

# The web is working for American businesses.

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

97%

of Internet users look online for local products and services.<sup>2</sup>

2 times

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

75%

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

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.<sup>4</sup>

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

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

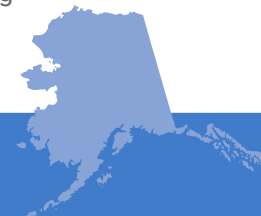
\*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost 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 nonsponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html).

© Copyright 2016. Google and the Google logo are trademarks of Google Inc.



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

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.<sup>1</sup>



\$35.7 million

of economic activity Google helped provide for Alaska businesses, website publishers and non-profits in 2015.<sup>1</sup>

2,500

Alaska businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.<sup>1</sup>

\$1.55 million

of free advertising was provided to Alaska non-profits through the Google Ad Grants program.<sup>1</sup>

# Kayak Adventures Worldwide

SEWARD, ALASKA

---

Founded in 1983, Kayak Adventures Worldwide provides educational and environmentally friendly sea kayaking tours of Resurrection Bay and the Kenai Fjords National Park in southern Alaska. Trent Gould took over from the previous owners in 2014, after working for them for two years as a guide and manager. With many competing kayaking companies in the Seward area, he wanted to do more than simply escort customers out onto the water. He also wanted to connect them to the environment. "We hold the key to something really special. I can make a difference in this world by getting people outside."

Nearly all of Kayak Adventures' customers find them through the Internet, so Trent turns to Google products to optimize their online presence. Google Search Console helps him monitor the website in search results and Google Analytics gives him insight into how visitors are interacting with the site. When Google Analytics showed that he was losing one-third of potential visitors

"We get an amazing amount of guests from just online in general."

TRENT GOULD, OWNER

to his site because it wasn't mobile-optimized, he created a mobile-friendly site and saw his bounce rate drop significantly. "With these tools I can really get a sense of how the business is doing and what's going on," Trent says. "I can make sure that our website is giving our clients the information that they need." He also depends on his Google My Business listing to allow guests to easily read reviews, get directions, and view photos. He uses YouTube videos to illustrate the beauty of their tours. And Gmail makes it easy for him to respond to an email from anywhere.

"As a small business owner, time is really important to me," he says. "There



are so many things to do, it's easy to lose track. Google makes it really easy." Making it easier for Trent to run his business means he can spend more time making a positive impact and doing the things he loves. "We hope our guests go back home, wherever they're from, and continue to play outside and build this relationship with our environment. We want to reclaim an active stewardship, and take really good care of the environment."

Kayak Adventures Worldwide has 4 employees, plus 10 seasonal guides.

---

Visit [www.kayakak.com](http://www.kayakak.com)