertising. I know the next day how I'm doing on paid search," Andy says. Google Analytics is one of the products they rely on to access valuable insights into how their customers are engaging with their site. Andy values Analytics so much he recommends every business use it—even if they aren't selling anything.

Thanks to its website, Cut 2 Size Metals can seamlessly handle increased orders from both small local customers and larger national corporations. Yet no matter how big the company gets, customer service is always a priority. Andy doesn't believe that people should have to "click more than six times from start to cart." And with a 33% growth in 2012, it seems that his smart approach to online advertising and website strategy are paying off. Andy even hopes that Cut 2 Size Metals will surpass Evansville Sheet Metal Works, the pre-Internet company that started it all.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Iowa businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$142 million** of economic activity for Iowa businesses, website publishers and non-profits in 2012.<sup>4</sup>

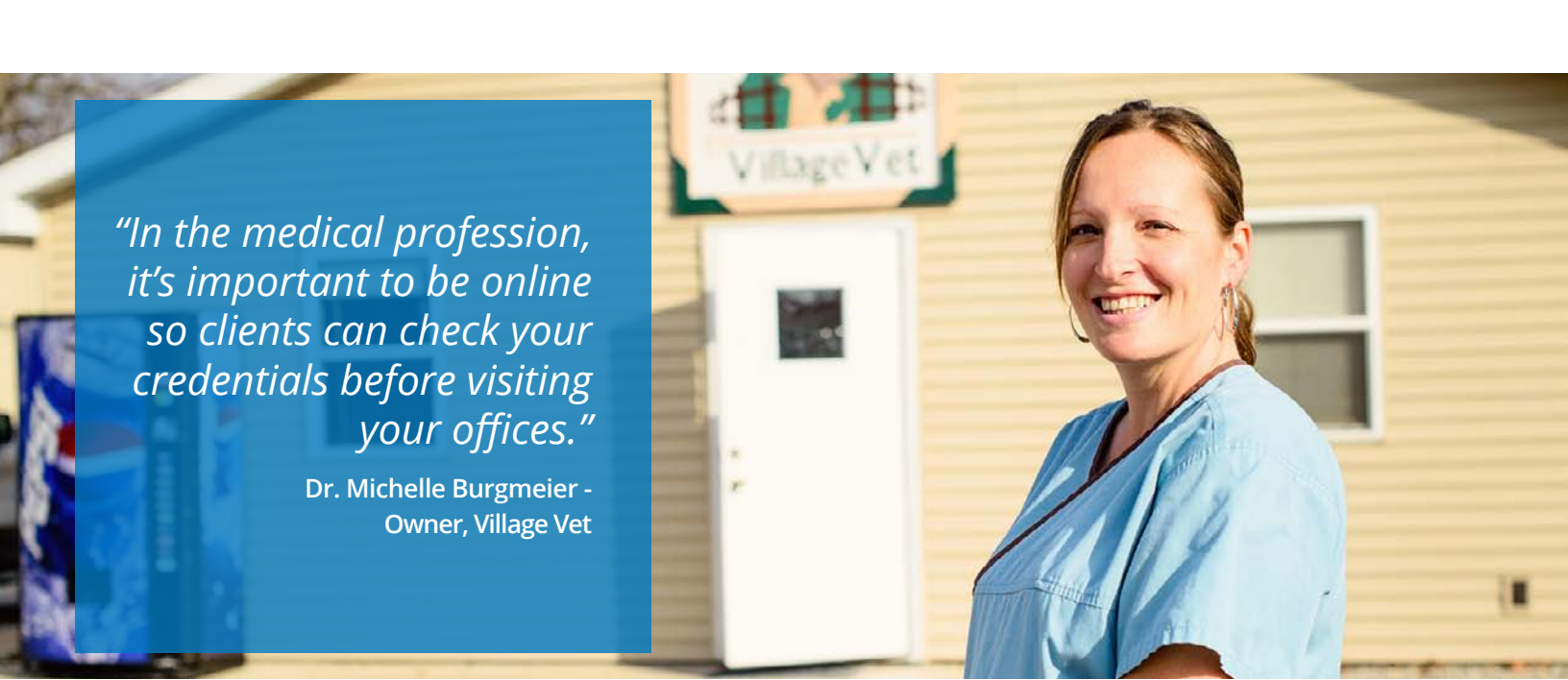
**11,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$412,000** of free advertising was provided to 19 Iowa non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"In the medical profession,  
it's important to be online  
so clients can check your  
credentials before visiting  
your offices."*

Dr. Michelle Burgmeier -  
Owner, Village Vet

## Village Vet

Birmingham, IA

[www.iowavillagevet.com](http://www.iowavillagevet.com)



**1 new employee**

Dr. Michelle Burgmeier, the owner and resident veterinarian of Village Vet, has always been passionate about caring for animals. Once she graduated from veterinary school she began actively practicing at several different clinics in Iowa and Texas. After a few years, she decided that what she really wanted to do was start her own practice. She rented a space and opened Village Vet where she offers traditional veterinary and chiropractic services for house pets and farm animals.

Once the clinic was open, Dr. Burgmeier started researching different ways to establish credibility in the community and expand her patient base. After deciding a website was the next step for her business, she discovered Google's Get Your Business Online program and realized she could customize a website without having to program anything. Three weeks after choosing a template, Dr. Burgmeier had launched her first website, [www.iowavillagevet.com](http://www.iowavillagevet.com). "It was so simple. I'm not a tech-savvy person, but I was able to figure it out," she says.

Once the site launched in 2011, Dr. Burgmeier started to notice that she had online traffic coming in from cities outside Birmingham. She credits the site for helping her reach new markets outside the local area and establish credibility in the industry. Village Vet has continued to grow steadily since the launch of the website, recently adding animal grooming to the list of services. Dr. Burgmeier hopes to continue expanding to include an online pharmacy and an emergency resource page. What makes her happiest is knowing that her website is helping her help more animals.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Kansas businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$458 million** of economic activity for Kansas businesses, website publishers and non-profits in 2012.<sup>4</sup>

**13,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$680,000** of free advertising was provided to 23 Kansas non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"Google has helped me grow my business and in return I have helped many businesses become successful."*

Efi Gershom - President, Automotix



## Automotix

Mission, KS

[www.automotix.net](http://www.automotix.net)



**\$25,000,000+ in sales to date**

In 2003, after spending years helping insurance companies improve their loss ratios by using recycled auto parts instead of new ones, Efi Gershom realized that consumers and independent automotive repair shops could also benefit from the service. So he created Automotix, a before-its-time website that allows people to buy and sell used auto parts nationwide. With an online inventory of over forty million parts, engines and transmissions across the country, Efi wanted to be smart about how the site was built—and how consumers interacted with it.

Almost immediately Efi started using AdWords, Google's advertising program, and credits the program for increasing both his conversion rate and customer satisfaction. AdWords lets buyers search for a specific auto part and links them directly to the corresponding page on the site, instead of a generic homepage. The accuracy of AdWords' targeting means more relevant traffic for [automotix.net](http://automotix.net), leading to more relevant products for customers and ultimately creating a better overall user experience.

Other products like Google AdSense and Google Custom Search help Efi generate more revenue and make information more accessible to users. The custom search tool lets customers easily search the entire Automotix site. If it doesn't have what they're looking for, AdSense serves up relevant ads for other businesses, allowing consumers to access the information or parts they need. In Efi's words, it's a "win, win, win."

Almost 95% of the Automotix marketing budget is spent online, a strategy Efi feels strongly about because of the transparency it allows. "With online marketing you can measure success and have an immediate interaction with consumers. You don't get that offline," he says. And considering that Automotix has surpassed \$25 million in sales, Efi's strategy for growth seems to be paying off.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Kentucky businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$240 million** of economic activity for Kentucky businesses, website publishers and non-profits in 2012.<sup>4</sup>

**15,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$205,000** of free advertising was provided to 15 Kentucky non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"When people hear us on the web and tell us that's why they chose us for their special event, that's magical."*

Robin Chappars - Member,  
Quartet Louisville



## Quartet Louisville

Louisville, KY

[www.quartetlouisville.com](http://www.quartetlouisville.com)



**15 years of beautiful music**

The Quartet Louisville had been playing beautiful music together for over 15 years, delighting wedding guests and other listeners with their broad repertoire of songs. Though they already had a website, it was dated and cumbersome. None of the members thought they had the time, equipment or expertise to update the site. Nor did they have the money to pay someone to do it for them. So Robin Chappars, a member of Quartet Louisville, went online and found Google's Get Your Business Online program. She was amazed that the process was so easy. In fact, all she really had to do was choose a design template and then fill it in with the relevant information and photos.

Within a few days, Quartet Louisville had a brand new website. One of the most important additions to the new site was a library containing samples of their music. Since their music was ultimately their only product, it was crucial to provide potential new consumers with an easy way to listen to samples.

Robin says this process was about much more than just saving costs with a free website. It was a way to connect with people and share their music. The website is working so well for them that it's actually the only form of advertising the Quartet Louisville does. And now that they have a professional and easily maintained website, the group can focus on what matters most to them - sharing their beautiful music with people.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Louisiana businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$139 million** of economic activity for Louisiana businesses, website publishers and non-profits in 2012.<sup>4</sup>

**14,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$463,000** of free advertising was provided to 15 Louisiana non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Having a website has been incredibly helpful for my business and I'm looking forward to what the future will bring."*

Lauri Wallace - Owner,  
Just Ask Creations



## Just Ask Creations

Shreveport, LA

[www.justaskcreations.com](http://www.justaskcreations.com)



**1 happy business owner  
and many happy customers**

When Lauri Wallace, owner of Just Ask Creations, retired from her career as a Human Resources Manager, she discovered a new passion for designing jewelry. And when her friends started asking her to make them pieces, she found herself wondering if she could turn her newfound hobby into a source of real revenue. In 2007, she stopped wondering and started Just Ask Creations, a jewelry design business featuring unique, handcrafted pieces made from natural gemstones and precious metals.

