

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 Wyoming businesses. Google is helping.

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

\$139 million

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

1,800

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

\$466,000

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

Snake River Angler

JACKSON, WYOMING

As a descendant from a pioneering Wyoming family, Will Dornan founded Snake River Angler in 1997 in the tiny town of Moose, near the entrance to Grand Teton National Park. The business grew to become a full-service outfitter, offering guided fishing and scenic float trips along 13 area rivers. "To introduce somebody to the river and to fishing and being outside is something that is super important to us," says Manager Jake Ragsdale. They opened a second location in 2006, on the square in nearby Jackson, complete with a retail store. "It's really a one-stop shop if you want to fish here."

"The Internet allows us to promote ourselves the way that we want to be seen, and the way that we want to run our trips."

JAKE RAGSDALE, MANAGER

Snake River Angler gradually evolved from a two-person business with an old-fashioned, paper-based booking system into a modern digital operation with online booking. They maintain an efficient website and a strong social-media presence. They also use a variety of Google tools to help run the business. Jake particularly relies on Google Analytics to help him understand what people do on the site, so they can keep their website humming and productive. "We're looking at all this data to figure out different marketing strategies," he says. "We're constantly growing and figuring things out, which makes it really fun and also a challenge." They depend on Google Maps to direct visitors to the store, while Gmail and Google Calendar make it easy for the staff to communicate and stay on schedule. They also use AdWords, Google's advertising program, to connect

with potential customers looking to plan a trip to Wyoming. They now have customers from all over the United States and around the world. This seasonal business grows from seven or eight employees in the winter to about 35 during the busy summer tourist season. Jackson residents have twice voted them the Best Fishing Outfitter. "We support the community, and it's really nice because the community supports us as well," Jake says. "It's a great life. Our guides fish for a living, float down the river, and share their knowledge and passion with the tourists," he says. "And we get to be in Jackson, which is a pretty good perk, too."



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Snake River Angler gives 20 guided trips every day.

Visit www.snakeriverangler.com