



Google's Economic Impact
United States | 2011

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

Google is best known as a search engine. Every day, we deliver billions of search results to people around the world.

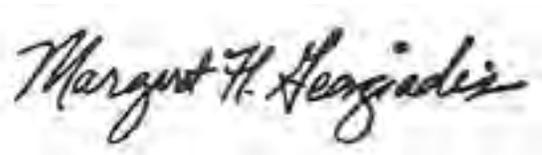
But Google is also an engine of economic growth. In the U.S., 97% of Americans look online for local products and services, and hundreds of thousands of businesses use the Internet—and Google tools—to reach these potential customers.

Through our search and advertising programs, businesses find customers, publishers earn money from their content, and nonprofits solicit donations and volunteers. These tools are how Google makes money, and they're how over a million of other businesses do, too.

In this report, we detail Google's economic impact across the U.S. We present state-by-state tallies of advertisers, website publishers, and nonprofits who receive free advertising, and some real-life stories of small businesses that have benefitted from using Google.

We know firsthand how the Internet can help small businesses. In the past 14 years, Google has grown from 2 guys working in a garage in Menlo Park to thousands of Googlers working across the U.S. And we want to give other businesses the tools they need to grow, expand, and thrive online too.

Sincerely,

A handwritten signature in black ink that reads "Margo H. Georgiadis". The signature is written in a cursive, flowing style.

Margo Georgiadis,
President, Americas



Google's Economic Impact

Where we get the numbers

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

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

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

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 \$860 million 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 2011.

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.¹ Thus, to derive the economic value received by advertisers, we multiply our AdWords revenue on Google.com search results in 2011—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 2011 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 2011 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 2011.

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



Google's Economic Impact
By State | 2011

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$177 million** of economic activity for Alabama businesses, website publishers, and non-profits in 2011.⁴

16,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$140,000 was donated to 22 Alabama non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

“AdWords lets you test what’s working and what’s not. It gives us a good sense of which direction we should take our marketing.”

-Thomas Pletsers, General Manager and Chief Marketing Officer, Birthday Direct



Birthday Direct
Muscle Shoals, AL
www.birthdaydirect.com



8 new employees

Seven years ago Alabama-based Birthday Direct decided to make it easier for customers to explore its vast inventory of birthday party supplies by moving its business completely online. Buyers can now shop for everything from superhero-themed napkins to pointy party hats at the click of a mouse. “Without the Internet, we would not have this company built,” says Thomas Pletsers, the company’s General Manager and Chief Marketing Officer.

Birthday Direct focuses 100% of its marketing budget online and spends 60% on AdWords, Google’s advertising program. According to Thomas, AdWords has been a key to the company’s ongoing growth, driving an estimated 35% of the company’s revenue. Their success online has even allowed Birthday Direct to hire eight new employees. “AdWords lets you test what’s working and what’s not,” he explains. “It gives us a good sense of which direction we should take our marketing.”

Thanks to Birthday Direct’s online presence, orders for party supplies roll in over the weekend and late into the evening, leaving them with lots of orders to fulfill on Monday morning. “We’ve got to make the same-day shipping, to make sure we meet those birthday dates!”



Sources: 1. BIA/Kelsey, “Nearly All Consumers (97%) Now Use Online Media to Shop Locally,” March 2010 2. Boston Consulting Group, “The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity,” March, 2012 (2010 Data) 3. Hamilton Consultants, “Economic Value of the Advertising Supported Internet Ecosystem”, June, 2009 4. Google, “Economic Impact”, 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$21.6 million** of economic activity for Alaska businesses, website publishers, and non-profits in 2011.⁴

3,900 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$110,000 was donated to 16 Alaska non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴



*"The web is everything
to our success."*

-Zack Tappan, Owner, Sasquatch Alaska Adventure Co.

Sasquatch Alaska Adventure Co.

Homer, AK

www.sasquatchalaska.com



**90% of their
online bookings
come from AdWords**

Contrary to what you might expect, Sasquatch Alaska Adventure Co., founded by Zack and Nancy Tappan in 2010, doesn't actually have anything to do with mythological creatures. It does, however, bring people face-to-face with wild bears, one of the most powerful animals to roam the Alaskan wild.

Bears are the highlight of Sasquatch's adventures, but they are just one part of the experience. All tours begin in the air, as customers are flown above glaciers and volcanoes before setting down in strategic locations within Katmai National Park and Lake Clark National Park. Wolves, foxes, bald eagles and a host of other animals are regulars in the parks, making the journey ideal for photography enthusiasts. Zack says, "We give them a taste of the real Alaska wilderness."

The Tappans are both bush pilots and nature lovers, and they started the company in 2011 because it seemed like "a natural progression," says Zack. However, because of their remote location, they knew they'd have to rely on the Internet to broaden their customer base. They launched their website near the end of the year, started using AdWords, Google's advertising program, and immediately found success. Because of AdWords, says Zack, "We're definitely getting more bookings." Not just more, but 90% of their online bookings now come from AdWords. And they spend 100% of their marketing budget online.

Taking advantage of the web's ability to spread the word, Zack says they post pictures of trips online and include customer reviews for all to see. Clients report a life-changing experience. There's just something special about being in a remote, beautiful natural landscape...and yeah, being face-to-face with a bear helps, too.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.7 billion** of economic activity for Arizona businesses, website publishers, and non-profits in 2011.⁴

43,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$1.6 million was donated to 93 Arizona non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"I'd have to say that the Internet is the primary reason that our company has grown."

-Jerry Hertsch, President and CEO, Norwall Power Systems



Norwall Power Systems

Lake Havasu City, AZ

www.norwall.com



16 new employees

At the turn of the 21st century, Y2K—a hypothetical software glitch that threatened to collapse computers and infrastructure when the year turned to '00—inspired fear in people around the world. But for Jerry Hertsch, Y2K inspired a stroke of entrepreneurial genius. He decided to start advertising his portable generators online.

Jerry used the Internet to publicize his generators to customers who thought that Y2K might knock out the electrical grid. His results were stellar. "Y2K put Norwall Power Systems on the map," he says. "It showed us that the Internet was the way to go." In 2002 he started using AdWords, Google's advertising program, to expand his customer base.

Today, Norwall is an industry leader in the portable and home standby generator business, and they still use AdWords. Jerry estimates that 65% of the company's customers come from the web. "I'd have to say that the Internet is the primary reason that our company has grown," Jerry says.

Part of that growth has included hiring more staff members to meet the growing needs of Internet sales. All of Norwall's sales staff are trained specialists, and they attend manufacturer training courses to stay sharp, educated and up to date. "If you call and ask a question, you're going to get an answer," Jerry says. "We try to stick to selling what we know best."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$203 million** of economic activity for Arkansas businesses, website publishers, and non-profits in 2011.⁴

8,900 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$390,000 was donated to 12 Arkansas non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact



"Our business would not be what it is today were we not able to do what we've done on the web, and Google has been a very big part of that."

-Kay Lynn Clay, Director of Marketing and Communications, U-Pack Moving

U-Pack Moving

Fort Smith, AR

www.upack.com



100 new employees

When ABF Freight System opened its doors in 1923 it wasn't in the household moving business. For 70 years, the company consisted of a hard working fleet of trucks and drivers hauling heavy commercial cargo across the United States. But in 1997, the folks at ABF Freight System decided to do more. "Why not allow people to put their personal goods on these trucks?" explained Kay Lynn Clay, U-Pack Director of Marketing and Communications. So they created U-Pack Moving, the household moving division of ABF.

Just one year after U-Pack began helping people move, it made its own move to the web. Today www.upack.com is a cornerstone of the business. Kay Lynn says tools like AdWords, Google's advertising program, and Google Analytics help ensure the site is giving customers exactly what they are looking for. "The web, far and away, is where most of our customer interactions begin," she explains.

Kay Lynn estimates that 90% of customers learn about the company on the web before calling to learn more. Given this new pipeline of customers, U-Pack is focused on keeping its website up to date and constantly manning phone lines. Since getting online the company has added nearly 100 employees who are dedicated to coordinating moving services. "Our customers want to do their research online, and then they'll pick up the phone," Kay explains. "A lot of people really want to talk to a live person before they put all of their worldly possessions on a trailer."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
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The web is working for California businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$20 billion** of economic activity for California businesses, website publishers, and non-profits in 2011.⁴

320,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$33.4 million was donated to 1,308 California non-profits through the Google Grants program⁴

14,000+ Californians are employed full-time by Google. We're proud to have offices in Beverly Hills, Irvine, Los Angeles, Mountain View, San Bruno, and San Francisco

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"If you create products that have a conversational quality to them, the web will do the work for you."

-Chris Lindland, Founder, Betabrand

Betabrand

San Francisco, CA

www.betabrand.com



95% of products are made in California

Chris Lindland didn't intend to start a business, he just had a funny idea: horizontal corduroy pants. That was 2005. Today, Chris owns Betabrand, a San Francisco-based clothing company that sells dozens of products including Bike-to-Work pants (office-ready pants with reflective cuffs and rear-pocket pullouts) and Dresspant Sweatpants (exactly what they sound like). The brand has a devoted following, a popular email newsletter, an active online forum and a library of more than 3,000 pictures—submitted by customers—of Betabrand gear in action.

"I had no background in clothing, I only had a background in the Internet," Chris says. "So I said, 'Alright, I'm gonna sell online.'" As a result, Betabrand clothing is sold exclusively through the company's online store. All advertising is done on the web, too, with a focus on AdWords, Google's advertising program. The company earns \$2 for every \$1 it spends with AdWords, and Chris uses Google Analytics to monitor Betabrand's performance on the web. "It's the only way to get a great sense of what's happening on the site," he says.