With the holidays approaching, Lauri was eager to create a website in order to capitalize on one of the busiest shopping times of the year. Her son, a student at Louisiana State University, did a little research for her and recommended Google's Get Your Business Online program. A few days later, Lauri launched her very first website and, just like that, Just Ask Creations was online. The process was easier than Lauri ever could have imagined. "Building the website was simple," says Lauri. "I'm able to manage the site and easily update it with new pieces at any time."

Now instead of relying solely on word-of-mouth and a small shared space in a local shop, Lauri can direct people to the Just Ask Creations website to check out her newest designs, see prices and even place orders. It's increased her customer reach and changed the way she does business. She couldn't be happier in her new career as a jewelry designer and seller, and she credits her website as being a big part of her success.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Maine businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$254 million** of economic activity for Maine businesses, website publishers and non-profits in 2012.<sup>4</sup>

**7,500** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$581,000** of free advertising was provided to 24 Maine non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*“There was a strong case for us to launch a website so locals could find us and people not in Freeport could still get their hands on our selection of local arts and crafts.”*

Colin Lindley - Owner, The Salty Lobster



## The Salty Lobster

Freeport, ME

[www.thesaltylobster.com](http://www.thesaltylobster.com)



**2,760+ sales to customers around the world selling only products made in Maine**

Inspired by all the locally crafted art he saw for sale on a trip to Europe, Colin Lindley, owner of The Salty Lobster, decided that his home state of Maine had its own local wares to offer. Inspired, he boldly left his corporate day job and opened up The Salty Lobster, a store specializing in arts and crafts produced by Maine artists. While Colin originally opened the store with locals and tourists in mind, he also wanted to share his finds with people outside the city of Freeport.

In order to expand his customer base, he decided to create a website. After doing a bit of research online, Colin found Google's Get Your Business Online program. In no time at all he had a professional website that he could direct customers to for product and ordering information. Colin explains, "The interface is much easier to update and maintain than anything I've used in the past."

Beyond just bringing in new local customers and being able to deliver art to those out of the state, the website has had another unexpected positive effect: increasing the number of local artists represented in the store. After launching the site, six local artists approached Colin about selling their work. It's exactly the kind of organic growth Colin had hoped for when he opened The Salty Lobster. Not only can he provide visitors with unique arts and crafts, he can also help the local artists in the community get more exposure. "My dream to own my own business is possible because of the local artists using their talent to create art from our beautiful state. Being able to share that with the world is a joy," he says.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Maryland businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1 billion** of economic activity for Maryland businesses, website publishers and non-profits in 2012.<sup>4</sup>

**37,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$5.8 million** of free advertising was provided to 113 Maryland non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"I'm already impressed with the results I've seen, and look forward to growing my list of clients through my website."*

Allan Van Johnson - Owner, Allan Van Johnson Colorist



## Allan Van Johnson Colorist

Baltimore, MD

[www.allanvanjohnsoncolorist.com](http://www.allanvanjohnsoncolorist.com)



**10 new clients**

Allan Van Johnson, owner of the Allan Van Johnson Colorist salon, prides himself on giving his clients the kind of quality hair color and care they can't always get at other places. For Allan, it's not just about hair color, it's about how you get the color. The married father of three has been a natural hair stylist in Baltimore since 2000 and only uses environmentally friendly products. Using these products is better not only for the planet but also for his customers' hair and health.

After becoming a licensed cosmetologist in 2009, Allan paid to have his name included on an industry website, yet he wanted a more personalized way to tell potential new clients about his hair coloring services. One day he heard Maryland's governor, Martin O'Malley, giving a speech encouraging the state's small businesses to get online. Allan was shocked to realize that he was one of the 53% of small businesses in Maryland that didn't have a website, and he immediately set about creating his own. Although Allan wasn't a web designer by any means, he found Google's Get Your Business Online program and within a few days, his website was up and running.

As a small business with very little money to spend on extras, the fact that he could create a personalized website for free was a big bonus for him. And one that seems to be paying off. Just two months after launching his new website, [www.allanvanjohnsoncolorist.com](http://www.allanvanjohnsoncolorist.com), Allan had 10 new clients-all of whom found him online.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Massachusetts businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$4.6 billion** of economic activity for Massachusetts businesses, website publishers and non-profits in 2012.<sup>4</sup>

**55,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$12 million** of free advertising was provided to 243 Massachusetts non-profits through the Google Grants program.<sup>4</sup>

**800+** Bay Staters are employed full-time by Google. We're proud to have an office in Cambridge.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"There's a change occurring in our industry in that a lot of young guys are coming into what used to be an old guy's field. And we need to find new ways to connect with them."*

Bill Witcher - COO, Minuteman Trucks, Inc.



## Minuteman Trucks, Inc.

Walpole, MA

[www.minutemantrucks.com](http://www.minutemantrucks.com)



**100+ employees**

Minuteman Trucks, a commercial truck dealership, has been around for over 20 years and has undergone many evolutions. What used to be a very traditional, old school industry has been experiencing a recent influx of younger customers and drivers. In order to connect with the new market, Minuteman decided to reevaluate their online presence and social media strategy. This decision led to big gains for the company.

Bill Witcher and Dick Witcher, the owners of Minuteman, and the Minuteman team were inspired to rebrand and revamp their website to attract a younger, more Internet-savvy demographic. Now, more than just tracking sales, Minuteman pays close attention to how customers perceive and interact with their brand. The company uses Google Analytics weekly to keep tabs on how their site is performing, what pages people are visiting and how long they're staying.

AdWords, Google's advertising program, along with Google Alerts and Google Maps are some of the products Minuteman uses daily to help ensure the business' success. Bill says these tools help him to make sure his website is delivering the content, service and experience his clients have come to expect. "We're not just always trying to sell them something, we're trying to help them and educate them," he says.

Indeed, the site has already evolved beyond just sales to include an education portal that offers web-based training and courses to technicians. They also have an online parts and service resource center that helps troubleshoot problems for their clients. Bill offers some insight into why that shift was important for the business: "If we can be a convenient place that can help solve their problems, they'll think of us when it's time to purchase parts or new vehicles."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Michigan businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.4 billion** of economic activity for Michigan businesses, website publishers and non-profits in 2012.<sup>4</sup>

**48,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$3.5 million** of free advertising was provided to 155 Michigan non-profits through the Google Grants program.<sup>4</sup>

**300+** Michiganders are employed full-time by Google. We're proud to have offices in Ann Arbor and Birmingham.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"The Internet is helping us to create jobs. We're excited about the future. We're optimistic."*

Rob Evina - President,  
Woodland Creek Furniture



## Woodland Creek Furniture

Traverse City, MI

[www.woodlandcreekfurniture.com](http://www.woodlandcreekfurniture.com)



**45 employees and growing**

How do you stay in business if you're in a niche market, located in a small city, and are in an industry that's in decline? That was the question facing Rob Evina, President of Woodland Creek Furniture, in 2008. "Due to the recession, the furniture industry was struggling and most companies were down thirty to forty percent." If he was going to stay in business, Rob needed to increase his base of potential customers. So he made a big bet on the Internet. He credits this decision with saving his business.

Rob started Woodland Creek Furniture in 2000. Four years later he created their first website and started using AdWords, Google's advertising program. When the recession hit, Rob knew he needed to expand beyond the rustic furniture he specialized in. AdWords allowed him to efficiently diversify into other furniture markets and find customers beyond his local area. "Google saved us. We would have been in bankruptcy."

Rob now sells a wide range of products and still depends on AdWords to build his brand and find customers. And it's still working. He continues to grow, which allows him to compete with big national brands. "Now I'm not one small store in one small city. I now have much better purchasing power; I can buy direct from domestic and overseas suppliers." He adds, "This purchasing power allows us to compete directly with the big box stores. Thanks to the Internet's revenue stream we have weathered the worst of the recession, and now feel confident expanding our brick and mortar stores."

There were two employees in 2000. Today there are forty-five. And with plans to open a new store, he will add ten employees this year and an additional ten next year. Says Rob, "The Internet is helping us to create jobs. We're excited about the future. We're optimistic."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Minnesota businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.5 billion** of economic activity for Minnesota businesses, website publishers and non-profits in 2012.<sup>4</sup>

**32,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$3.8 million** of free advertising was provided to 96 Minnesota non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

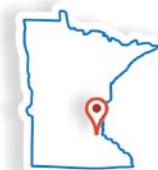
Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"The only money I had to invest to start this company was \$10 to register the domain. The rest was free online tools and hosting."*

Michael Edlavitch - Founder, Hooda Math



**Hooda Math**  
Minneapolis, MN  
[www.hoodamath.com](http://www.hoodamath.com)



**4,000,000+ unique visitors  
per month**

Michael Edlavitch, founder of Hooda Math, was a middle school math teacher when he realized that a lack of school resources was making it hard to engage his students. After some research, he discovered that even the Internet was devoid of free educational and entertaining math tools. So with an investment of \$10 for the domain name and as many hours as he could find in the evenings to work on it, he started [www.hoodamath.com](http://www.hoodamath.com): a website that offers free math games.

