

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.²

2 times

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

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at 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.

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

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$231 million

of economic activity Google helped provide for Iowa businesses, website publishers and non-profits in 2015.¹

8,300

Iowa businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$2.19 million

of free advertising was provided to Iowa non-profits through the Google Ad Grants program.¹

the Write Place

PELLA, IOWA

The Write Place began 20 years ago and provides writing and editing services plus graphic design for corporations, small businesses, non-profits, and individuals. The company formed a book division in 2007 to help authors publish fiction, memoirs, cookbooks, history, poetry, and more. “We invest in our relationships with our clients and authors,” says Lexie Thomas, Manager and Graphic Designer. “Building an understanding of each client’s industry or project results in messages and products that speak to the desired audience.” The Write Place’s website is the focal point for serving their clients, both regionally and across the country.

The Write Place uses AdWords, Google’s advertising program, to help reach potential customers. “It was easy to look at how our campaign was doing, use common sense to tweak it, and see the results quickly,” Lexie says. “It was

“Being online is essential to the book-publishing piece of our business.”

LEXIE THOMAS, MANAGER & GRAPHIC DESIGNER

just really fun to see that happening. And it’s super affordable, which is really important for a small business.” They turn to Google Analytics when creating new client websites or revising outdated sites. “We’ve always been able to dig into Analytics and present pretty much any data the clients are looking for,” Lexie says. “Those stats help guide the information-design phase of a website project.” Staff rely on Google Apps for Work, especially Gmail and Google Calendar, for communicating with clients and one another.

Staying connected from anywhere is particularly important for this



ever-evolving company, as the Write Place team includes four people across two locations. They have published over 50 books, and about three-fourths of inquiries from authors come through the company website. Print-on-demand technology has helped to expand the book business, and the website includes an online bookstore. Writing and graphic services have expanded to include account management, marketing, and planning. The company also sponsors a book-publishing contest every other year. Based on their experience with AdWords, the Write Place plans to use the program to do more promotion of its services in the future.

The Write Place has 300+ clients nationwide.

Visit www.thewriteplace.biz