Betabrand also uses the web to research and develop new products. Instead of releasing new collections each season, they explore the Internet for new trends and then base designs on interesting ideas. They aim to release at least one new item a week, and since Betabrand uses local manufacturers, their products typically go from concept to customer's hands within three months.

"If you create products that have a conversational quality to them, the web will do the work for you," Chris says. "That's what has enabled us to grow the business. There are 18 people who work here now. I expect we'll have 18 more by this time next year."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.4 billion** of economic activity for Colorado businesses, website publishers, and non-profits in 2011.⁴

46,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$3.4 million was donated to 163 Colorado non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"With the web, we're consistently in front of people. When their needs arise and they are ready to make a buying decision, we are here to help."

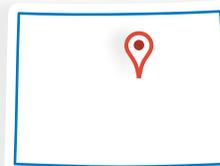
-Michael Schatz, CEO, Restaurant Source



Restaurant Source

Denver, CO

www.restaurantsource.com



60% of new customers find them online

Michael Schatz's business, Restaurant Source, has been providing commercial strength equipment—such as griddles, coolers, refrigerators, etc.—to restaurants in Colorado since 1951. Michael wanted to expand his business beyond the Colorado market, but he didn't want to manage a national sales team or a chain of retail stores. Once he got online, things began to change.

"The web allowed us to touch people that previously we had been unable to reach before," Michael says. "It gave us the ability to expand outside our geographical region." Restaurant Source recently began shipping internationally and is now trying to develop more of a global presence.

Thanks to AdWords, Google's advertising program, the company's sales have doubled in the past three years and Michael has been able to focus nationally on his target market. "Restaurant Source used to go strictly after customers in our geographic region, but now we can service hospitals, hotels, schools, government sites and a lot of other opportunities across the country," he says. The company also relies on Google Analytics to gauge the effectiveness of its marketing efforts; "it's great because it tells us if and where we need to tweak stuff a bit."

Today, more than half of Restaurant Source's customers come from the web, and the company has taken an innovative approach to serving its key customers online. "We're creating specific pages and sites so they can have their top 40 items that they order on a regular basis, and just log on, place the order, hit 'Submit' and be done," Michael says. "Customers can do it at their convenience instead of doing it when a sales person shows up."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.2 billion** of economic activity for Connecticut businesses, website publishers, and non-profits in 2011.⁴

23,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$2.7 million was donated to 103 Connecticut non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"We're in a competitive industry, so using an efficient marketing approach is key. To that end, using AdWords is a key part of our marketing strategy."

*-Mitch Hoffman, Owner and President,
Building Blocks Early Learning Center*



Building Blocks Early Learning Center

Stamford, CT

www.blockslearning.com



96 new little learners arrive through the web

Building Blocks Early Learning Center is focused on creating the perfect educational environment for infants, toddlers and preschoolers. In 2009, the Connecticut-based center opened its doors with four students, one of whom was the owner's son. Just three years later, enrollment has soared to 140 students at two separate facilities. The secret to Building Blocks' success? Carefully attracting parents and caring for the individual needs of each child.

Building Blocks has been online and using AdWords, Google's advertising program, since day one. "A web presence was a must," says Mitch Hoffman, the company's Owner and President, because the parents that Building Blocks caters to are busy working professionals. "They need a very direct, targeted way of finding an option for their child," he says. "Google is about accessing information quickly, so it's the most ideal way to reach them. Google AdWords gets them to meet with us, and then we're able to show them how Building Blocks is going to help their child."

The results of this strategy have been phenomenal; the company's revenue is doubling every year. Much of that success is attributed to AdWords and an effective online presence. "We've put a lot of time into optimizing our website and trying to perfect it as far as how people are searching for it and how they're finding it," Mitch says.

But the company's success is due to more than just a savvy online strategy. "We've put a lot into our business model of hiring and paying our teachers really well," Mitch explains. "It's more than babysitting, it's an effective curriculum and a learning environment that allows for individualized attention. There's just a real demand for a service like this when it's done well."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for D.C. businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$209 million** of economic activity for D.C. businesses, website publishers, and non-profits in 2011.⁴

5,500 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$23.8 million was donated to 375 D.C. non-profits through the Google Grants program⁴

50+ Washingtonians are employed full-time by Google. We're proud to have an office in the nation's capital

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"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



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. But it doesn't have to be. That was the idea behind WeddingWire: 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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
* Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$432 million** of economic activity for Delaware businesses, website publishers, and non-profits in 2011.⁴

5,700 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$430,000 was donated to eight Delaware non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"AdWords is a very great tool. You put money towards it. You get its return."

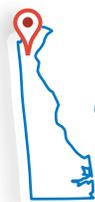
-Michael Iqbal, Owner, American Sports



American Sports

Newark, DE

www.americansports.com



90% of their business is done online

Michael Iqbal has always had a passion for athletics and a desire to share that passion with others. "Do what you love to do," he says. So in 1999, Michael decided to take his own advice and started American Sports, a Delaware-based specialty sporting goods store as a one-stop shop for all your athletic needs. Driven to make his passion a success, Michael knew that he wanted to do it differently. An online business would allow him to provide direct interaction and support for his customers that others weren't providing at the time.

Fortunately, Michael discovered in 2004 that by utilizing AdWords, Google's advertising program, he could get American Sports the exposure it needed to get the business off the ground. "With AdWords, you know potential clients are looking. They're online looking for something specific. It's our job to display enough information for them to say, 'Yes, this is where we want to go.'"

American Sports has since grown to a company that now employs five people, maintains relationships with thousands of social media friends and followers and does over 90% of its business online. AdWords is a big part of that growth. "AdWords is a very great tool. You put money towards it. You get its return."

Michael continues to be excited about his future online. "I'm one of those guys that is still trying to strive for something bigger and better," he says. "Mobile devices, smart phones, etc., it just makes finding information a lot easier. I am looking forward to changing our platform and presenting the information to make it a little bit more user friendly."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$4.4 billion** of economic activity for Florida businesses, website publishers, and non-profits in 2011.⁴

150,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$3.5 million was donated to 200 Florida non-profits through the Google Grants program⁴

4.3.12 was the day we kicked off our Get Your Business Online initiative in Florida to help local businesses create websites and promote themselves on the Internet

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

*"Every time I turn around,
Google is making it
easier for me."*

-Johnny Harris, CEO, Hourglass Home Inspections



Hourglass Home Inspections

Panama City, FL

www.hourglasshomeinspections.com



250 photos per new homeowner

Every home inspection has one thing in common—paperwork. Every home inspection that is, unless Johnny Harris is involved. From scheduling appointments to sending reports to clients, Johnny does everything on the web. But it wasn't always this way.

When he started Hourglass Home Inspections two and a half years ago, his approach was the same as everyone else's. "I was printing out 90 page long reports with a bunch of photos and was using a lot of ink and paper," Johnny says. "I realized it wasn't working."

Then he had his "Aha" moment.

"The key thing nowadays is accessibility," he says. "From computers to phones, everyone wants to have access to their files."

Today, Johnny stores each inspection in Google Docs, uploads the photos to Picasa, and builds a Google Site for each and every report. He no longer prints, and he's learned that many customers prefer to receive their reports online anyway. "It doesn't cost me as much money, time or energy to do the reports, and yet it's a better overall experience for the homeowner," Johnny says.

With tools like Google Voice, Checkout, and AdWords, Google's advertising program, he's also found that the web helps create a better experience for him as a business owner. "I'm busy from the time I get up until the time I get home, and I can't take on any more business," he says. "Every time I turn around, Google is making it easier for me."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.7 billion** of economic activity for Georgia businesses, website publishers, and non-profits in 2011.⁴

61,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$2.8 million was donated to 126 Georgia non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"You can have the best service, and you can have the best product. But if people can't find you, you're in trouble."

-Michael Walser, President, Jumptastic



Jumptastic

Atlanta, GA

www.jumptastic.com



23 new party professionals

Six months after buying Jumptastic, a company that rents inflatable rides and children's party supplies, Michael and Kristi Walser had a moment they call "a real eye opener."

"If we can understand our customers, communicate with them and get out there at the very right time, there really is no ceiling to this," Michael says. That was when the Walsers decided that they would start directly communicating with their customers online.

So they started using AdWords, Google's advertising program, to attract Internet users searching for party rentals. "Most people look at marketing and ask, 'How does this impact my business?'" Michael says. "We reversed it and made sure our business supported our marketing." That approach has been so successful that the Walsers have added 23 employees and have actually had to push back to avoid growing too fast. "We still want to deliver quality customer service," Michael explains.

Part of that customer service includes giving back. Jumptastic often donates its services and supplies to community events. And the Walsers are also focused on helping other businesses understand the power of the web. "Every business needs an online strategy. I don't care what type of business it is," Michael says. "We're realizing that supporting other people in the same industry will actually support our growth as well."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$81 million** of economic activity for Hawaii businesses, website publishers, and non-profits in 2011.⁴

8,300 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$470,000 was donated to 20 Hawaii non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"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



**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." 100% 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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$101 million** of economic activity for Idaho businesses, website publishers, and non-profits in 2011.⁴

10,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$220,000 was donated to 10 Idaho non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"If you look at our growth traffic it's just, basically, a straight line upwards."