For the first year, Michael relied solely on word of mouth to generate traffic to his site. Once he implemented Google AdSense as a way to earn money by placing contextual ads next to his content, he saw both his traffic and revenue increase. Reinvesting this initial revenue into Google AdWords, Google's advertising program, helped increase traffic even more. It was the revenue generated by those programs that allowed Michael to quit his teaching job and concentrate on Hooda Math full-time, all without any grants or government funding. In just five years Michael's site has had over a hundred million unique visitors and he is currently averaging about four million uniques every month. "I would never be able to reach as many students as quickly without the Internet," he says.

Today, [www.hoodamath.com](http://www.hoodamath.com) features over 350 educational games and Michael is now focusing on expanding into the mobile and tablet world by creating more app-based games. He hopes this will also help him move from just elementary and middle school games up to the high school and even college level one day. Michael's favorite result from Hooda Math is realizing that beyond creating a business for himself, he has created something that is helping people learn—a teacher's dream come true.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Mississippi businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$39 million** of economic activity for Mississippi businesses, website publishers and non-profits in 2012.<sup>4</sup>

**5,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$2,170** of free advertising was provided to 3 Mississippi non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"In our company  
traditional advertising  
is AdWords."*

Justin Brock - Marketing Projects  
Manager, Bomgar



**Bomgar**  
Ridgeland, MS  
[www.bomgar.com](http://www.bomgar.com)



**6,500+ customers across 65  
countries and all 50 states**

Joel Bomgar used to spend his days stuck in his car. He wasted hours and hours driving around in his air-condition-less 1979 Buick LeSabre providing technical support to clients at their business locations. One day Joel decided that all that driving was a waste of time. As an alternative to in-person support, he developed the Bomgar Box, a remote support appliance that enables support reps to access and fix virtually any system or device, anywhere. Justin Brock, Marketing Programs Manager at Bomgar, says, "Bomgar is the only remote support solution that combines comprehensive multi-platform support with stringent security features."

Online marketing fueled Bomgar's early success and the company's rapid growth. The company's Online Marketing Strategist, Carrie Wadlington, says Google's online marketing tools enabled Bomgar to operate on an "even playing field" with companies that could afford more expensive marketing platforms. Since Bomgar's founding, the majority of their marketing budget goes towards online advertising. Bomgar attributes online marketing with directly generating 58% of its new customers. They use AdWords, Google's advertising program, Google Analytics, YouTube and their own community website forums to engage with their target audience and provide the right information at the right time.

Relying largely on Google tools is proving effective: Bomgar now has more than 6,500 customers across 65 countries and all 50 states. They're consistently adding new jobs and increasing revenue. For four consecutive years, Bomgar has been ranked as one of the fastest growing companies on both the Inc. 5000 and Deloitte Technology Fast 500 lists. Bomgar is thriving, and according to Carrie, "aggressively hiring."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Missouri businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1 billion** of economic activity for Missouri businesses, website publishers and non-profits in 2012.<sup>4</sup>


**28,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$832,000** of free advertising was provided to 40 Missouri non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"You don't have to be computer savvy, but you have to take the time to put yourself out there and make yourself available to people."*

Michelle Davidson - President, Kansas City Women in Film & Television

## Kansas City Women in Film & Television

Kansas City, MO

[www.kcwift.com](http://www.kcwift.com)



50 movers and shakers

When Michelle Davidson took over as President of Kansas City Women in Film & Television (KCWIFT) last September, the group's website hadn't been updated in three years. "The first thing I did was tell everyone that we had to get on the same page, as a team, and focus on creating a web presence," she says. So they did.

They attended Google's "Missouri Get Your Business Online" program, built a new site and added a system that accepts online membership payments. Their easy-to-use site interface has helped membership increase by five times, and KCWIFT's new Google+ page and other social networks have helped the group network and build relationships. Dozens of people now show up to events, compared to earlier functions that drew single-digit crowds. Michelle says, "When we saw 50 people file into the door, we thought, "Wow, men and women of all ages, filmmakers of all experience levels, we're on the right track!"

Thanks to the web, people from across the world have been getting involved in KCWIFT, too. The group held a short screenplay-writing contest, and received submissions from the United Arab Emirates and Canada. "We've seen an incredible amount of success," Michelle says. "Our goal is to find members, and a lot of what that takes is having a legitimate website where people can go and see what we're doing."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Montana businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$55 million** of economic activity for Montana businesses, website publishers and non-profits in 2012.<sup>4</sup>

**5,200** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$710,000** of free advertising was provided to 16 Montana non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"I was surprised at how easy it was to get my website up and running."*

Christine Wanner - Owner,  
Wanner's Weddings



## Wanner's Weddings

Roundup, MT

[www.wannersweddings.com](http://www.wannersweddings.com)



**30% of business comes from the Internet**

When it comes to planning a wedding, what is more important than choosing the location? Christine Wanner, owner of Wanner's Weddings, wanted to provide people not only with a beautiful venue to exchange their vows but also a low-stress approach to the entire day. Her solution? She takes care of every detail, from hosting the wedding in her very own backyard to officiating the ceremony to getting the right flowers. The happy bride can even choose a gown from Wanner's collection.

Originally a teacher, Christine started Wanner's Weddings in 2012 after a student asked her to officiate at her wedding. At first Christine promoted her new business solely via social media and word of mouth. She soon realized that if she wanted to reach a larger audience, she would need to explore new channels. Christine says, "Helping couples make beautiful memories is what I love doing, and I wanted more people to know about my business. That's why I decided to build a website."

Christine went online and found Google's Get Your Business Online program. Not only was Christine surprised at how easy it was to create the website, she was even more surprised at the results. Within two weeks of launching the new site, she had received over 100 hits and a 50% increase in customer inquires. She has now been booked for over 30 weddings and has been able to fulfil her dream of marrying many happy couples.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Nebraska businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.2 billion** of economic activity for Nebraska businesses, website publishers and non-profits in 2012.<sup>4</sup>

**8,100** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$1 million** of free advertising was provided to 13 Nebraska non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Without the website,  
we don't know how we  
would have marketed  
our business."*

Jaimin Modi - Co-owner, Tamboora  
Bollywood Fitness and Dance



## Tamboora Bollywood Fitness and Dance

Scottsbluff, NE

[www.tamboora.net](http://www.tamboora.net)



**2 happy owners and many  
happy dancers**

Parmita Modi has been dancing for decades, with formal training in Hip-Hop, Bollywood, Indian Classical and Folk while living in cosmopolitan Houston, Texas. When she married her husband, Jaimin, the couple downsized population-wise and settled in Scottsbluff, Nebraska. There, Parmita introduced her new hometown to the artistry and fun of Bollywood as a dance instructor at the local YMCA. It was then her dream of opening her own studio and sharing her passion on a wider scale began to take shape. In August 2012 she and Jaimin opened Tamboora Bollywood Fitness and Dance Studio.

With an unfamiliar name like Tamboora, which translates to "tap to the beat of Bollywood," Parmita and Jaimin had to find a way to market the business to drive awareness and interest in a timely fashion - without a lot of overhead. Through a web search, Parmita discovered Google's Get Your Business Online program and had [www.tamboora.net](http://www.tamboora.net) up and running in no time. "Creating the website was very simple," says Jaimin. "I'm able to easily update the site at any time and track how many people have visited."

Since establishing an online presence, Tamboora has increased in visibility and popularity in the area. "Not only does the site help us attract new customers, but it also helps us educate our community about Bollywood," says Jaimin. He and Parmita offer free classes to first-time students who sign up through the website. Within just a few months of the website's launch, twenty-five new students signed up. Fifteen of those customers followed through in attendance and six were converted into regulars, ultimately becoming brand ambassadors - a robust number for a small city like Scottsbluff. Says Jaimin, "Without the website, we don't know how we would have marketed our business."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Nevada businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.2 billion** of economic activity for Nevada businesses, website publishers and non-profits in 2012.<sup>4</sup>

**21,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$197,000** of free advertising was provided to 12 non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"With the help of technology, we're driving our business into the future."*

Anne Meyer - Co-owner,  
Just Rollin' food truck



**Just Rollin'**  
Las Vegas, NV  
[www.justrollinby.com](http://www.justrollinby.com)



**1 food truck,  
many types of cuisine**

Italian. Greek. Filipino. Mexican. Those are just some of the nationalities represented on the menu of Matt and Anne Meyer's food truck fantasy-come-true, Just Rollin'. Open since June 2012, Just Rollin' features gourmet eats and cultural dishes, including Lumpia, a Filipino eggroll; a Greek roll filled with ground beef, spinach, dill and feta cheese; and the favored Longanisa Fries, a tower of fresh-cut fries topped with sweet longanisa and Latin-flavor fixings.

Prior to its popularity, Just Rollin' needed to find its road to success. Matt and Anne began to do some traditional advertising as well as social media to generate interest. With traditional advertising being more costly with a smaller reach, they realized they needed a more viable online presence. Social media was added value, but couldn't do the initial heavy lifting. They knew they needed a website - a central location to provide new and returning customers their location schedule, specials of the day, and to showcase their success within the food truck community. Within just a few days, the couple discovered Google's Get Your Business Online program and launched [www.justrollinby.com](http://www.justrollinby.com). "While I consider myself to be computer illiterate, I was amazed at how simple it was to build our website," says Anne. "And now that it's up and running, it's easy to keep our customers posted on where we'll be parked on a given day and what our menu and weekly specials will be."

