

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 Nebraska businesses. Google is helping.

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

\$1.86 billion

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

5,600

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

\$840,000

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

Cutting Edge Business Cards

OMAHA, NEBRASKA

Cutting Edge Business Cards is a veteran-owned business that produces high-quality print and design products. "A business card is like a handshake," says co-founder Jamie Kadavy. "It should be strong and sturdy." Since their founding in 2013, the Omaha-based company has relied on their Internet presence not only to spread the word around the region, but to draw clientele from other states and even other countries. "Truly, as a small business, we have found a national presence," Jamie says.

Google my Business has helped power the company's rapid, triple-digit growth. Most customers find them via their Google business listing, which appears on Google Search and on Google Maps. "Three-quarters of all

our search engine traffic originates from Google,"

Jamie says. AdWords, Google's advertising program, lets Jamie target specific markets. "One of the greatest things about AdWords is I can pick what type of audience

I'm looking for, where I want them to be located, and specific keywords I want to pursue," he says. Google Analytics provides detailed information on customer traffic (sales come from as far away as Alaska, Hawaii, and Germany), while Google Search Console helps Jamie keep the website tuned up and responsive to customers' needs.

They now serve 1,200 customers and the business shows no signs of slowing down. "It doesn't matter if they're a multimillion-dollar customer or a startup company, we provide the same service for each individual," Jamie says. His a-ha! moment came when a client landed \$8 million in business



"The Internet allowed us to grow in ways not possible even five years ago."

JAMIE KADAVY, PARTNER & CO-FOUNDER

by handing out just eight business cards. "My business partner, Troy, and I joke that each of those cards is worth \$1 million." Jamie plans to expand company promotions using Google+ and YouTube as they strive to become a nationally recognized brand. "We've integrated Google into our daily operations," he says. "We can directly attribute our success to our online presence." His advice to other small businesses? "You've got to get on Google My Business."

Cutting Edge Business Cards had a 700% increase in revenue from 2014 to 2015.

Visit www.cuttingedgebusinesscards.com