-Tamra Irish, Owner, DiscountQueens.com



DiscountQueens.com

Boise, ID

www.discountqueens.com



120,000 web visitors a month

Tamra and her girlfriends are always on the search for the best deal. In the spring of 2009 they used Google Blogger to create a website to share those deals. "It just started as a hobby to share the deals to basically just each other. And, we started getting traffic. We don't know, I guess, friends of friends of friends started looking at the site," said Tamra.

Pretty soon Tamra's hobby was turning into a business, known as DiscountQueens. "We just like to provide our readers with ways to save—whether it's by posting an online coupon and matching it up with a sale at a store, or posting a retail coupon they can use online."

Initially the site enjoyed moderate success, but then things took a turn for the worse. "I think at one point we dragged down to 200 visits a day or something really minimal. And I was feeling pressured and down on the site."

Tamra then brought on her friend, BJ Wright for some help. BJ turned to more of Google's tools—AdSense, to make money by placing relevant ads on their site and Analytics to find where traffic was coming from.

Pretty soon things were back on track. "If you look at our growth traffic it's just, basically, a straight line upwards. When the income went from a couple hundred to a couple thousand, that was the moment when I realized this could be a legitimate business."

Thanks to Google and her girlfriends, Tamra now manages a successful company and a happy family.

"It's been exciting to realize that I can contribute to the household income. I can contribute to our finances along with staying at home and parenting my children. It's been really exciting to realize I can do this, I can make both work."

Google™

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$5.5 billion** of economic activity for Illinois businesses, website publishers, and non-profits in 2011.⁴

72,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$5 million was donated to 253 Illinois non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"The Internet is what gave birth to SurePayroll and it is what has facilitated all of our growth."

-Scott Brandt, Vice President of Marketing, SurePayroll



SurePayroll

Glenview, IL

www.surepayroll.com



300% increase in online acquisitions driven by Google in 5 years

SurePayroll's mission is clear: use the Internet to make payroll easier for small businesses. SurePayroll has been an online company since it was founded in 1999 and the power of the web has allowed it to reach clients far from its headquarters in Glenview, Illinois. When Vice President of Marketing Scott Brandt arrived at the company five years ago it wasn't running as efficiently as it could—ironically, the online company wasn't maximizing its online impact.

Scott now uses Google tools to help SurePayroll stay on the right track online. The company relies on Google's advertising program, AdWords, to get the right message out to the right customers. And with tools like Google Analytics providing reliable data about how SurePayroll's online ads campaigns are performing, Scott can make spending decisions based on fact, not speculation. "Google is one of our more important channels from an advertising perspective," he says. "It has become one of our more important marketing partners to help us get smart."

If growth is any indication, SurePayroll's smarts are working -- the company has more than doubled in size in just five years. "The Internet is what gave birth to SurePayroll and it's what has facilitated all of our growth."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$578 million** of economic activity for Indiana businesses, website publishers, and non-profits in 2011.⁴

25,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$370,000 was donated to 54 Indiana non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"We get 40% of our traffic from Google, on any given day."

-Chris Ladd, Chief Digital Officer, Finish Line



Finish Line
Indianapolis, IN
www.finishline.com



80% of the company's growth is driven by the Internet

Finish Line has been focused on the future since the company's conception. In 1976, three friends – all avid runners – noticed that Indianapolis didn't have stores that carried their favorite brands of athletic footwear. They saw an opportunity and opened one. There are now 639 Finish Line stores across the country.

In the '90s, Finish Line took to the web to become an innovator on the growing frontier. "We were pretty early on to the e-commerce game, but it wasn't that meaningful or significant for us until probably three or four years ago," says Chris Ladd, Finish Line's Executive Vice President and Chief Digital Officer. That's when the brand began utilizing Internet-based tools such as AdWords, Google's advertising program, to connect with new customers. Today, nearly 40% of Finish Line's traffic is directed from Google.

With 80% of the company's growth driven by the Internet, Chris's department is quickly expanding. "We've probably seen the team double in size in the last 12 months. And it will double again in the next 12 months. And we see that continuing for the next three or four years," Ladd says.

Chris knows how important it is to stay digitally engaged in new, exciting ways. Finish Line is working closely with Google to implement an "omni-channel strategy" that uses the web, social media and mobile to integrate the digital and in-store experiences. Ladd continues, "For our demographic, it's vital. If you think about their brand interaction, it's through social media or on their phones."

Chris and his team aren't the only ones excited about Finish Line's omni-channel future. Even their most high profile brand partners are taking notice. "We continue to work with our brand partners to drive innovative ways to connect with our consumers."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$182 million** of economic activity for Iowa businesses, website publishers, and non-profits in 2011.⁴

11,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$370,000 was donated to 26 Iowa non-profits through the Google Grants program⁴

2009 was the year we opened a data center in Council Bluffs. We're proud to employ Iowans to help run Google services for users around the world

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

*"When I sell online,
my customers are all
over the United States."*

-Ann Seggerman, Owner, Ann's Liquidation Service LLC



Ann's Liquidation Services LLC

Waverly, IA

www.annsliquidationservice.com



4 hours to get online

From accordions to exercise bikes, Ann Seggerman never knows what she might be selling. In 2004 she started Ann's Liquidation Services, a Waverly, Iowa-based business that helps people remove items from their homes. Estate sales, downsizings, abandoned properties, excess retail inventories—Ann buys it all. And thanks to Google, she's able to sell it online.

Despite having no web design experience, Ann built www.annsliquidationservice.com in just four hours at Google's "Iowa Get Your Business Online" event. The website legitimizes her company and has helped grow the business, too. "When I sell online, my customers are all over the United States," Ann explains. She estimates that she has seen a 50% increase in customers since getting online. The web has even helped her create relationships with landlords, law enforcement officers and attorneys; good people to know in the liquidation and estate sale process.

Ann also uses the site, along with social media, to attract a younger generation of buyers; children and grandchildren of elderly people who need help with the things that they don't want to keep. "Retro and cool 1950's, 60's and 70's stuff is coming back," Ann says. "I'm pulling that stuff out of great grandma's house and I'm getting it to a 22-year-old in California."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
* Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$439 million** of economic activity for Kansas businesses, website publishers, and non-profits in 2011.⁴

13,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$500,000 was donated to 29 Kansas non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

*"We continue to advertise
in other venues.
But we've found that
advertising online is a lot
more cost-effective."*

-Dan Murphy, Owner, Mid-America Piano



Mid-America Piano

Manhattan, KS

www.piano4u.com



**From 3 pianos to one of the
widest selections in the country**

Dan Murphy's company, Mid-America Piano, grew from humble beginnings. While working for a dealer of mostly new pianos, Dan noticed an important detail: "new" didn't matter. People wanted high-quality pianos, but it didn't matter if they were brand new or pre-owned. So in 1986 he got started with three used pianos in a small warehouse space. Now, Mid-America Piano is known for having one of the largest selections of quality pre-owned pianos—and the best prices—in the country.

And, as if prices and selection weren't enough to set them apart from their competitors, Dan explains another unique aspect of his business: "when we have customers come from cross-country to visit us, we help pay for part of their transportation to visit our store—whether or not they buy from us." According to Dan, many of Mid-America's customers find out about their Hospitality Program and make the sojourn to Manhattan, Kansas thanks to the web. "We attribute at least a good portion of [customer visits] to our online advertising, which would be Google AdWords."

AdWords, Google's advertising program, accounts for 33% of the company's marketing investment. It's money well spent, not only because of the return on investment, but because, as Dan says, you don't need to be a "programming wizard" to figure it out. "[It's] just so simple."

Mid-America Piano continues to grow. And because of the Internet, Dan now has a "problem," one that's good to have: "One thing we've increased [is] our fuel expenses, because now we're hauling pianos all over the country!"



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
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The web is working for Kentucky businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$276 million** of economic activity for Kentucky businesses, website publishers, and non-profits in 2011.⁴

14,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$280,000 was donated to 25 Kentucky non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"I could not have successfully grown my business as I have without an Internet presence."

-Miriam Klein, Owner, Heartland Music Together



Heartland Music Together

Louisville, KY

www.heartlandmusictogether.com



1,000 singing families

Miriam Klein's business has a not-so-secret agenda: to get parents singing with their children. She's the owner of Heartland Music Together, a Kentucky-based childhood music program that creates "a music immersion experience that's just so much fun, children can't help but learn."

Miriam started the business herself in 2005 with only one class and six families. Since then, Heartland has grown to include three employees, 25 classes and two pre-school programs. Just recently, she welcomed her 1,000th family. "This is the best job I've ever had," Miriam says. "It's not only fun, but life changing for me and life changing for the people in my classes."

One way she promotes Heartland is through the web. Miriam got the business online within months of opening, and started using AdWords, Google's advertising program, in 2008. Today, 50% of her new customers mention her website, and she's found that AdWords and social networking provide invaluable returns. "I can make a much smaller investment of time and reach a whole lot more people," Miriam explains. "It helps me create an impact without totally being absorbed by marketing all the time."

This allows for Miriam to focus on more important endeavors like growing Heartland through partnerships with the community. "Getting established with Internet marketing will allow me to go in this new direction. As we get a bigger and bigger Internet presence, [the business] just starts to feed itself."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$132 million** of economic activity for Louisiana businesses, website publishers, and non-profits in 2011.⁴

14,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$240,000 was donated to 25 Louisiana non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"AdWords has not only increased the ability for folks to find us locally and regionally ... but we're being found nationally and globally."

