

# 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 Idaho 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>



\$240 million

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

7,700

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

\$994,000

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

# Telaya Wine Co.

GARDEN CITY, IDAHO

Veterinarian Carrie Sullivan and her husband, Earl, a biochemist, wanted to put family first and simplify their busy, high-pressure lives. They decided to open a winery while vacationing in Mexico. "We applied what we already knew to something different," Carrie says. "It's all biochemistry, just applied in different ways." Telaya Wine Co. produced 50 cases for their first vintage in 2008. They aged the wine for two years before selling to the public.

"We're very focused on offering a quality product, great customer service, and hospitality," Carrie says. "We love giving tours and teaching about wine. We really want people to feel like this is their second home."

In 2010, Telaya began crafting a strong online presence and using a variety of Google tools. Since launching their website, they've been using Google Analytics to see where visitors are coming from and to refine their site content. "Being a small business, we wear many different hats. And we have a small staff, so we don't have someone to just focus on our website. Google Analytics does that for us," Carrie says. Google My Business helps customers plan a trip to Telaya by making

it easy to find store hours, photos, reviews, and directions. According to Carrie, "Google Maps has helped us quite a bit. Garden City is in a more industrial part of Boise, so the ability to find us through Maps has been significant." A YouTube video embedded on the homepage gives everyone a close-up look at the business, which includes a wine club and online store.



"The Internet and Google Search allow you to build your business much quicker than you could without it."

**DR. CARRIE SULLIVAN, PROPRIETOR & WINEMAKER**

"The Internet and Google Search allow you to build your business much quicker than you could without it," Carrie says.

After sharing a facility with other small wineries for several years, Telaya opened a new building of their own in February 2016. They now have six employees, and expect eventually to increase production to 5,000 cases annually. "That's where we want to stop," Carrie says, "because we want to maintain a very high-quality, handcrafted product." Their goal is to build a strong Idaho brand for their business, now situated along the Boise River in Garden City. "We're all trying very hard to build something that our family can be proud of," Carrie adds. "It's exactly what we hoped for."

Telaya Wine Co. produced 3,500 cases of wine in 2015.

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