

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 Kansas businesses. Google is helping.

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



\$1.13 billion

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

10,000

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

\$1.17 million

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

Prairiebrooke Arts

OVERLAND PARK, KANSAS

In 1990, when the art sales company where she worked went out of business, Brooke Morehead seized the chance to create her own operation. For the first nine months, she ran the business from her basement with help from her husband, Mike, and a part-time framer. After working from a rented office space for seven years, Brooke wanted a retail presence, and moved the company into a 6,000-square-foot auto dealership that dates back to 1928 in historic downtown Overland Park, outside Kansas City. For the last ten years, their daughter Megan Hoban has also been working for Prairiebrooke Arts to help them grow the business. Today they are a regional leader in original art and conservation-framing services for both residential and corporate clients.



“Our use of the Internet has undoubtedly helped us to adapt and evolve.”

BROOKE MOREHEAD, OWNER

with current and prospective customers. The business has a strong, new website that they developed in-house, which includes a blog they use to educate and showcase their expertise. Google Analytics helps them keep the site's content fresh and relevant. YouTube videos introduce visitors to the business as well as to featured artists. Gmail and Google Calendar help the staff to collaborate and keep in touch. Google Maps gives customers a 360-degree panoramic display of the gallery, “from the opening of the front door to the back of the frame shop,” Brooke says.

Brooke's approach is working. In 2005 the company was awarded the

Although framing is a very traditional industry, Prairiebrooke Arts has embraced the web and Google products. They now distribute email marketing campaigns and newsletters, and rely on social media to communicate

25 Under 25® Award by Kansas City publication *Thinking Bigger Business* and in 2014 was named the Kansas Woman-Owned Business of the Year in Retail. They now have eight employees with plans to add others, and in 2010 they launched an e-commerce sister company, Artsy (artsyarts.com), to scale the business, because, “there's only so far you can go with brick-and-mortar,” says Brooke. With sales up by 20% in 2015 and the future looking bright, she plans to keep learning and using digital solutions. “With the Internet, you can be bigger than you are.”

Prairiebrooke Arts has been in business for 26 years.

Visit www.pbarts.com