-Marseyas Fernandez, Founder, MSF Global Solutions



MSF Global Solutions

New Orleans, LA

www.msfglobal.net



60-70% of new clients find them online

Marseyas Fernandez was frustrated. The people he worked for weren't utilizing technology to its fullest potential, and he felt that it was holding them back from competing with other cutting edge firms. So he ventured out on his own to start MSF Global Solutions, a professional service firm that "operates at the intersection of strategy, design and technology." Marseyas says that the websites, custom software and mobile apps developed by his company are designed to help other businesses run smoothly and ultimately increase their revenue.

MSF is also practicing what they preach. Marseyas describes the company's previous online presence as "very weak," so they redesigned the website early this year. They also started using AdWords, Google's advertising program, to market the business. As Marseyas says, "It's been a great tool for us in terms of creating exposure." Since he began using AdWords, he's found that his company's reach goes well beyond the local level; it's now catching the eye of customers on a national and global level.

References and word-of-mouth used to be MSF's only bread and butter. They're still important sources of business, but now 60-70% of their new clients are coming from the web. Fifty percent of their revenue growth directly links to the website redesign and to AdWords, says Marseyas. He began MSF as a one-person company in October of 2003. Now he has seven employees and the freedom to explore the "true value of technology."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$186 million** of economic activity for Maine businesses, website publishers, and non-profits in 2011.⁴

7,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$330,000 was donated to 35 Maine non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"We don't really budget for any other advertising other than what we spend with Google AdWords."

-Chris Kinkade, Co-Owner, Belle Fête Events & Catering



Belle Fête Events & Catering

Brunswick, ME

www.bellefetegroup.com



6 years of beautiful celebrations and counting

Six years ago, Chris and Lori Kinkade packed their bags, left the big city and moved to Maine. "We decided we'd just move here and figure something out," Chris says. "Lori's dream has always been to start an event and catering company."

So they followed her dream and started Belle Fête (French for "beautiful celebration"), which has become one of Maine's leading event management firms, especially for weddings. Lori, a former party planner and florist, runs the day-to-day operations while Chris, a former investment banker, oversees finance, accounting and advertising.

Chris built the company's website himself and also created Belle Fête's campaigns for AdWords, Google's advertising program. "We've really found that AdWords is a low cost and very effective way to attract new clients," he explains. Today, all of Belle Fête's advertising is done online.

"We gained a lot of attention because of our website, and quite honestly, a good chunk of our leads come from people who are searching through Google," Chris explains. The Knot, one of the web's most popular wedding blogs, even named Belle Fête among the best caterers in Maine. "We expected it would take a couple of years to really become successful, but our first year well exceeded all of our targets."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1 billion** of economic activity for Maryland businesses, website publishers, and non-profits in 2011.⁴

37,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$5.1 million was donated to 152 Maryland non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"The best thing about Google AdWords is that it's targeted and it's always being spent on potential customers as opposed to being somewhere where 9,000 people will see it, but 8,999 of them aren't interested."

-Guy Berliner, Owner, Berliner Foods



Berliner Specialty Distributors

Hyattsville, MD

www.berlinerfoods.com



**Satisfying sweet
teeth since 1973**

Nothing says 'summertime' quite like an ice cream truck. Twinkling tunes. Treasure-filled freezers. Kids in hot pursuit. Guy Berliner knows the story well. His company, Berliner Foods, is an official distributor of some of the biggest (and tastiest) frozen confections in America. If you've ever eaten ice cream off a stick while on the east coast, chances are Guy Berliner was involved. And chances are the person you got the ice cream from found him online.

"We get a lot of business from the web, and our site gives us credibility and educates our customers," Guy explains. Those customers include everyone from convenience stores to major corporations, and Guy says that Google tools, such as AdWords, Google's advertising program, and Applied Dynamic Solutions, LLC, his web agency, help him reach them.

"The best thing about Google AdWords is that it's targeted and being spent on potential customers," Guy says. And it's flexible, so the company can adjust its spending to the seasons, whereas other forms of advertising left the company spending the same amount in the middle of winter as the dog days of summer. "We were stuck spending money at a time when our customers weren't."

The company started using AdWords about five years ago, and continues to use it more because of its ongoing benefits. One benefit was evident this past May, when Berliner saw a 50% increase in business. It was the biggest May in the company's history. "I just know that I wouldn't be using it if I wasn't 110% sure that we were getting a return on our investment," he says. "There were a lot of new customers, and a lot of them found us just by typing into Google search."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$3.7 billion** of economic activity for Massachusetts businesses, website publishers, and non-profits in 2011.⁴

53,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$9.8 million was donated to 354 Massachusetts non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"We think about online through everything that we do."

-Chaz Yoon, Vice President of Digital, Living Proof



Living Proof
Cambridge, MA
www.livingproof.com



97 new employees

When you think MIT Professors, like Living Proof Co-Founder Dr. Bob Langer, your next thoughts probably don't jump to shampoo. But science—and a dream team of world-class scientists—are at the core of all of Living Proof's hair and skin care products. The mission of Living Proof is to invent beauty products for customers who want straight hair. Or added volume. Or to fight frizz. According to Living Proof, their customers are, well, living proof that science can have a huge impact on the beauty industry.

"We read online feedback from our customers every single day," says Chaz Yoon, Living Proof's Vice President of Digital. "That is a hugely important part of how we drive the business." Chaz says that the company's online presence has been vital since day one. "We think about online through everything that we do," Chaz says. "If we have an event that we're doing at a store, we're always thinking about how to promote it online."

This cross-promotion strategy, combined with the use of Google tools—especially AdWords, Google's advertising program—allows Living Proof to monitor the impact of their marketing efforts and gauge their success in real time. And they've seen quite a bit of success. Since their site launched in 2009, the traffic to www.livingproof.com has tripled. The growth allows the company to pump money back into research and development, and has the Living Proof team seeing the web as an ongoing priority.

Chaz says that online advertising works well in conjunction with television advertising because customers often remember bits and pieces of what they see on TV, and then search for key terms on the Internet. "AdWords is absolutely instrumental in getting people to connect what they saw on television with our website," he explains. "Online, we see responses within seconds of getting on the air."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
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The web is working for Michigan businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.3 billion** of economic activity for Michigan businesses, website publishers, and non-profits in 2011.⁴

47,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$3.3 million was donated to 240 Michigan non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"I'd say that 90% of the people who come in tell me they saw me on Google."

*-Master Andy DeJesus III,
Owner, Ann Arbor Martial Arts Center*



Ann Arbor Martial Arts Center

Ann Arbor, MI

www.annarbormartialarts.com



**90% of future black belts
arrive through the web**

With a martial arts school that has 150 students, Andy DeJesus III is busy. When you add that he's a father—he has two young sons—he's really busy.

"I spend the day with my boys and spend the evening here at the martial arts school," he explains. "The most important thing about my business is that it operates as efficiently as possible." Andy runs Ann Arbor Martial Arts Center, a dojo he bought in 2007. He started using AdWords, Google's advertising program, after hearing about a friend's success story. Since then, his own results have been noticeable.

"Right away it felt like we started getting more clicks on AdWords," Andy says. "That led to more traffic to our site." Andy says the site's traffic has doubled since November. "And it's continued in that direction."

"How many clicks did we get? How much did they cost? With AdWords, I can easily track that," he explains. In an age where it seems like everyone searches online before they buy, Andy says it's been perfect for his target market.

"I'd say that 90% of the people who come in tell me they saw me on Google," he says. "It's up to our web presence to get new people here."

Now, Andy uses a variety of Google tools to manage his growing business. He saves his students' contact information in Google Contacts and schedules their lessons with Google Calendar. "The Internet has opened up a whole new world of options for me," he says.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.4 billion** of economic activity for Minnesota businesses, website publishers, and non-profits in 2011.⁴

32,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$3 million was donated to 132 Minnesota non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

“Google gives us the ability to touch everyone in the world from our website and help them find one of our products that will be a solution for their problem.”

-Jeff Ryan, CEO, Versare



Versare

Minneapolis, MN

www.versare.com



16 new employees

Jeff Ryan and Robert Jantschek's company, Versare, sells portable room dividers to people all over the world. Thanks to several huge orders—a \$3 million sale to a South American oil company; a recent deal with the Sheikh of Bahrain; an order to supply privacy screens to more than 6,000 Walgreens stores—Versare has grown to be 10 times the size it was in 2006. But one thing made these sales possible in the first place: Google.

Jeff and Robert got their business online in 2006, after nearly a decade of printing brochures, knocking on doors and selling through third party dealers. “It was difficult for us to articulate our story to our end user,” Robert explains. So Versare began marketing its products online with AdWords, Google's advertising program. “We had no idea what to expect,” Robert says.

Before they knew it, they were rethinking their entire business model. Versare was suddenly selling directly to consumers via the web. Businesses, previously their target market, were only accounting for a small fraction of sales. So the company shifted its focus to providing high quality products, low prices and fast shipping directly to their customers. Versare is now the world leader in the portable room divider market.

“We know what we make, we know who needs it and we know how to get it to them,” Robert says. “Google gets the word out to the customer in the right way and in the right format and connects those dots.”



Sources: 1. BIA/Kelsey, “Nearly All Consumers (97%) Now Use Online Media to Shop Locally,” March 2010 2. Boston Consulting Group, “The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity,” March, 2012 (2010 Data) 3. Hamilton Consultants, “Economic Value of the Advertising Supported Internet Ecosystem”, June, 2009 4. Google, “Economic Impact”, 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$35.5 million** of economic activity for Mississippi businesses, website publishers, and non-profits in 2011.⁴

5,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$14,000 was donated to three Mississippi non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

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

-Justin Brock, Marketing Projects Manager, Bomgar



Bomgar
Ridgeland, MS
www.bomgar.com



**Mississippi based - competing
in a global market space**

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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$851 million** of economic activity for Missouri businesses, website publishers, and non-profits in 2011.⁴

27,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$890,000 was donated to 63 Missouri non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at 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



**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 with 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, film makers 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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
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The web is working for Montana businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$50.8 million** of economic activity for Montana businesses, website publishers, and non-profits in 2011.⁴

5,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$450,000 was donated to 26 Montana non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"AdWords was very beneficial in terms of expanding my geographic customer base. I think it was within certainly less than six months, we had [customers in] every state in the country."