Matt and Anne's business is thriving, which includes requests via the website for private catering events. While Just Rollin' keeps its social media properties updated, Anne has found the website to be the most effective way to drive overall awareness and secure catering opportunities throughout the Las Vegas area. "With help from technology, we're driving our business into the future," says Anne. "It's an exciting time."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for New Hampshire businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$180 million** of economic activity for New Hampshire businesses, website publishers and non-profits in 2012.<sup>4</sup>

**7,900** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$775,000** of free advertising was provided to 19 New Hampshire non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*“Google products have really helped us increase additional revenue streams without having to wait for that next great thing on the web. It was already there.”*

Jonathan O'Donnell - Web Analyst & Sr. Project Manager, PixelMEDIA, Inc.



## PixelMEDIA, Inc.

Portsmouth, NH

[www.pixelmedia.com](http://www.pixelmedia.com)



**60 employees strong**

Whether its goal is to pitch a product, sell a service or simply inform, a website needs more than good design to be effective. That's where New Hampshire-based online agency, PixelMEDIA, comes in. PixelMEDIA helps their clients to grow their businesses online—and they use Google tools to do it.

PixelMEDIA's founders started the company in 1994 to develop small websites and multimedia applications for its clients. Today, with 60 employees, the company offers a much wider range of services that have benefited more than 1,200 clients, including strategic planning and guidance, application development and user experience design.

Over the years PixelMEDIA has been able to expand its service offerings thanks in part to Google's web-based tools. "Google products have really helped us increase additional revenue streams without having to wait for that next great thing on the web," explains Jonathan O'Donnell, Web Analyst and Senior Project Manager. "We're now doing a lot of consulting for our clients in ways that we never did before."

One of the new ways includes educating clients about powerful web tools, like AdWords, Google's advertising program, and Google Analytics, instead of just implementing them as solutions. "The more that you can get clients to really understand the value of what we're doing, the more they want to put into it," Jonathan explains. This approach keeps PixelMEDIA and its clients excited about emerging technology and the new services that come along with it.

"We don't look at new developments as 'Oh boy, this is going to change,'" says Jonathan. "We look at it as, 'This is a great opportunity to help our clients.'"

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for New Jersey businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$2.1 billion** of economic activity for New Jersey businesses, website publishers and non-profits in 2012.<sup>4</sup>

**62,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$4.4 million** of free advertising was provided to 103 New Jersey non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"[My website] has completely changed the game for my business."*

Leslie Mangold - Owner,  
LM Video Productions



## LM Video Productions

Bayville, NJ

[www.lmvidpro.com](http://www.lmvidpro.com)



**15 new customers  
in 3 months**

Leslie Mangold is a storyteller. Her specialty: capturing special moments of weddings and events on video, beautifully shot and creatively edited, mastered on DVD. Prior to committing to her passion, Leslie worked in television as well as education. Eventually, she refocused on videography, first booking gigs only on weekends and over her summer break from teaching. In July 2012 she left her "day job" and launched LM Video Productions, offering wedding and special event videography full time within the Tri-State area.

Leslie went to the New Jersey Small Business Administration for assistance with her business licenses and registration. While there, she learned from others about setting up a website for the first time. She also learned that businesses that make use of the web grow 40% faster compared to those who have no online presence. So Leslie took advantage of her new knowledge and Google's Get Your Business Online program. Within days she launched [www.lmvidpro.com](http://www.lmvidpro.com).

Within the first three months more than fifteen new clients reached out through her website. "What's great is now prospective clients come across my business through online searches or find me through bridal websites that list my site," says Leslie. "It's completely changed the game for my business."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for New Mexico businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$62 million** of economic activity for New Mexico businesses, website publishers and non-profits in 2012.<sup>4</sup>

**8,200** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$976,000** of free advertising was provided to 20 New Mexico non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Launching a website impacted my bottom line almost overnight."*

Jonathan Baca - Owner,  
Seetway Tutoring



**Seetway Tutoring**  
Albuquerque, NM  
[www.seetway.com](http://www.seetway.com)



**40% increase in business after creating a website**

Jonathan Baca has suffered from attention deficit hyperactivity disorder (ADHD) since childhood. Throughout his life, he noticed a lack of educational tutors in his hometown of Albuquerque who specialized in helping students with learning disabilities. After a few years of informal tutoring, Jonathan decided to take matters into his own hands by providing tutoring services for math, science, computer science and English. Soon after, Jonathan expanded his vision and launched a formal business for his services, Seetway Tutoring.

With the goal of helping as many students as possible, Jonathan needed to broaden his reach and more actively market his business. He knew the best way to accomplish that was online, but was discouraged by the idea of a budget-breaking website build. Deciding to investigate further, he discovered Google's Get Your Business Online program and realized creating his own website was possible - without breaking the bank. Soon he launched [www.seetway.com](http://www.seetway.com) and listed his business on Google+.

As his website explains, Jonathan and his team are "committed to helping people achieve their full academic potential as efficiently as possible." Since establishing a digital property, Jonathan has experienced a 40% increase in business. "Launching a website impacted my bottom line almost overnight," he says. "With such a huge spike in students, I'm planning to hire additional tutors and expand my services for students who need it most."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for New York businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$13.4 billion** of economic activity for New York businesses, website publishers and non-profits in 2012.<sup>4</sup>

**146,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$35.1 million** of free advertising was provided to 610 New York non-profits through the Google Grants program.<sup>4</sup>

**3,200+** New Yorkers are employed full-time by Google. We're proud to have offices in Clifton Park and New York.

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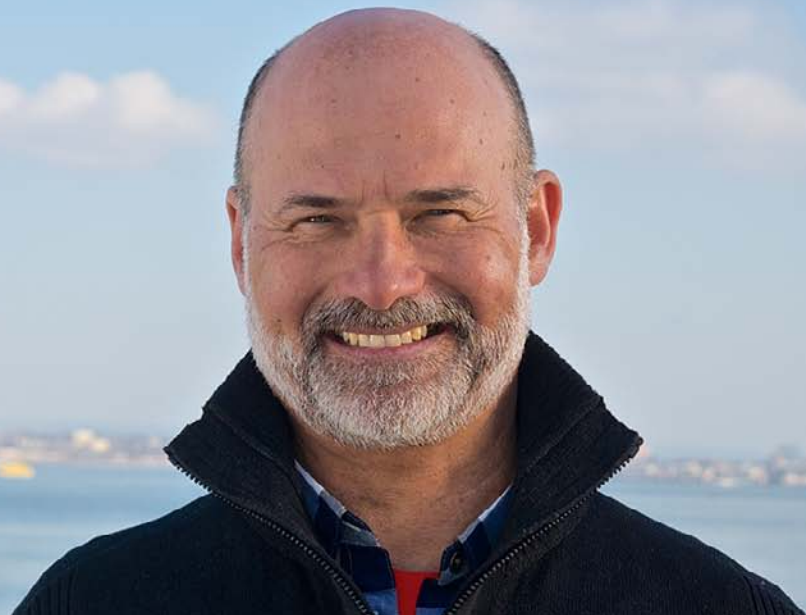
Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"We use tools for everything we do. We use power tools to cut and assemble our furniture, and digital tools to communicate with our customers."*

Roberto Gil - Owner and Designer, Casa Kids



**Casa Kids**  
Brooklyn, NY  
[www.casakids.com](http://www.casakids.com)



**66% of customers come from Google**

Casa Kids designs and builds contemporary children's furniture. Everything from loft and bunk beds to desks, storage units and entire custom rooms. Roberto Gil started Casa Kids in 1992, two years after completing his Masters in Architecture and realizing that his passion was creating furniture for children. He aims to create furniture that is well-suited to the family and can grow along with the child, so at the core of his business is connecting with customers directly. Since Roberto works solely out of his Brooklyn workshop and doesn't sell to large furniture stores, his website is critical to finding those customers.

To help connect him with even more customers he began using AdWords, Google's advertising program, in 2010. And it's paid off. "When I started using AdWords, the traffic on my site went up 30% in just a few months. That's like ten extra bunk beds, and a lot more kids enjoying our furniture." Today, two-thirds of his new customers come from Google. "Customers come to my website now and say 'Oh, we've been looking for this furniture for a long time!'"

The web has become a vital part of his business. "We use tools for everything we do," Roberto says. "We use power tools to cut and assemble our furniture, and digital tools to communicate with our customers. They're very different tools, but we need them both. AdWords has completely changed my business. Now, people look for 'children's furniture,' and they find me. And if you're smart picking the keywords, they find you quicker." The Casa Kids showroom is located in the Red Hook neighborhood of Brooklyn, where parents and kids are invited to visit. Kids are able to climb and play on the furniture while parents have an opportunity to speak with the Casa Kids staff. Meeting with these families directly is still one of Roberto's favorite parts of his job. And he continues to depend on his website to get them there.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for North Carolina businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.2 billion** of economic activity for North Carolina businesses, website publishers and non-profits in 2012.<sup>4</sup>

**50,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$2.1 million** of free advertising was provided to 93 North Carolina non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Over seventy percent of our customers browse online first. There is a huge synergy between browsing online and shopping in store."*

**Kathryn Bufano - President & Chief Merchandising Officer, Belk**



**Belk**  
Charlotte, NC

[www.belk.com](http://www.belk.com)



**\$135,000,000+**  
**in sales in 2012**

When Kathryn Bufano, Belk's President and Chief Merchandising Officer, joined the company in 2008, they were just about to relaunch their e-commerce site. The regional department store, specializing in modern, Southern style, had some stiff national competition and was focused on selling more online than even through their biggest physical store.

