

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.

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



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

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



\$268 million

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

9,200

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

\$1.14 million

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

MaxHome

NEW ORLEANS, LOUISIANA

Larry Closs had a solid career doing advertising for car dealerships and home-improvement companies, but he wanted to build his own business. After consulting with a handyman buddy, he founded a company in 2003 to specialize in one-day bathroom makeovers. "I knew with my advertising background that the Internet was going to become more and more important," Larry says. Adopting a mission statement perfectly suited to his New Orleans headquarters, "Everybody Happy," Larry launched MaxHome in 2006 and added windows and outdoor living to his service offerings. As business grew, so did MaxHome's Internet presence. "Early on, websites were like brochures and digital advertising was in its infancy," Larry says. "It was scary, like the Wild Wild West. Now, thanks to Google, the Internet has completely changed."

"AdWords allows us to understand our customers better."

LARRY CLOSS, CEO

for his products and services. "I come from a direct-response marketing background, and you can't beat the targeting and tracking of AdWords," Larry says. Google Analytics provides important insights into what's working in his campaigns and where untapped opportunities await. For example, he can analyze whether more customers search for "Pergola" rooms versus "sunrooms" (surprisingly, they do). "You find out what works and what doesn't work, and that's a way to understand your customers better. It helps you talk to them."

The company's YouTube channel features customer testimonials and examples of their charitable work, such as donating walk-in tubs to a senior-living center. They also offer a scholarship for young business

He started using AdWords, Google's advertising program, in 2008 to attract customers looking



students. Larry now employs 100 people, for whom he strives to "provide opportunities to grow personally, professionally, and financially." They've been ranked among the country's fastest-growing private companies by *Inc. Magazine*. Larry credits Google, along with his marketing agency, Socius Marketing, for bringing in \$1.1 million in business, and he hopes to achieve between 300% and 400% growth in the next few years. "Google will be the key economic driver in that," he says.

MaxHome has 10,000 happy customers.

Visit www.maxhomenow.com