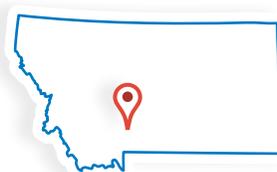
-Dave Berghold, Owner, The Last Wind-Up



The Last Wind-Up

Bozeman, MT

www.lastwindup.com



7 new employees

Since the day he opened the doors to his business, Dave Berghold has focused on one thing: providing customers the best service possible. "What would I expect when I walk into a business?" he asks. "I put myself in their shoes." That's why The Last Wind-Up is more than a watch and clock store; it's a workshop serving timepiece enthusiasts around the country.

Since getting his business online in the early '90s, Dave has hired seven employees, tripled the store's square footage and expanded his customer base far beyond his home of Bozeman, Montana. One of the keys to this growth is AdWords, Google's advertising program, which helps Dave connect with people around the country who are searching for timepiece repair.

When he created his first AdWords campaign in 2005, Dave decided to use specific keywords to market himself to certain audiences. He selected terms that related to family heirlooms and vintage timepieces—not just "watches". Six months later, he had customers from almost every state. Today, labor-intensive jobs like antique restorations and parts fabrication account for more than 50% of his business. "I realized 'wow, all [AdWords] has to do is turn a couple of good customers into repeat customers and it pays for itself.'"

What has also helped The Last Wind-Up's growth is an easy repair form that lets customers and the staff of The Last Wind-Up track all repairs from start to finish. The customer sends the timepiece and the form to The Last Wind-Up. Once the piece is received, the customer receives a confirmation email and then a second email with an estimate. And when the job is complete, the customer is sent an invoice that is payable securely online. "It really simplifies the process with customers who are far away," he says – especially important since half of Dave's customers are now from outside of Montana.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$868 million** of economic activity for Nebraska businesses, website publishers, and non-profits in 2011.⁴

7,700 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$870,000 was donated to 26 Nebraska non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"Customer acquisition in this business is key. Google helps us a lot on the acquisition piece."

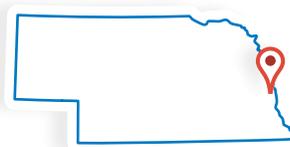
-Sam Taylor, CEO, Oriental Trading Company



Oriental Trading Company

Omaha, NE

www.orientaltrading.com



**80%+ orders
come in online**

"We make the world more fun." That's Sam Taylor's motto. He's the CEO of Oriental Trading Company (OTC). According to Sam, OTC began 80 years ago when founder Harry Watanabe started touring state fairs in the Midwest to sell toys and novelties to the carnival trade. He wanted people to have a good time in an affordable way. The company has held that mission ever since, and they've expanded to accommodate all occasions.

Sam says OTC's range of products spans the entire lifetime of their customers. OTC sells crafts, toys, party and holiday supplies, and educational tools for just about every major life event. From baby showers to retirements, OTC has you covered—with 40,000 life-enhancing products in all.

OTC has experienced two major transformations: The first occurred in the 1980s when they launched consumer catalogues and started a toll-free 800 number. The second, in 1999, came in the form of a website. "That led to a series of growth," says Sam. Which is an enormous understatement. They've seen revenue growth in eight of the last nine quarters, and as of last count, they've served over 20 million customers.

What used to be a state fair turned catalogue mail-in business is now driven by the web. By using online marketing tools like AdWords, Google's advertising program, and Google Analytics, as well as the Google Affiliate Network, their online business is growing in the "double digits." Forty percent of their web traffic comes from Google and over 80% of the company's orders are online.

For a company that makes it "easy and affordable for everyone to celebrate, have fun and express creativity," Sam notes happily, "it's a great success story."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$976 million** of economic activity for Nevada businesses, website publishers, and non-profits in 2011.⁴

20,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$130,000 was donated to 21 Nevada non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"I built this business through Google AdWords and worked on organic growth later."

- Austen Gardner, President, Franklin Document Services



Franklin Document Services

Las Vegas, NV

www.franklindocuments.com



The phone started ringing every day

With more than 19,000 conventions a year, Las Vegas is the perfect place for a printing business. From brochures and business cards to signs and stickers, there's a constant need for paper products. "Our industry really matches what online search is made for," says Austen Gardner, founder of Franklin Document Services. "People come into town scrambling and they need a quick turnaround job, so they search and they find us."

Austen and his wife Devon opened their business in 2006; a time when many Vegas print shops relied on traditional advertising. "There wasn't a lot of competition yet, and advertising wasn't used as much as it should have been," Austen says. So they started advertising with AdWords, Google's online advertising program, and "the phone started ringing every day."

Franklin Document Services has since grown to a six-person company, and Austen says he has plans to expand and begin offering graphic design services. "The first thing I am going to do is put a very heavy AdWords campaign together," he says. "I wouldn't know how to get the word out if it wasn't for Google."

Today, 90% of Franklin's marketing budget goes to online advertising because, as far as Austen is concerned, it's a proven method. "Nothing can compete with the number one sales rep," he says. "The Google campaign I've been managing myself for the past six years."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$211 million** of economic activity for New Hampshire businesses, website publishers, and non-profits in 2011.⁴

8,900 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$400,000 was donated to 26 New Hampshire non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at 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



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 at PixelMEDIA. "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.' 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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$2.1 billion** of economic activity for New Jersey businesses, website publishers, and non-profits in 2011.⁴

61,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$3.5 million was donated to 135 New Jersey non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"The first thing that customers often say is, 'Boy, everything I searched, you came up first.'"

*Bonnie Bornstein Fertel, Vice President,
Bornstein Sons, Inc.*

Bornstein Sons, Inc.

Fairfield, NJ

www.bornsteinsons.com



**25% of new customers
come from AdWords**

Bonnie Bornstein Fertel's father said their company didn't need a website. His home maintenance and repair contracting business, Bornstein Sons, had survived for nearly 70 years without one. But in the early 1990s, when Bonnie and her husband took over, they decided to give the web a try.

"There's a generational disconnect in understanding change," Bonnie says. "And I said, 'Well, we need a website.' So, we got a website."

For a long time, the site stayed pretty much the same, and so did Bornstein Sons' advertising. "We had full-page ads in nine phone books under two categories," she says. Then she and her husband, Richard, noticed a change; the ads were no longer providing a return on investment.

So Bonnie started researching ways the Internet could help, and she had the Bornstein Sons website redesigned—twice—before taking the reins herself. Today, she designs the site, develops the content and manages AdWords, Google's advertising program, for the company. And it's working -- 25% of new customers now come from AdWords. She's even studying for her AdWords certification and recently started her own online marketing business.

Bonnie still mails promotions and newsletters to customers, but says the company's advertising is now exclusively online. "Our online presence is the next best thing to a personal reference," she says. With AdWords, she can track where new customers come from and refine her sales strategy while maintaining the company's family history, mission and vision. Bonnie explains, "In order for a good online marketing strategy to work, you must have a good website, strong infrastructure, and dependable, reliable services...and a strong ad campaign to connect the dots and complete the process."

"My name is on the door," Bonnie says. "I want people to know that matters."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$54.3 million** of economic activity for New Mexico businesses, website publishers, and non-profits in 2011.⁴

7,600 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$780,000 was donated to 24 New Mexico non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"AdWords has just blossomed into an incredible tool for us."

-Paul Geilenfeldt, Owner, Columbine Inn



Columbine Inn

Taos, NM

www.columbineinntaos.com



90% of new guests find them online

When outdoor enthusiasts Paul and Susie Geilenfeldt needed a break from the city, they'd head to Columbine Inn in Taos, New Mexico. A mile from world-class skiing and in close proximity to countless multi-use trails, it was the perfect active getaway. And then something incredible happened.

"We started talking to the owner one day and it turned out he wanted to get out of the business. Before we knew it, we purchased it from him," says Paul. He and his wife took over the Columbine Inn in 1999 and never looked back. "We love it."

It's a 20-room lodge with living quarters, and they host weddings, family reunions, conferences and retreats. Paul says that in the beginning it was "pretty raw" and, like other inns in the area, didn't have a website. Creating one was the first thing they did. "At first it was just a basic one-page deal, and then we worked to improve it over the years."

Then they noticed Google's online marketing tools. Paul says, "Google AdWords has just blossomed into an incredible tool for us. It used to just be a small percentage. Now about 75% of our marketing dollars go to AdWords." And that percentage pays off. Now, over 90% of customers find out about the Columbine Inn on the web.

Columbine Inn remains manageable: five employees in the winter and just a few in the summer; after all, it's a small place. But their clientele is constantly increasing, and plans for expansion are underway. Paul says, "Our biggest expansion plan is a full-blown restaurant. We're starting that this summer. And two years from now we're going to put in another conference center."