Kathryn says Google has been an integral part of the company's growth over the past five years, as Belk has been using more and more Google tools. She credits Google Product Listing Ads for about a 14% increase in incremental sales since they started using them in 2012. The content-rich search ads include more information about products such as images, price and brand names, giving consumers a much deeper look at the available inventory. The company also uses paid search and display ads as part of their online marketing strategy.

Originally all sales came from the sixteen states that had a physical Belk store. Now 18% of the company's orders are placed from other states and the online store accounts for more than 3.4% of total sales—a substantial number considering 2012 total sales exceeded \$135 million. In keeping up with this incredible increase in volume, the e-commerce department has doubled in size over the last five years and includes a mix of traditional and digitally focused employees. At the end of the day, Kathryn sees Google as more of a partner than a service provider. "Google is a good problem solver," Kathryn says. "Their strong regional support really helps us plan our marketing strategy and understand the different products available."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for North Dakota businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$30 million** of economic activity for North Dakota businesses, website publishers and non-profits in 2012.<sup>4</sup>

**1,600** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$130** of free advertising was provided to 3 North Dakota non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

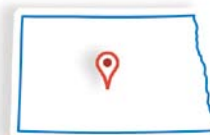
Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Having a website is incredibly important. It has exposed my work to a global audience."*

Janet Michelson - Owner, JM Editing



**JM Editing**  
Bismarck, ND  
[www.jm-editing.com](http://www.jm-editing.com)



**29 countries and 39 states  
worked with**

As a high school senior, Janet Michelson anticipated she'd major in English and become a teacher. A change of heart landed her a Masters of Science degree and a license in occupational therapy. Later in life, when health issues prevented her from maintaining the physical demands of an OT, her career path took a new turn, more in line with her initial plans. Janet's close friend, an author, asked her to review her writing. Janet's talent with a red pen, the ultimate instrument for proofreading and editing, was quickly recognized and her friend suggested she freelance as an editor. With plenty of encouragement from friends and family, Janet started JM Editing in September 2012.

After launching the business, Janet was focused on promoting her work to attract clients. She knew the most effective way to do so would be online. So with Google's Get Your Business Online program she created [www.jm-editing.com](http://www.jm-editing.com). Although she considers herself a novice when it comes to technology, Janet was able to set up her website hassle-free.

Since going digital, Janet has received visitors to her website from around the world. She has clients from twenty-nine countries and thirty-nine states. She is now part of the National Association of Writers and Editors and is, as she states on her site, "committed to helping writers reach their dreams." With her new site in full swing, Janet is optimistic about the future. "As my target market has become more international, having a website is incredibly important," she says. "It has exposed my work to a global audience, and I don't think I would have experienced the success I'm having today without it."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Ohio businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.5 billion** of economic activity for Ohio businesses, website publishers and non-profits in 2012.<sup>4</sup>

**52,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$1.3 million** of free advertising was provided to 73 Ohio non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"The Internet is completely amazing. The last job I did was from Papua New Guinea. How in the world did someone from Papua New Guinea find me?"*

Phillip Martin - Owner,  
Phillip Martin Art



## Phillip Martin Art

Columbus, OH

[www.phillipmartin.info](http://www.phillipmartin.info)



**15 countries across 4 continents with PM murals**

Phillip Martin had been teaching art for a long time, but he always knew his real passion was creating art himself. He had just never dreamed that he could make a living from it. In 1998, he entered an online competition that asked teachers to create a website for their lesson plans and ended up winning the grand prize—twice! This got his name and art on the Internet and slowly but surely, people started to contact him for work.

By 2006, Phillip had created a website using the free Google Sites product. His site, [www.phillipmartin.info](http://www.phillipmartin.info), provided teachers and students with free, original clip art and was taking off fast. It was time to figure out a way to monetize it. At the insistence of a friend, Phillip started using Google AdSense as a way to earn money by placing ads on his site. "Google AdSense is easy for me. I don't have to worry about technical things; I just set it up and then focus on creating my artwork," Phillip says.

In 2009, Phillip lost his teaching job due to budget cuts—and realized it was a blessing in disguise. Thanks to the income he was receiving through Google AdSense, he was free to completely focus on living his dream of being a working artist. Between his commissions for custom art and the revenue he gets through AdSense, he's able to focus on the art that matters most to him: painting murals for non-profit organizations around the world. Not only has Phillip turned what he loves into a full-time job, he now travels the world sharing his art and passion to help make a difference.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Oklahoma businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$177 million** of economic activity for Oklahoma businesses, website publishers and non-profits in 2012.<sup>4</sup>

**14,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$224,000** of free advertising was provided to 11 Oklahoma non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"We rethought our entire marketing strategy three years ago to revolve around digital. The growth we are experiencing right now is telling us we're headed in the right direction."*

Jennifer Kalkman - Director of Digital Marketing, TravelOK.com



## Oklahoma Tourism and Recreation Department

Oklahoma City, OK

[www.TravelOK.com](http://www.TravelOK.com)



**77 counties, 1 state**

The goal of TravelOK.com, Oklahoma's official travel and tourism site, is to create economic impact for the state of Oklahoma by generating new interest in traveling to the state and converting existing interest into actual visits. A feat easier said than done when you're up against 49 other states, most with much bigger marketing budgets. The Oklahoma Tourism & Recreation Department (OTRD) re-launched TravelOK.com three years ago. With the help of Google's online tools, notes Jennifer Kalkman, Director of Digital Marketing, they've been creating awareness and driving traffic around Oklahoma travel.

In 2012, 67% of traffic to TravelOK.com was from search engines, with Google search leading 85% of that. Beyond organic search, Jennifer uses AdWords, Google's advertising program, and a combination of display ads and retargeting ads. "The display ads help generate new demand while the retargeting ads and AdWords both capitalize on existing demand," she says. "Once people are interested in visiting Oklahoma, our goal is to link those users to our local restaurants, attractions, and lodging properties, all of which experience a direct lift in traffic as a result of increased traffic to the TravelOK.com site."

In the spirit of continuing to stimulate economic growth in the state, Jennifer and her team do their best to encourage local businesses to get online, create websites and use digital marketing as a way to attract visitors. So far the strategy is paying off. In 2010, Quantcast ranked TravelOK.com the 26th most visited state tourism website. After the Oklahoma Tourism & Recreation Department began using Google tools with a renewed focus on online marketing, TravelOK.com's ratings began climbing, reaching first place in April of 2013. Now whole cities are getting involved, with examples like Norman, OK, even starting their own AdWords campaign, following OTRD's lead.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Oregon businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$748 million** of economic activity for Oregon businesses, website publishers and non-profits in 2012.<sup>4</sup>

**40,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$2.2 million** of free advertising was provided to 86 Oregon non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"I don't think we'd exist without the Internet."*

Ron Berrett - CEO, LinenTablecloth.com



## LinenTablecloth.com

Portland, OR

[www.linentablecloth.com](http://www.linentablecloth.com)



**55 employees and hiring**

Sometimes to do something right, you just have to do it yourself. That is what Ron Berrett thought to himself in 2005 while working as a caterer. He realized that there were few options for the selection of table linens his catering customers wanted, which was frustrating given the volume of events he was catering. So he opened a small store to service this underserved market, but it was his e-commerce business on [www.linentablecloth.com](http://www.linentablecloth.com) that really took off. Ron signed the lease on his first warehouse in 2006—the same year he saw 228% growth. He remembers thinking, "Wow. It's amazing what's possible with the Internet. People are surprised that there is this much of a market."

This growth has translated into employee growth as well. What started with just Ron and his wife in 2005 has grown to fifty-five employees today. Ron is located in Portland, Oregon, but now also has a distribution center in Memphis, Tennessee. Google Apps, including Gmail and Google Drive, has made it seamless to communicate and work with his remote employees. Ron says, "There's no difference between working with people in Memphis and working with people down the hall." Dave Nunez, LinenTablecloth.com's Internet Operations Strategist, underscores the larger impact of this convenience: "Adding jobs makes a significant impact on these local communities, especially in these economic times."

And they hope to make an even larger impact. They are now moving into the home linens market, a move that was prompted by analyzing Internet data and realizing that their customers were often looking for tablecloths for the home, not events. So they are adapting their offerings to service those customers, too. They are also looking to expand internationally and Ron tells us that, "Google data helps us to know what markets to move into." The insight and adaptability afforded by the Internet has made a significant impact on their success. As Ron succinctly puts it, "I don't think we'd exist without the Internet."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Pennsylvania businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$2.5 billion** of economic activity for Pennsylvania businesses, website publishers and non-profits in 2012.<sup>4</sup>

**61,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$6.7 million** of free advertising was provided to 149 Pennsylvania non-profits through the Google Grants program.<sup>4</sup>

**275+** Pennsylvanians are employed full-time by Google. We're proud to have offices in Philadelphia and Pittsburgh.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Without Google AdWords we would never be able to attract the wide range and volume of inventors and entrepreneurs who have the new product innovations that companies are seeking."*

Russell Williams - President,  
InventionHome



## InventionHome

Monroeville, PA

[www.inventionhome.com](http://www.inventionhome.com)



**36 employees**

Ten years ago InventionHome set out to simplify how inventors and entrepreneurs find and present innovative, patented products to companies looking for inventions available for license or sale. Today, inventors can tap into InventionHome's vast network of corporations that are eager to find great new product ideas to stay ahead of their competition. But how do these independent inventors, who are spread out across the world, find InventionHome? InventionHome President Russell Williams has depended on Google AdWords, Google's advertising program, since day one.

