

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 Pennsylvania businesses. Google is helping.

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



\$4.51 billion

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

51,000

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

\$11.3 million

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

400+

Pennsylvanians are employed full-time by Google. We're proud to have offices in Philadelphia and Pittsburgh.

Werkheiser Jewelers

BETHLEHEM, PENNSYLVANIA

Werkheiser Jewelers began serving the Lehigh Valley with custom design, restoration, and repair in 1992. The four employees take pride in fine jewelry sales, creating custom jewelry—including wedding bands and engagement rings—and in restoring cherished family heirlooms. They have a laid-back, customer-oriented shop where you'll be greeted with a smile—and maybe even by one of their dogs. "A lot of people are intimidated walking into a fine jewelry store, because they feel the salespeople won't be friendly or accommodating," says Alyssa Rizzo-Berg, Media Marketing Manager. "We like to give faces to our names and let people know who we are."

They launched their website in 2005. Their Google My Business listing shows customers their location and hours, which is especially important during the holiday season, when the shop extends its hours. Google Analytics helps them fine-tune website content. "I track changes I make to the site and how people are responding to them," Alyssa says. "I'm able to see tangible

"Having an online sales channel has been extremely helpful to us."

**ALYSSA RIZZO-BERG, MEDIA
MARKETING MANAGER**

results. It's really exciting." AdWords, Google's advertising program, has been a particularly valuable digital tool during the busy holidays to reach new customers looking for gifts. The Google Apps for Work suite of tools, especially Google Docs and Google Drive, helps to keep the staff productive by providing ample storage for images and documents. "Being able to back up anything important to me in Google Drive gives me a lot of peace of mind. And if I work from home, I love that I can access anything that I'm working on," Alyssa says.



Today Werkheiser Jewelers successfully reaches not only past and current customers online, but new, younger customers, as well. "Maybe they're looking to buy that first big piece of jewelry, or an engagement ring," she says. "Because of Google, they're able to find us." Thanks to optimizing their online presence and their use of Google tools, Werkheiser Jewelers saw the number of visitors to their website increase by nearly 500% over a six-month period. The number of views on their contact page rose almost as much. "It shows that people want to reach out to us," Alyssa says. "To actually see it in a quantitative form is so validating."

Werkheiser Jewelers
has been in business
for 24 years.

Visit www.werkheiserjewelers.com