With a growing business in their favorite location, Paul and Susie couldn't be happier. Buying the Inn, says Paul, "turned out to be really the best decision of our lives."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$11.1 billion** of economic activity for New York businesses, website publishers, and non-profits in 2011.⁴

140,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$28.9 million was donated to 846 New York non-profits through the Google Grants program⁴

2,800+ New Yorkers are employed full-time by Google. We're proud to have offices in Clifton Park and New York City

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"It's just being out there and letting people know you're there, which is the same thing that Google does these days...to a much bigger audience."

-Joelle Obsatz, Co-Owner, Butterfield Market and Catering



Butterfield Market and Catering

New York, NY

www.butterfieldmarket.com



50 employees strong

Joelle Obsatz quite literally grew up in the family business. She and her brother Evan grew up on the fourth floor of a New York City building above Butterfield Market, a grocery store that their grandfather, Teddy Appelbaum owned. The market has been frequented since 1915 by such icons as the Rockefellers and Bette Davis. Today they co-own the market with their father, Alan, and it remains a neighborhood institution.

The Obsatz family has stayed true to the core of Butterfield Market while also embracing change to expand their business. When Joelle officially joined the family business in 2000, they created the Butterfield Catering Division. In 2003 they created their first website and in 2008 they got serious about their web presence, redesigning their website and beginning to advertise with AdWords, Google's advertising program. "You search on Google for Butterfield Market, you see all about our brand, so it's definitely helped us get exposure out there." That exposure is paying off. They have seen 35-40% growth in the past year and now have over 50 full-time employees.

Their growth allows them to continue to expand the business both offline and online. In early 2012 they opened Baked by Butterfield a few doors down from the market, a bakery specializing in baked (not fried) doughnuts. They use social media to engage with customers even when they are not in the store or bakery. And in late 2012 they will be adding e-commerce to their site to sell specialty goods from the market and to place catering orders, helping this neighborhood business expand far beyond the borders of the city.

Joelle sees embracing technology and using it as a platform to grow as a fundamental part of how business is done today. "One of our old customers, she would tell us that when my grandfather took over the business he went and knocked on her door and he said, 'Hi, my name is Ted Appelbaum and I just bought Butterfield Market and I want your business.' It's just being out there and letting people know you're there, which is the same thing that Google does these days...to a much bigger audience."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.1 billion** of economic activity for North Carolina businesses, website publishers, and non-profits in 2011.⁴

49,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$2 million was donated to 129 North Carolina non-profits through the Google Grants program⁴

2008 was the year we opened a data center in Lenoir. We're proud to employ North Carolinians to help run Google services for users around the world

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"I'm not a tech guy. I'm not. I'm old. And I can do Google AdWords as good as anybody you've ever met in your life."

-Scott Griggs, PPS Manager, Southland Electrical Supply



Southland Electrical Supply

Burlington, NC

www.southlandelectrical.com



**97% of new customers
come from Google**

If your plant or factory needs anything electrical, chances are Southland Electrical can sell it to you. And for about half the price of what it costs new.

This family-owned company started in 1987 as a local storefront with fewer than five employees and a stockpile of transformers, circuit breakers, and starters. "We've been selling this stuff to kind of get rid of it actually," jokes the founder's son, Scott Griggs. But their business model transformed in 1999 when an employee put the company online and started using AdWords, Google's advertising program.

"Google had this advertising program and we started trying that. And we've had probably every year between 23 and 30% growth." That's more than a million dollars a month thanks to some smart web work.

Today the company has expanded to 130 employees, with offices in North Carolina, Florida, and Alabama. "It's changed everything. We're hiring people that are incredibly qualified because we can."

Scott credits AdWords for much of their success. "I'm not a tech guy. I'm not. I'm old. And I can do Google AdWords as good as anybody you've ever met in your life."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$28.8 million** of economic activity for North Dakota businesses, website publishers, and non-profits in 2011.⁴

1,700 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$20,000 was donated to two North Dakota non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"We're very excited about Google's products and they continue to be key to improving our business."

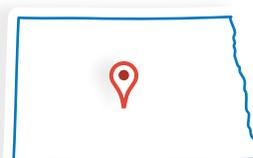
-Darren Carter, M.D., President and CEO, Provistas, Inc.



Provistas, Inc.

Bismarck, ND

www.provistas.com



6 employees strong

After going through the rigors of medical school and securing a medical internship, Darren Carter had a realization. The physician decided he was more of an entrepreneur than a doctor. So he started his own company, Provistas. Provistas serves anyone who needs to prepare or analyze medical bills with supplies from its e-commerce site, Medical Coding .Net (www.medical-coding.net), or with its online medical coding software, SpeedECoder® (www.speedecoder.com).

A decade later, Darren is as enthusiastic about the company as he was on day that he started it. "It's something that I feel lets me be creative and address real-world problems in almost real-time," he explains. Darren's clients include health care providers and payers, as well as governments, universities and Indian reservations. Darren manages his web presence with Google tools—lots of them.

He uses Google Apps to manage documents across multiple offices, AdWords, Google's advertising platform, to market his site, AdSense to make money by placing relevant ads on his site, and Analytics to understand website interactions. "The web is so measurable and so targetable," Darren says. "It's just never made sense for us to do much outside of e-commerce marketing." That web-centric strategy has worked; the company has a number of new products, six employees, and is actively hiring. "We've got organic growth that hopefully will take us into a record year this year."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.4 billion** of economic activity for Ohio businesses, website publishers, and non-profits in 2011.⁴

50,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$1.1 million was donated to 105 Ohio non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"If we didn't have a website, we wouldn't have a business."

-Mark Gallo, Owner, A Spoon Fulla Sugar



A Spoon Fulla Sugar

Cincinnati, OH

www.aspoonfullasugar.com



40% annual growth

Cups full of sugar. Baskets brimming with eggs. A pantry overflowing in flour. That's what you'd find if you went behind the scenes at A Spoon Fulla Sugar, the Cincinnati bakery that Mark and Jennifer Gallo started in 2008. Jennifer manages the baking, Mark runs the accounting and together with their six employees, they're growing the business nearly 40% a year.

Their website was up-and-running from the day they started A Spoon Fulla Sugar, and for good reason; they don't have a retail storefront. "If we didn't have a website, we wouldn't have a business," Mark says. "You just can't compete today without having that online presence for customers to be able to connect with you."

So Mark and Jennifer rely on Google products to help them connect. They spend nearly half of their advertising budget online with AdWords, Google's advertising program, and they use Google Analytics to monitor their site's performance. "The majority of our revenue comes from weddings, so our core audience is women in their early to late twenties," Mark explains. He says A Spoon Fulla Sugar made more than 400 wedding cakes last year, and is on track to bake even more in 2012. "The Internet is how they're finding all of their services," he says. "They're obviously looking at Google."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$192 million** of economic activity for Oklahoma businesses, website publishers, and non-profits in 2011.⁴

13,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$220,000 was donated to 19 Oklahoma non-profits through the Google Grants program⁴

2011 was the year we opened a data center in Pryor. We're proud to employ Oklahomans to help run Google services for users around the world

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"People are actually looking for your business already. I don't know any more effective marketing than that."

-John Liddell, Co-Founder, River of Love Cabins



River of Love Cabins

Thackerville, OK

www.riveroflove.com



60% of new customers find them online

John and Kelly Liddell literally built their family business, River of Love Cabins, with their bare hands. They started with 60 acres of land, and log-by-log, they constructed a series of charming, private cabins perfect for people trying to get away from hectic city life.

But how do you advertise seclusion to city dwellers? With billboards? Mass mailers? They say the answer was easy: online.

Kelly built River of Love's first website herself in 2005, and the Liddells have been using AdWords, Google's advertising program, ever since. "AdWords gave us an opportunity to make a minimal investment where our dollars were better spent," John explains. "People are actually looking for your business already. I don't know any more effective marketing than that."

Today, 90% of the company's advertising budget is spent online, and John says that more than half of River of Love's new customers find them through the web. "We have come so far, and Google has given us the tools to get where we are today," he says.

Where they are today is a better place than when they started. Their business has grown to include two log cabins, a converted caboose and a cottage, and their four children help them run River of Love, as well. "The business has just been a wonderful thing," Kelly says. "It's brought us closer and together as a family."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$645 million** of economic activity for Oregon businesses, website publishers, and non-profits in 2011.⁴

40,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$2.1 million was donated to 125 Oregon non-profits through the Google Grants program⁴

2006 was the year we opened a data center in The Dalles. We're proud to employ Oregonians to help run Google services for users around the world

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"By using Google [the customer] can get right to us and right to the product."

-Jon Eaton, Creative Director, House of Antique Hardware



House of Antique Hardware

Portland, OR

www.houseofantiquehardware.com



37 new employees

House of Antique Hardware is a product of love. Roy Prange, the company's founder, fell hard for antique hardware while restoring and renovating older properties. He started collecting relics of a bygone era to use on doors, windows and lighting, hardware for both his own collection and for selling to retailers. Roy says he'd buy a piece for \$10, sell it for \$30, and then see it in the store for \$70 to \$100. Then he had an idea: Why not retail it himself?

In 1999 Roy launched the company and its website simultaneously. He wanted to go beyond local and reach the national markets. It worked. For example, House of Antique Hardware now supplies products specific to the East and Southeast despite being physically located in Oregon. The web allowed him to break through geographical boundaries.

Roy says he started using Google products "as soon as they came on the scene." Google Analytics helps them track their progress and informs future marketing decisions, and the use of AdWords, Google's online advertising program, has become "instrumental" to their success. So how much of their marketing budget is spent online? Roy jokes, "Well not 100%, but something very close."

