

# 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 Rhode Island 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>



## \$234 million

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

## 5,000

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

## \$1.06 million

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

# Sureflow Rooter

PROVIDENCE, RHODE ISLAND

Brian Wood grew up around a family-owned business. When he decided to strike out on his own in 2012 and start Sureflow Rooter, he wanted to make his business easy to find and easy to trust. He started out doing all the work himself and built Sureflow from the ground up. In addition to affordable, 24/7 emergency response, they provide drain cleaning and roofer services throughout Rhode Island and southeastern Massachusetts. "I take great satisfaction in our reputation and interactions with our customers," Brian says.

Brian attributes his success to a decision to use Google tools early on. "I created our website because I realized that everybody searches," he says. "I

don't think there's any growth for us without Google." He uses Google Search Console to help him optimize his site in search results and Google Analytics to help him track and improve his website's effectiveness. His Google My Business listing makes it easy for potential customers to see his phone number and where he's located. "When people see that we're local, they're more

likely to go with us," notes Brian. His customer reviews on Google have been nothing short of "amazing," he adds. "It's almost like they're multiplying. When someone calls us in the middle of the night and we go out there, the first thing they say is, 'Oh, we were on Google and your reviews were fantastic.' We simply thank them and the reviews just keep coming in."

Brian credits Google with increasing Sureflow Rooter's sales 15 to 20% per year. "There are so many ways that Google has impacted my business. This is such a competitive market. Without these tools, I really don't know how I would've done it." His success gives Brian great confidence in the future.

"Google's impact on my business has been fantastic."

BRIAN WOOD, OWNER



"I'm extremely happy and proud of my company," he says. "We're really creating something that we can continue to build on." Brian knows where he will turn to help him reach his next long-term goals, which are to add more employees and more vehicles. "Google is the key to growth," he says. "The sky's the limit."

70% of Sureflow Rooter's customers find them online.

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