

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 Tennessee businesses. Google is helping.

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

\$1.15 billion

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

18,000

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

\$2.81 million

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

Waterdogs Scuba & Safety

CLARKSVILLE, TENNESSEE

Rich Holladay retired from the United States Army, but his love for outdoor adventure didn't. With Fort Campbell, Kentucky, minutes away, and the campus of Austin Peay State University right there in Clarksville, Rich knew he wasn't alone. "You're looking at some high-adventure types, and they all fall in love with scuba when they try it," he says. So in 2013, he and his friend Cecil Stout, a Marine who also retired from military service, opened Waterdogs Scuba & Safety to bring the excitement of diving to the Clarksville community.

Google has been there to help Waterdogs from the very beginning. They use AdWords, Google's advertising program, to drive customers to their brick-and-mortar shop and find information about lessons.

"Without the Internet, I don't know that a business like ours could survive."

RICH HOLLADAY, CO-OWNER

uses Google Apps for Work to enable instantaneous collaboration from anywhere. "We live and breathe by Google Calendar," he says, which lets customers view and sign up for Waterdogs' scheduled trainings and events. Google Analytics gives Rich and Cecil insights into how visitors are interacting with their site, which helps them get the most from their website and advertising efforts. "We're constantly amazed at the wealth of Google tools we can use," Rich says.

Waterdogs is now an institution in central Tennessee and a destination for inland scuba lovers from all over the Southeast. Combined with their safety

"AdWords makes it easy to let people know that we are right here in their local community," Rich says. "AdWords is great because people search for 'scuba' and 'Clarksville' and we pop up." Waterdogs also

and certification instruction for first-responders and medical professionals (Cecil is an instructor trainer for several medical agencies), they have carved out a niche with a bright future. "We've seen explosive growth through the Internet," Rich says, and the entire Clarksville community is reaping the rewards. Waterdogs employs nearly 20 Tennesseans and they hold camps and programs at schools all across the region. "You have a bunch of smiling people having a great time, all brought together by one common love," Rich says. "It's wonderful."

60% of Waterdogs Scuba & Safety's revenue comes from the Internet.

Visit www.waterdogs-scuba.com