Initially, Roy's bedroom was the office and the living room was a hub for part-time employees. Now Roy employs 37 people and has expanded to a commercial building. By the fifth year of using Google marketing tools, House of Antique Hardware's sales increased 20 times their previous numbers. And after all these years, Roy is still in love. Antique hardware has remained his passion, but now it's also his livelihood.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$2 billion** of economic activity for Pennsylvania businesses, website publishers, and non-profits in 2011.⁴

60,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$4.8 million was donated to 228 Pennsylvania non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"AdWords has really been a phenomenal driver of our business."

-Todd Peterson, COO, Quench



Quench

King of Prussia, PA

www.quenchonline.com



**75% more employees
since 2009**

You know those water coolers, the five-gallon plastic jugs at doctor and corporate offices? Some say they have a pretty nasty environmental impact; they aren't the most sanitary containers and aren't particularly cost-effective. To remedy this, there's Quench, a company that makes and installs bottleless water coolers. They're the green, inexpensive and sanitary alternative for keeping your employees and customers hydrated.

According to the company's CEO, Tony Ibarguen, "Quench is the largest independent provider of bottleless water coolers in the country." Which is quite an accomplishment given that 15 years ago, their company didn't exist. Quench was created by a group of entrepreneurs in the mid-2000s. Their turning point was deciding to increase Quench's online presence.

"Just since 2009, we really started aggressively using the service of Google and...the company overall has grown by about 100% in revenue," says Tony. They've also increased their employee base by 75%. Prior to their use of Google tools like AdWords, Google's advertising program, and Analytics, Quench operated in only 15 local markets. Now they're in 35 of the top 50 markets in the U.S. In a business that traditionally acquires customers through cold calls and door-to-door pitches, two-thirds of Quench's sales now come from the web.

Tony says their goal is to lead the charge in "the removal and replacement of the traditional water cooler." With the kind of growth they've seen in the last three years, it seems they're well on their way to doing so.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$123 million** of economic activity for Rhode Island businesses, website publishers, and non-profits in 2011.⁴

5,900 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$230,000 was donated to 19 Rhode Island non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at 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



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 a 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, but 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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$529 million** of economic activity for South Carolina businesses, website publishers, and non-profits in 2011.⁴

19,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$380,000 was donated to 44 South Carolina non-profits through the Google Grants program⁴

2008 was the year we opened a data center in Berkeley County. We're proud to employ South Carolinians to help run Google services for users around the world

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"I've been able to work well with partners such as Google to grow."

-Chris Mettler, Owner, CompareCards.com



CompareCards.com

Charleston, SC

www.comparecards.com



Thousands of customers every month find them online

Like most people, Chris Mettler is constantly bombarded with credit card offers. Unlike most people, rather than seeing this as a major annoyance, Chris saw an opportunity.

He thought, "If there was a way that I could display the best rewards programs, the best introductory interest rate offers and make a more informed consumer, then that could be a valuable proposition."

In 2005 Chris started a website that consolidated all these "best" offers into one easily digestible format called CompareCards.com. "I didn't go into it thinking that this was going to be necessarily a huge business," said Chris. "I continued with a day job and kind of did this on the side."

Chris began spending 95% of his advertising budget on AdWords, Google's advertising program, and started connecting thousands of new customers with banks each month. "Utilizing Google we've been able to leverage some marketing insights to expand and try different things on Google's network, whether it's the display or search or potentially other opportunities with YouTube."

Eighteen months ago Chris left hectic big city life behind and settled his family in peaceful South Carolina. His little side project had grown into his full time job, and gave him the means to work wherever he wanted.

Chris has big plans this year to make his former little side project other people's full time job, too. "No question, with our current growth that's something that's going to change this year."

"I intend, based on the growth, to be hiring in 2012."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$32.3 million** of economic activity for South Dakota businesses, website publishers, and non-profits in 2011.⁴

2,500 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$70,000 was donated to seven South Dakota non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

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

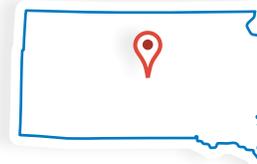
-Kirk Hulstein, Research and Visitor Relations Manager, South Dakota Department of Tourism



South Dakota Dept. of Tourism

Pierre, SD

www.travelsd.com



**1.8 million
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."

The Google logo, featuring the word "Google" in its signature multi-colored font.

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$529 million** of economic activity for Tennessee businesses, website publishers, and non-profits in 2011.⁴

28,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$1 million was donated to 55 Tennessee non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"After we had AdSense on our site for about a year we saw how much we could earn and it was kind of like wow, it really could become true that I could leave my job."

-Mary Morris, Co-Founder, Front Porch Ideas and More



Front Porch Ideas and More

Nashville, TN

www.front-porch-ideas-and-more.com



2 happily married people in business together

Dave and Mary Morris love one another, their family, and front porches. In 2009 the couple, happily married for 37 years, decided to combine their loves and start a new adventure together.

"The two of us wanted to have a business that we could work on from home. And we wanted to work on it together, so we had to find a topic that we both enjoyed and it didn't take us too long to realize both of us have had a lifetime love for front porches," said Mary.

They created www.Front-Porch-Ideas-and-More.com, and populated the site with their writings, pictures, videos, design ideas, and tips on building and renovating a porch. "It's a haven for porch lovers," says Mary.

To help create their site, Dave and Mary enlisted the aid of Google products. They use Picasa to help edit and tag photos, Google Analytics to track their visitors, and Google Alerts to stay in touch with bloggers—which was instrumental in finding a community of porch lovers. And they turned to Google AdSense as one way of earning money by placing relevant ads on their site.

Initially Mary had to balance working her corporate job with creating their porch site, which meant burning the midnight oil for months. Fortunately, their success with AdSense quickly remedied that problem. "Because of Google AdSense Mary was able to quit her corporate job in 18 months," said Dave.

With their corporate careers behind them, Mary and Dave now work full-time from their kitchen, or anywhere else that has an Internet connection. "We have fun working together," says Mary. "We're writing an e-book on that too," says Dave. "On how to work together as a couple," Mary chimes in.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

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

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$4.5 billion** of economic activity for Texas businesses, website publishers, and non-profits in 2011.⁴

130,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$3.1 million was donated to 227 Texas non-profits through the Google Grants program⁴

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

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"Our business has doubled year after year for the past several years, thanks to the power of Google's ad products."

-Mash Ahmed, CEO, Netbrands



Netbrands

Stafford, TX

www.imprint.com



197 new employees

Six years ago the Ahmed brothers started a company in their garage. They started off selling custom wristbands via their website www.24HourWristbands.com and used AdWords, Google's advertising program, to market the business.

They grew quickly, and so did their web presence. Today, Netbrands includes seven websites that sell almost any customizable product you can think of, including balloons, t-shirts, and frisbees. Google is their primary growth engine—more than 80% of their sales come from Google.

According to CEO Mash Ahmed, their business has doubled year after year for the past several years primarily due to AdWords. To keep up with demand they have expanded the company quickly; they now have 200 employees and are moving to a 13 acre campus with 200,000 square feet of office space.

But what are they most proud of? According to Mash, their success online is helping them to reach their number one goal: moving assembly and manufacturing jobs from overseas back to the U.S. Their goal is to have 90% of these jobs back in the U.S. by the end of 2012. Through hard work and the power of Internet, they are well on their way to reaching that goal.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011
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The web is working for Utah businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$994 million** of economic activity for Utah businesses, website publishers, and non-profits in 2011.⁴

27,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$700,000 was donated to 39 Utah non-profits through the Google Grants program⁴

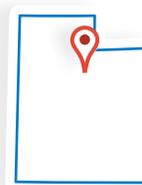
Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"A catalog company was not the way of the future. The Internet was how people were going to buy."

-Harry Weyandt, President, Nitro-Pak



Nitro-Pak
Heber City, UT
www.nitro-pak.com



100% increase in sales within the first 3 years online

Harry Weyandt lived in Southern California in the mid-'80s, and decided that he needed to prepare his family for the threat of earthquakes. As he researched disaster information and gathered supplies, he had a crucial realization: a one-stop-shop for emergency preparedness didn't exist. So in 1985, he and his wife Vickie —using a spare bedroom as an office and the garage as a warehouse—began Nitro-Pak Preparedness Center, Inc. which provides freeze-dried emergency foods, survival kits, water filters and storage supplies for those times when life gets turned upside down.

"Originally we started off as a national mail order company," says Harry. They had a supplemental web presence by 1998, but it wasn't until 2001 when Harry realized that mail order wasn't the wave of the future. "When we got started doing Internet sales, we probably doubled our sales within a couple of years," he says. So in 2003 they printed Nitro-Pak's last catalog and haven't looked back since. From their original bedroom office set-up, they upgraded to storage units, then a 1,500-square-foot warehouse that eventually led to a 45,000-square-foot warehouse.

The business has grown dramatically, both financially and physically. And Google's advertising program, AdWords has helped. Thanks to AdWords, "we could specifically target our ads for the very first time," says Harry. Now 90% of Nitro-Pak's marketing budget is spent online, and Harry reports that Nitro-Pak is one of the largest companies in the emergency preparedness industry.

It's a business they can feel good about, too. As Harry says, "We sell products that bring extra security and peace of mind in the event of a natural or a man-made disaster."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for Vermont businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$95.6 million** of economic activity for Vermont businesses, website publishers, and non-profits in 2011.⁴

3,700 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$650,000 was donated to 34 Vermont non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact



"Instead of orders from local folks who knew us by word of mouth, we started getting calls and emails from people out of the state."