"Without Google AdWords we would never be able to attract the wide range and volume of inventors and entrepreneurs who have the new product innovations that companies are seeking," Russell tells us. "Our business is dependent on having the ability to target very specific keywords and search queries that Google AdWords provides. It allows us to tap into an unstructured marketplace that is research and keyword driven. I don't know if we'd be in business without it." InventionHome allocates a large percentage of its advertising budget to online advertising, an investment that is working. "We attract a tremendous amount of product innovation from inventors, which is why our network of companies continues to grow. The bulk of that innovation is a direct result of our AdWords program."

InventionHome has also used AdWords to expand its online marketing campaigns beyond the United States to target the United Kingdom, Canada, Australia and the Netherlands. Their success online has enabled InventionHome to realize their vision of building an electronic platform for connecting inventors located anywhere in the world with companies across the United States. Making the process easier is the most gratifying aspect of the job for Russell. "We're really benefitting those inventors. We're opening up doors for them. It doesn't get better than that."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Rhode Island businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$142 million** of economic activity for Rhode Island businesses, website publishers and non-profits in 2012.<sup>4</sup>

**6,200** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$255,000** of free advertising was provided to 13 Rhode Island non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"We had our second and third best months in the history of the company in March and April, [and] we attribute a lot of that to our Google ad spend[ing]."*

Jeff Thompson - Co-Founder,  
Towerstream



## Towerstream

Middletown, RI

[www.towerstream.com](http://www.towerstream.com)



**300% more employees**

In 1999 Jeff Thompson, who had just stopped working in the dial-up industry, knew first-hand that relying on phone companies for an Internet connection had many problems. He had a vision of something better, so he co-founded his own company, Towerstream, to deliver high-speed Internet access to businesses. What made his Internet connections different? "We do it wirelessly," said Jeff, "which makes us a better, faster and cheaper solution for most businesses."

Much of what drives Towerstream is Jeff's belief that "you can't be afraid of the technology." At the time the company was founded, technology was progressing rapidly, which enabled his team to start delivering connectivity without any phone companies in the mix.

Towerstream has been on a steady increase since its inception. Two events have particularly fueled the company's growth. "In 2007 we started to expand how much we'd spend per month on Google." In doing so their sales force saw immediate results, but at that time they had overlooked the analytics. Fast forward to 2009 for the next big shift. "We began to do more Google AdWords and our productivity went up dramatically."

Needless to say, from then on the results motivated Towerstream to utilize a full suite of Google tools, including AdWords, Google's advertising program, and Analytics. Towerstream even conducts site surveys through Google Earth to plan their networks, ensuring that there's a good line of sight from building to building.

Since employing AdWords, the company has gone from 40 employees to 150 and counting. And in March and April 2012 they had their second and third best months in the company's history. When asked what advice he'd give to new start-ups, Jeff refers back to the adage that's made Towerstream so successful: "Don't be afraid of the technology."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for South Carolina businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$619 million** of economic activity for South Carolina businesses, website publishers and non-profits in 2012.<sup>4</sup>

**20,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$352,000** of free advertising was provided to 29 South Carolina non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"First-time visitors via our web channel went from eighteen percent five years ago to thirty-eight in 2012."*

Scott Schult - EVP of Marketing, Myrtle Beach Area Convention & Visitors Bureau



## Myrtle Beach Area Convention & Visitors Bureau

Myrtle Beach, SC

[www.visitmyrtlebeach.com](http://www.visitmyrtlebeach.com)



**1,000,000 unique visits per month**

The Myrtle Beach area is a sixty mile stretch of sunny beaches and blue skies. Scott Schult, the Executive Vice President of Marketing for the Myrtle Beach Area Convention & Visitors Bureau (CVB), and his team of eight utilize various marketing channels to increase tourism to the area. AdWords, Google's advertising program, is one of the ways the CVB has found success generating visits to the area. "In every level of the travel-planning process—from dreaming to planning to booking and even sharing—it's all digital," Scott says. "When I first arrived five years ago, we were spending less than 10 percent of our media mix online. This year we're close to 65 percent."

According to Scott, "Small businesses are the backbone of our local economy." For some small businesses in the community, the only marketing investment they make is through the CVB. This makes it all the more important that they deliver effective leads. He believes that Google's advance targeting and testing capabilities breed efficiency in the digital space and, in turn, pay dividends for the businesses in the area. "Digital allows us to be much more effective with the marketing investment we have."

Scott is enthusiastic for businesses still introducing themselves to the evolving digital landscape. "As Google tools continue to evolve it's not something that ends up being new to us, it's just something that enhances our capabilities to be that much more efficient with no real learning curve." As a result, Scott and his team are enjoying big wins, including the first time [visitmyrtlebeach.com](http://visitmyrtlebeach.com) hit a million unique visitors in one month. "It was a milestone for us," he says. "Many CVB sites would be happy to get that exposure in a year." Looking forward, Scott anticipates the site will surpass ten million visitors annually, keeping Myrtle Beach tourism stronger than ever.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for South Dakota businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$40 million** of economic activity for South Dakota businesses, website publishers and non-profits in 2012.<sup>4</sup>

**2,300** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$146,000** of free advertising was provided to 5 South Dakota non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



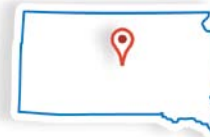
*"Google has become a tool we rely on and is critical to our success on many levels."*

Kirk Hulstein - Research and Visitor Relations Manager, South Dakota Department of Tourism

## South Dakota Department of Tourism

Pierre, SD

[www.travelsd.com](http://www.travelsd.com)



**1,800,000 annual site visitors and counting**

With iconic destinations like Mt. Rushmore, the Badlands, Black Hills and Deadwood, it's no surprise that tourism is the second largest industry in South Dakota, and the fourth largest private employer. The folks at the South Dakota Department of Tourism not only know how much their state has to offer visitors, but they also make it their job to let others know, too.

To spread their message, they turned to the web, and specifically, Google. Kirk Hulstein, South Dakota's Research and Visitor Relations Manager, says, "Google has become a tool we rely on and is critical to our success on many levels." By gaining exposure through display ads, paid search ads and SEO, their return is "growing by leaps and bounds." And it's allowing their 3,000 partners—small hospitality businesses based in South Dakota—to connect directly with 1.8 million annual site visitors searching for the right hotels, restaurants, and attractions for their South Dakota visit.

If South Dakota's booming tourism industry wasn't enough evidence of a job well done, South Dakota Department of Tourism is also able to track the tangible success of their campaign efforts thanks to Google Trends and Google Analytics, both of which are free services offered by Google.

Their first taste of how effective the web can be came a few years ago when, according to the Department of Tourism's Marketing Manager Natasha Bothun, their data pointed to Wisconsin as a growing market. But their budget was limited and the traditional marketing channels were too costly. "So we did strictly web—all digital," says Tasha. "And our increase just went through the roof."

The department's job is to get people to visit and have a great time while in their state. Noting the role Google has in that, Kirk says, "it's difficult to put a value on the partnership, but one thing is for sure, it has made our jobs a lot easier." This South Dakota team recognizes that they're not the only ones benefiting from the web in their region. According to Jim Hagen, Secretary of Tourism, "I think the great thing about the web for rural states like ours especially is that it evens the playing field for the players who are in the industry. With the web, even if you're not one of the bigger attractions, you can still get your presence out there."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Tennessee businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$593 million** of economic activity for Tennessee businesses, website publishers and non-profits in 2012.<sup>4</sup>

**28,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$1.8 million** of free advertising was provided to 39 Tennessee non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"Through our website we can show that we can handle larger jobs...The web allows us to sell not just a product, but our entire brand."*

Patricia Bible - CEO, KaTom  
Restaurant Supply



## KaTom Restaurant Supply

Kodak, TN

[www.katom.com](http://www.katom.com)



**82 employees**

In its first 14 years, KaTom Restaurant Supply was a side business for Tim and Patricia Bible. For years Tim had a vision, far before anyone in his industry, that their business needed to be online. In November 2001, just before the launch of [www.katom.com](http://www.katom.com), Tim unexpectedly passed away. Faced with incredible personal tragedy, Patricia decided to press on and took over KaTom's operations. She, along with their daughter Paula, also decided to fulfil her husband's dream of launching the website.

At the time everyone in their industry thought they were crazy for "trying to sell a refrigerator online." But thirty days later they launched the website, brought on David Lu to help with marketing, and grew to \$8 million in three years. Very early on they began using AdWords, Google's advertising program, to find new customers and it quickly became a cornerstone of their marketing strategy. And it's been working. Last year they brought in \$45 million in revenue and have expanded from 17 employees in 2001 to 82 employees today. To accommodate this growth they recently moved into a 25 acre campus, with 100,000 square feet of office space. They also won the 2012 Dealer of the Year Award from the National Association of Food Equipment Dealers.

