

# 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).

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# The web is working for Arkansas 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>



\$1.03 billion

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

5,800

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

\$686,000

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

# Rock City Outfitters

MAUMELLE, ARKANSAS

Arkansas Tech graduates Ryan Ritchie and Matt Jones have been making humorous t-shirts to display their state and team pride for years. “We were just a couple guys printing shirts at home for fun,” Ryan says. “Then we realized people would actually pay money for them.” Rock City Outfitters originally just marketed their products at festivals and local events, but the business really took off once they launched a website. “People from all over the state wanted our shirts,” he says. “Once Rock City Outfitters went online, we really broadened our reach.”

Google Analytics helps the entrepreneurs keep a beat on where website visitors are coming from and which shirts are most popular. “Before Google Analytics, we were just throwing whatever up there and seeing what sticks,”

“Our website makes our company look professional—not like just some dudes goofing off in a warehouse.”

RYAN RITCHIE, CO-OWNER

Analytics also helps them fine-tune their social media marketing strategy, so they know which campaigns are most effective. “Social media lets us interact with our customers and fans. Some of our best t-shirt ideas come from them.” Google Apps for Work, including Gmail and Google Calendar, makes it easy to communicate with employees and helps the business run smoothly.

Rock City Outfitters’ online presence grew the business far beyond its

explains Ryan. “Now we can see where we’re getting business and where we should be designing more t-shirts.” For example, they learned that, surprisingly, 25% of their e-commerce traffic was coming from Texas, “a whole other market we need to explore.” Google



small-town base. “If it wasn’t for Google, we’d still be poking around at little festivals. It’s helped us nearly double our sales every year.” The company now employs two full-time and six part-time staffers. They operate a custom-orders department and provide officially licensed collegiate apparel from Arkansas universities and other schools.

And Ryan expects business to continue booming. “We’re still getting our heads around Arkansas, but we hope to go national,” he says. “Thanks to Google, our website, and our social media—the sky’s the limit.”

Rock City Outfitters has 4,500 online customers.

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