-Michael Willard, Co-Owner, Green Mountain Bee Farm

Green Mountain Bee Farm

Fairfax, VT

www.greenmountainbeefarm.com



50% more jars of honey

For Michael and Nicole Willard, the more bees buzzing around their backyard, the better. The couple runs Green Mountain Bee Farm, which sell bees and honey from their Vermont home. They're hoping 2012 will be a turning point for their business.

"We're going to do 35% more sales in queens this year," Michael says (he's talking about Vermont queen bees—the head of the colony that sell for \$25 apiece). "And if all goes well, we're going to increase honey production by 50%." That's huge, considering the company sold out of their last batch of award-winning, light-bodied honey in just six weeks—a feat that would have not happened without the Internet.

2011 was the family's second year in business and only their first year online. They were inspired by Google's "Vermont Get Your Business Online" program. After they built their site, honey sales increased by 50%. Michael says the web changed everything. Quickly.

"Instead of orders from local folks who knew us by word of mouth, we started getting calls and emails from people out of the state," Michael says. Today, more than half of their customers are from outside of Vermont, and the Willards are even starting to take wholesale orders; "a whole different ballgame," Michael says. It might even be enough for them to move the business beyond their backyard.



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for Virginia businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$1.3 billion** of economic activity for Virginia businesses, website publishers, and non-profits in 2011.⁴

49,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$7.5 million was donated to 209 Virginia non-profits through the Google Grants program⁴

50+ Virginians are employed full-time by Google. We're proud to have an office in Reston

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

"I see a direct connection between the traffic on the website and the traffic I have in the restaurant. It amazes me."

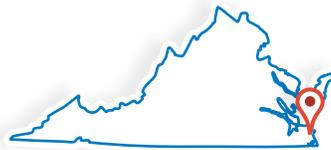
-Shatriece Lewis, Founder, Sabor Express



Sabor Express

Virginia Beach, VA

www.saborexpressva.com



500% increase in sales since getting online

Shatriece Lewis started her restaurant because she wanted a burrito. But not just any burrito; a burrito stuffed with chiles, just like the way they're made in her old stomping grounds of Albuquerque, New Mexico. So she opened Sabor Express in late 2011. It's a tiny place with just one table, but everything is made fresh.

Sabor Express didn't have a website when it first opened. Shatriece was twiddling her thumbs thinking of ways to attract customers. So she decided to get online. "I saw some kids text messaging, and I thought, 'You know what? I need to be part of some technology,'" she explains.

So she turned to the web and found a Google program called "Virginia Get Your Business Online." It made web design easy—even for Shatriece, who had never used a computer to do anything more than check email. She had www.saborexpressva.com up and running within days. After launching the website, sales increased by 500%. "Every day I'm seeing new faces, and people say they found me online," she says. "I see a direct connection between the traffic on the website and the traffic I have in the restaurant. It amazes me."

Today, the restaurant hosts cooking classes and Shatriece promotes them through online deal sites. She encourages students to use fresh ingredients and new techniques in the kitchen—something that has become her mantra. "We make our food from scratch just like I built this business from scratch," she says. "Our name is getting out there thanks to being online."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for Washington businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$3.5 billion** of economic activity for Washington businesses, website publishers, and non-profits in 2011.⁴

56,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$4.7 million was donated to 203 Washington non-profits through the Google Grants program⁴

950+ Washingtonians are employed full-time by Google. We're proud to have offices in Kirkland and Seattle

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

*"The more we grow,
the more money
we can give back
and help people."*

-Lee Rhodes, Founder, glassybaby



glassybaby

Seattle, WA

www.glassybaby.com



**40% of their web traffic
comes from Google**

Exhausted during her third battle with cancer, Lee Rhodes found hope and healing in the candlelight from a handmade votive (a small, handmade candle holder). Inspired by its gentle glow, she hired a team of artists to make more. One thing led to another and in 2001, Lee started her own glassblowing studio.

Lee's company, glassybaby, makes candle holders and votives, all handmade by artists in the United States. She soon had a store, a website and a nontraditional business plan: she would donate a percentage of her sales—not profits—to charities helping cancer patients with day-to-day costs not covered by insurance. People said glassybaby was destined to fail.

It didn't.

The business now has 40 to 50% annual growth and produces 500 glassybaby a day. "We can't make them fast enough," says Greg Huey, the company's President and COO. They sold 125,000 pieces last year, and are now looking to Google to continue their growth—40% of their web traffic comes from Google.

"The people who come to our site and stores already know about glassybaby," Greg says. "So we're starting to use Google AdWords to attract people who might be looking for similar items, but don't know exactly what they want."

Greg hopes the web will also help grow glassybaby's brick and mortar business. In addition to using AdWords, Google's advertising program, "we use Google Analytics to track and identify key markets," he explains. "When I see good online traffic and sales in a particular area, I consider the potential for opening a retail store. The web is how we are growing in such a big way, organically."

Google™

Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for West Virginia businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$83.8 million** of economic activity for West Virginia businesses, website publishers, and non-profits in 2011.⁴

3,900 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$180,000 was donated to 13 West Virginia non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"We've totally eliminated bulk mailing. Close to 85% of what we do now is all through the Internet."

*-Skip Heater, President,
New & Gauley River Adventures*



New & Gauley River Adventures

Lansing, WV

www.gauley.com



**45-50 West Virginians
employed during
the peak season**

From stunning scenery to exhilarating outdoor activities, Skip Heater's company, New & Gauley River Adventures, takes advantage of everything West Virginia has to offer.

The Lansing, West Virginia-based company aims to provide access to some of the adventurous activities its state affords. And by "some," Skip means virtually everything. The family-owned and operated company has been leading white water rafting trips on the New and Gauley Rivers for 34 seasons. They also offer horseback rides, mountain biking, cabin rentals, rock climbing, fishing excursions, and more. It's a one-stop adventure shop for visitors of all ages.

According to Skip, most companies in the area have been on the decline, yet New & Gauley River Adventures has experienced steady growth, a result he believes is "mostly from good exposure and good rankings on the web." Their website launched in 1997 and they began using AdWords, Google's advertising program, within two years. They still print brochures and rack cards, but nearly 85% of their marketing budget is now invested online.

What was once a seasonal operation now runs trips year-round and continues to expand with new facilities—a restaurant, a bar and a chalet-style lodge to name a few. Skip says, "[2011] was our best year ever. We basically doubled what we had done before."

And, thanks to the Internet, they've been able to reach a huge variety of customers. "The best part," says Skip, "is meeting different [people] from all walks of life on a daily basis. We get folks from all over the world [and] all 50 states. We're happy doing what we're doing... showing people a good time and getting some smiling faces."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for Wisconsin businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$724 million** of economic activity for Wisconsin businesses, website publishers, and non-profits in 2011.⁴

25,000 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$990,000 was donated to 59 Wisconsin non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at www.google.com/economicimpact

"My website and my online marketing became a really major factor in the success of my business."

-Melissa Clements, Founder, Eco-Friendly Flooring



Eco-Friendly Flooring

Madison, WI

www.ecofriendlyflooring.com



50% of customers are now from outside of Wisconsin

Sustainability is a buzz word in many industries today. But for Melissa Clements, it's been a way of life for the past decade. Melissa started Eco-Friendly Flooring in 2001, and has since provided reclaimed wood, recycled tile and other sustainable flooring materials to homes, television studios, restaurants and even casinos.

When she first thought about starting a business, Melissa did a lot of research and realized that combining a niche product with an online store might be a formula for success. She quickly took a web design class, then started her business online from her home. "I created a business selling sustainably harvested and recycled products and there was nobody else doing that at the time," Melissa says. "My site was my presence to the world." It turns out the world paid attention.

After building her site, Melissa started getting calls from across the country. "I made one connection with somebody who was surfing online and found me through Google," she says. "The whole transaction went through because the woman found me on Google. It was a huge, very high profile project, and now I can keep using that experience to provide legitimacy to my business."

Despite her success, Melissa continues to look for ways to use Google tools to improve her business and make her marketing campaigns more strategic. She recently started experimenting with local marketing, and listed her business on Google Maps so that customers in her region could find Eco-Friendly Flooring. The results didn't take long. "As soon as I got (the page) up, people started calling me," she says. "I ask people when they come in, 'How did you find me?' And almost always, they say it was on Google."



Sources: 1. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 2. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

The web is working for Wyoming businesses. Google is helping.

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

97% of Internet users look online for local products and services¹

\$482 billion was spent on products researched online and purchased offline²

4.7% of America's GDP was generated by the Internet²

3 million+ jobs were created by the Internet-advertising industry alone³

Google helped provide **\$50.4 million** of economic activity for Wyoming businesses, website publishers, and non-profits in 2011.⁴

2,200 businesses and non-profits benefited from using Google's advertising tools, AdWords and AdSense, in 2011⁴

\$140 was donated to two Wyoming non-profits through the Google Grants program⁴

Across the U.S., Google's search and advertising tools provided **\$80 billion** in economic activity in 2011⁴

Find out more at 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,
Dude Ranchers' Association*



The Dude Ranchers' Association

Cody, WY

www.duderanch.org



**2.5 times 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 12 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. Boston Consulting Group, "The Connected World: The Internet Economy in the G-20: The 4.2 Trillion Growth Opportunity," March, 2012 (2010 Data) 3. Hamilton Consultants, "Economic Value of the Advertising Supported Internet Ecosystem", June, 2009 4. Google, "Economic Impact", 2011 * Note: The total value that U.S. Google advertisers and website publishers received in 2011 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 2011 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 © Copyright 2012. Google and the Google logo are trademarks of Google Inc.