Despite all of the success they've seen, they believe they are just getting started. Patricia anticipates doubling their business in the next five years and believes their online presence will be integral to that plan. She explains, "Through our website we can show that we can handle larger jobs. Someone may come to our website for one particular piece of equipment, but then they see everything we offer. The web allows us to sell not just a product, but our entire brand." They also use Google+ and Google Shopping, and look forward to future products that will continue to help them connect with customers. "The Internet is such a dynamic and changing facet. It's what will allow us to charge ahead."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Texas businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$5.1 billion** of economic activity for Texas businesses, website publishers and non-profits in 2012.<sup>4</sup>

**133,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$3.6 million** of free advertising was provided to 148 Texas non-profits through the Google Grants program.<sup>4</sup>

**150+** Texans are employed full-time by Google. We're proud to have an office in Austin.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"As a business, we receive over twenty thousand online leads a year."*

**Brian Sutter - Director of Marketing,  
Wasp Barcode Technologies**



## Wasp Barcode Technologies

Plano, TX

[www.waspbarcode.com](http://www.waspbarcode.com)



**275,000+ customers**

Wasp Barcode Technologies has a thriving online presence and has a good idea of what it takes to be successful in the digital age. Wasp Barcode helps other small businesses grow by providing them with automated productivity solutions, including inventory control, asset tracking, and time and attendance.

Since many small businesses don't have the resources of larger companies, sometimes even a one-thousand-dollar investment in technology or software can seem huge. Brian Sutter, Director of Marketing, finds one of the first questions small business owners ask when considering one of their products is, "What are other small business owners saying?" Wasp Barcode understands this and uses video testimonials and social media, including Google+, to put their consumers' minds at ease. The videos aren't just educational and informative, they are also entertaining. This combination has helped Wasp Barcode reach over one million video views.

While they utilize other Google products, such as AdWords, Google's advertising program, Jeremy Vest, Senior Search Engine Marketing/Online Manager, has spent a lot of time in Google Analytics, learning about their customers' behavior. Jeremy explains, "I don't think a lot of small businesses really understand how powerful a tool Google Analytics is. If you can understand your customers' buying process better and make that as easy as possible, you'll be surprised at how much additional business you can get."

Wasp Barcode uses those insights to make their customers' online experiences better by tailoring the website content and user flow. For example, before their most recent site redesign, they polled customers on which features they would like to see and integrated the feedback into the site design. This approach seems to be working well as Wasp Barcode has seen an impressive threefold increase in traffic over the last five years, helping to grow Wasp to more than 275,000 happy customers.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Utah businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.2 billion** of economic activity for Utah businesses, website publishers and non-profits in 2012.<sup>4</sup>

**27,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$909,000** of free advertising was provided to 29 Utah non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"The Internet has done everything for our company. It's absolutely impossible to grow without it."*

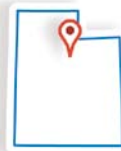
Martin Senn - COO, Davinci Virtual Office Solutions



## Davinci Virtual Office Solutions

Salt Lake City, UT

[www.davincivirtual.com](http://www.davincivirtual.com)



**100+ employees  
and growing**

When you're a small business owner, you may not have the money for things like office space or a full-time receptionist. When the need arises it can be time consuming to get started. In early 2005 Bill Grodnik had a vision of simplifying this process by creating truly global online virtual office solutions. He shared his vision with his friend Martin Senn, and they decided to become partners to bring this vision to life. In order to be scalable, global, and real-time, they knew they would need a platform with the online user in mind. The result was Davinci Virtual.

Since Davinci Virtual's very beginning they have been using AdWords, Google's advertising program, to find new customers. Ninety percent of their marketing budget is spent online, as they find no other advertising channel to be as measurable, scalable, or flexible. Their online focus has paid off, particularly during the economic downturn in 2008. Martin tells us that they never stopped growing during that time, due in large part to their ability to easily change their AdWords ads to target customers who were looking to reduce their overhead costs. Previously their focus had been on start-ups and smaller companies. Acknowledging the economy's impact on business needs, and adapting their marketing to reflect this, allowed them to bring in larger companies and a whole new customer base.

Their focus online has been working well for Davinci. In seven years they've grown from four employees to more than one hundred. And they're still expanding aggressively, usually hiring between five and eight people per month. As they look toward the future they hope to continue this growth. Luckily, they know how they'll do it. Martin tells us, "The Internet has done everything for our company. It's absolutely impossible to grow without it. Google has played a huge role in our success. It's the gateway to deliver our services."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Vermont businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$102 million** of economic activity for Vermont businesses, website publishers and non-profits in 2012.<sup>4</sup>

**3,200** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$613,000** of free advertising was provided to 23 Vermont non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*“Without the Internet, what other way could we have one million people visit us here in Northern Vermont?”*

Duncan Adamson - Vice President of Marketing & Government Sales, Instrumart



**Instrumart**  
Burlington, VT  
[www.instrumart.com](http://www.instrumart.com)



**50+ employees**

In 1988 when Bob Berman founded Instrumart, a Vermont business selling test and measurement instruments, there were other companies selling similar equipment. Bob, however, wanted to provide a service they weren't. He had the insight that having actual engineers answer customer questions when they called would provide a better customer experience and would lead to increased sales. Instrumart's product knowledge helps the consumer while growing their business. By solving the problem, they make the sale.

And to help find those customers, they started using AdWords, Google's advertising program, in 2002. They started small by advertising just one product and were impressed with the results. So they expanded over the next two years until AdWords campaigns covered their complete product offering. And it's working. In 2002 Instrumart had \$8 million in sales. Today their annual sales are around \$33 million. Duncan Adamson, Instrumart's Vice President of Marketing and Government Sales, tells us that he couldn't even fathom this kind of success ten years ago.

“Without the Internet, what other way could we have one million people visit us here in Northern Vermont?” To support those customers they now have more than fifty employees, but believe they are just getting started. According to Duncan, “We want to continue to grow and to reach more people in more product categories. Google is the answer to how we reach them. It's our go-to strategy.”

Sources: 1. BIA/Kelsey, “Nearly All Consumers (97%) Now Use Online Media to Shop Locally,” March 2010 2. Ipsos, “Our Mobile Planet: United States: Understanding the Mobile Consumer,” May 2012 3. McKinsey Global Institute, “Internet matters: The Net's sweeping impact on growth, jobs, and prosperity,” May 2011 4. Google, “Economic Impact,” 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's “Online Ad Auctions,” (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, “Investigating customer click through behavior with integrated sponsored and non sponsored results,” (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Virginia businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$1.6 billion** of economic activity for Virginia businesses, website publishers and non-profits in 2012.<sup>4</sup>

**50,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$9.7 million** of free advertising was provided to 152 Virginia non-profits through the Google Grants program.<sup>4</sup>

**50+** Virginians are employed full-time by Google. We're proud to have an office in Reston.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"We know that we have great growth potential. And we know that the Internet and Google will play a critical role in that."*

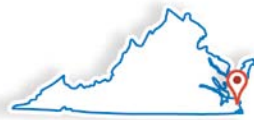
Tommy Fass - Vice President,  
Registrar Corp



## Registrar Corp

Hampton, VA

[www.registrarcorp.com](http://www.registrarcorp.com)



**80+ employees**

Those in the import and export business know that there are many regulations controlling all goods brought into the United States. What they might not know is exactly what those regulations are and how to ensure they are in compliance. If goods arrive in the U.S. and are not compliant, the time spent bringing them into compliance could mean lost revenue. So those business owners need help and they need it fast. That's where Registrar Corp comes in.

Registrar Corp was founded to assist businesses with U.S. FDA compliance. From the very beginning they realized that a website would be critical. Co-founder and Vice President Tommy Fass explains: "Our clients aren't concerned about FDA compliance until they have an issue, but then it is incredibly important to them. So it's important for us to be found when that's what someone is looking for." From the very beginning they have been using AdWords, Google's advertising program, to help potential customers find them. They now spend 70% of their marketing budget online and find that it's the best way to identify prospective clients.

The Internet also helps them run their business more efficiently. They use Google Apps, including Gmail and Google Docs, to efficiently communicate and work with offices across the world. This is increasingly important as they continue to grow. What started with four employees now has eighty, with further growth on the horizon. When Registrar Corp began in 2003 the focus was on food imports, but now includes the medical device, drug, and cosmetic industries. But in their eyes, they are just getting started. As Tommy tells us, "We know that we have great growth potential. And we know that the Internet and Google will play a critical role in that." And it's a win-win for everyone. "It's very fulfilling to help these companies. We get to solve other people's problems. We love what we do. It's actually a lot of fun."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Washington businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$3.5 billion** of economic activity for Washington businesses, website publishers and non-profits in 2012.<sup>4</sup>

**57,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$6.9 million** of free advertising was provided to 158 Washington non-profits through the Google Grants program.<sup>4</sup>

**1,100+** Washingtonians are employed full-time by Google. We're proud to have offices in Kirkland and Seattle.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"It's amazing that through my website they were able to find a little guy like me."*

Dennis DeRocher - Co-owner, Mobile Mechanic Service



## Mobile Mechanic Service

Graham, WA

[www.mobilemechanicserv.com](http://www.mobilemechanicserv.com)



**10% increase in business since creating a website**

After fourteen years of working at an auto repair shop, Dennis DeRocher decided to mobilize a business of his own - literally. In 1989, Dennis, with his son David, founded Mobile Mechanic Service, and has since spent a quarter of a century traveling direct to clients to handle auto inspections, restarts, and motorhome repair. "I always wondered why mechanics in the area never went to customers," says Dennis, "so I thought it'd be a great business to have."

Dennis' instincts were on point, and back in the early days, traditional marketing methods sufficed to build the business. More recently, however, Dennis and David realized that the old-school avenues were becoming less effective, and if they were to remain relevant in today's economy, they would have to go digital. "I had looked into paying someone to create a website for our business, but found that it would cost a lot of money," says Dennis. With a little research he found Google's Get Your Business Online program and managed to create one for himself - at next to no cost.

Since launching [www.mobilemechanicserv.com](http://www.mobilemechanicserv.com), Mobile Mechanic Service has increased its business by 10%, including a Seattle client who found the business online and enlisted Dennis and his son to service a fleet of thirty-three trucks. Not only has the website attracted customers from across the state, its reach has gone global. An Australia-based client hired the duo to inspect a motorhome in the U.S., and a customer in Canada requested their services to inspect trucks in Washington. Dennis marvels at the new business his website provides him, "It's amazing that through my website they were able to find a little guy like me."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Washington D.C. businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$640 million** of economic activity for Washington D.C. businesses, website publishers and non-profits in 2012.<sup>4</sup>

**5,200** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$27.5 million** of free advertising was provided to 303 Washington D.C. non-profits through the Google Grants program.<sup>4</sup>

**90+** Washingtonians are employed full-time by Google. We're proud to have an office in Washington D.C.

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)



*"Google's been a great way for us to make sure that we're constantly finding new visitors."*

Sonny Ganguly - Chief Marketing Officer, WeddingWire, Inc.



## WeddingWire, Inc.

Washington, D.C.

[www.weddingwire.com](http://www.weddingwire.com)



**130 new employees**

Whether at a beachfront villa or in front of city hall, a wedding is filled with beautiful, personal moments. It can be also filled with stress. Dress fittings, cake tastings, makeup and hair appointments can turn into a laundry list of potential disasters. Yet it doesn't have to be. That was the idea behind WeddingWire, notes Chief Marketing Officer Sonny Ganguly: make wedding planning easier for both engaged couples and wedding professionals.

The company started in 2007 and served just the local Washington, D.C. wedding market. Just five years later, the business is in every market of the U.S. and Canada. More than 200,000 wedding professionals use WeddingWire to reach potential customers, and the site makes it easy for engaged couples to find what they're looking for, from photographers to event venues.

A smart web strategy is vital; WeddingWire must continuously add new customers since the planning stops once their existing customers say "I do". In order to reach new lovebirds online, WeddingWire uses AdWords, Google's advertising program, and AdSense, which helps website publishers make money by placing relevant ads on their sites. They spend more than 75% of their marketing budget online. "Google's been a great way for us to make sure that we're constantly finding new visitors," Sonny explains. "People that are searching are there to take action, and we've always found [Google] to be an efficient avenue to find newly engaged couples."

The company's strategy has led to remarkable success; it's hired more than 130 new employees, and has grown to include other businesses like EventWire, BirthdayWire and MitzvahWire—event planning companies that run on the same business model. "The web is where our audience finds us," Sonny says. "We've been able to bring the latest technology to the event industry and use that as our key differentiator."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for West Virginia businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$122 million** of economic activity for West Virginia businesses, website publishers and non-profits in 2012.<sup>4</sup>

**3,500** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$253,000** of free advertising was provided to 7 West Virginia non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"I love how easily I can manage and update the content on my website."*

Holley Price - Owner, Holley Price Interiors



## Holley Price Interiors

Charleston, WV

[www.holleypriceinteriors.com](http://www.holleypriceinteriors.com)



**12 new clients since getting online**

Holley Price started her interior design business fifteen years ago with a shoestring budget and a staple gun. Word of mouth generated growth, and now Holley takes clients through every aspect of design—from new construction to paint colors and fabrics to the arrangement of furnishings—as well as consulting with contractors and architects on her clients' behalf. With a breadth of services to offer, Holley wanted to expand her marketing tactics and display her work to reach new potential clients.

To achieve her goals, Holley needed a website. While she was initially skeptical about the process, she decided to apply a "nothing to lose" attitude, and was amazed by all that she gained. She learned about Google's Get Your Business Online program and within a week she launched [www.holleypriceinteriors.com](http://www.holleypriceinteriors.com). Her website includes a bio section, several photo galleries organized by room, and client reviews. Despite her early stage fears, Holley's experience was nothing short of user-friendly.

While she doesn't consider herself to be computer-savvy, she was relieved to find she can easily manage the website on her own and update the content regularly. Even while on vacation, she makes updates with only a few clicks. The results? In the year and a half since creating her website, more than twelve new clients have found Holley. She has also re-engaged with a number of clients who want to have more work done after visiting her online gallery. After such a positive experience, she strongly encourages other small business owners in her community to get online.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Wisconsin businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$768 million** of economic activity for Wisconsin businesses, website publishers and non-profits in 2012.<sup>4</sup>

**25,000** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**\$1 million** of free advertising was provided to 35 Wisconsin non-profits through the Google Grants program.<sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"The Internet is a direct marketer's dream."*

Marne Keller-Krikava - Executive Vice President, J. J. Keller & Associates



## J. J. Keller & Associates, Inc.

Neenah, WI

[www.jjkeller.com](http://www.jjkeller.com)



**50% of new customers find them online**

J.J. Keller & Associates has been helping customers comply with government regulations for sixty years, offering solutions from newsletters and publications to training videos and full company compliance management. Serving 300,000 customers, J.J. Keller works with businesses of all sizes, including 90% of the Fortune 1000, but provides a unique benefit for small and medium sized businesses. "The nation is made up of small businesses," says Executive Vice President Marne Keller-Krikava, "and they often bear the biggest regulatory burden, so we're a great resource for them."

Embracing the Internet as a way to monetize and help customers in the online world, J.J. Keller first launched a bare-bones website in 1996. Three years later, they made the investment to upgrade to a full e-commerce enabled site. Shortly after the new launch, they realized the site offered increased potential for customer acquisition. "We began investing more time and resources in that and now it's a key component of our business," says Marne. In fact, half of their new customers find them online. "It's a direct marketer's dream," she says. "The web is really a touch point with the customer to inform... I think that's why our customers keep coming back to the site."

To broaden their reach, J.J. Keller started using AdWords, Google's advertising program in 2005, and are continuously optimizing the program. With digital being 15% of their overall media mix, the company views e-commerce as "ultimate direct marketing," Marne says. She explains that J.J. Keller believes direct marketing and e-commerce are not contrary, but rather two aspects that synergize to deliver business results. It's a multi-faceted approach that's working. That success translates into helping more businesses, which is the most satisfying part of Marne's job. "I drive down the road and get to see the impact that we have. That's really inspiring."

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

# The web is working for Wyoming businesses. Google is helping.

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The Internet is where business is done and jobs are created.

**97%** of Internet users look online for local products and services <sup>1</sup>

**96%** of smartphone users have researched a product or service on their device <sup>2</sup>

**2 times** as much revenue through exports and twice as many jobs were created by web-savvy SMBs <sup>3</sup>

**75%** of the economic value created by the Internet is captured by companies in traditional industries <sup>3</sup>

Google helped provide **\$57 million** of economic activity for Wyoming businesses, website publishers and non-profits in 2012.<sup>4</sup>

**2,300** businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2012.<sup>4</sup>

**1st state** to move all state employees onto Google Apps, leading the way for many state & local governments who have followed their lead. <sup>4</sup>

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Across the U.S., Google's search and advertising tools provided **\$94 billion** in economic activity in 2012.<sup>4</sup>

Find out more at [www.google.com/economicimpact](http://www.google.com/economicimpact)

*"We have to stay up with [bigger companies] or no one is ever going to find us. The Internet has made that possible for us. It has made it possible that we can play in a bigger pool."*

Colleen Hodson - Executive Director,  
The Dude Ranchers' Association



## The Dude Ranchers' Association

Cody, WY

[www.duderanch.org](http://www.duderanch.org)



**2.5x more website visitors  
in 3 months**

The Dude Ranchers' Association (DRA), a Wyoming-based non-profit organization, is all about promoting the Western way of life—the great outdoors, horseback riding, rodeos and unrivaled hospitality. Founded in 1926, the DRA directs travelers looking for a unique Western experience to the best dude ranches in the region.

"We represent over a hundred ranches in twelve Western states and two Canadian provinces," says Executive Director Colleen Hodson. And having been in the business for what's closing in on a century, if anyone knows what makes for a great dude ranch vacation, it's the DRA.

According to Colleen, the DRA represents "only a small piece of the tourism business," but the Internet has allowed them to keep up with the broader industry giants in terms of visibility. In 2007 they started dabbling in AdWords, Google's advertising program. Then three years ago, while simultaneously re-branding and launching a new website, the DRA really "ramped up" their AdWords use. Within three months of making the changes, their unique website visitor count went from 10,000 a month to 25,000. Now the DRA spends 65% of their total marketing budget online, and as Colleen increases that percentage, she sees a direct correlation to the association's success.

Combining AdWords with other social media strategies, Colleen targets not only new customers but also potential members to the association, which has yielded a 5-10% increase in profits. For the slow and steady dude ranching industry, she says, "That's a lot." The Internet also allows Colleen to continue promoting a way of life she believes in, and that's been The Dude Ranchers' Association's mission for almost 100 years.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Ipsos, "Our Mobile Planet: United States: Understanding the Mobile Consumer," May 2012 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. Google, "Economic Impact," 2012 \*Note: The total value that U.S. Google advertisers and website publishers received in 2012 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2012 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html) © Copyright 2013. Google and the Google logo are trademarks of Google Inc.

