

The web is working for American businesses.

The Internet is where business is done and jobs are created.

50,000+

people are employed full-time by Google across 21 states. We've added 22,000+ jobs over the past 3 years.¹

10.4 million

U.S. jobs were created across all 50 states by the Internet in 2016. 86 percent of them are outside major tech hubs.²

6%

of U.S. GDP, the equivalent of \$1.12 trillion, was generated by the Internet in 2016. Its contribution has more than doubled since 2012, growing at five times the average U.S. GDP growth rate.²

1 in 4

clicks for U.S. small businesses advertising on Google AdWords come from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.¹

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2016.

Note: The total value that U.S. Google advertisers, website publishers, and non-profits received in 2016 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's "Investigating customer click through behavior with integrated sponsored and non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2016 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.

Note: We measured the total number of clicks on ads posted by U.S. advertisers from 2012 to 2015 and observed that when a small business puts an ad on Google, on average one in four clicks on that ad comes from outside the country.

2. Interactive Advertising Bureau, "The Economic Value of the Advertising-Supported Internet Ecosystem," March 2017.

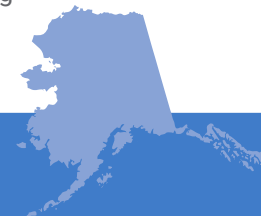
Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

© Copyright 2017. Google and the Google logo are trademarks of Google Inc.



The web is working for Alaska businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.¹



\$41.6 million

of economic activity Google helped provide for Alaska businesses, website publishers, and non-profits in 2016.¹

4,600

Alaska businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.¹

\$519,000

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

Big Ray's

FAIRBANKS, ALASKA

When Big Ray's opened in 1947, founders and veterans Howard Cruver and Glenn Miller were simply trying to sell their surplus U.S. Army gear to hard-working Alaskans who needed it at a price they could afford. Fast forward 70 years, and Big Ray's is a trusted provider of cold-weather, protective, and flame-resistant clothing to outdoor adventurers, electricians, oil workers, and everyone else who makes the Alaskan economy run. Now, as Big Ray's looks to the future, they have their eyes set on another frontier. By leveraging the web and Google tools, they're expanding their business well beyond the Alaskan border.

"Online growth is endless. It's just a matter of finding the right audience," says Big Ray's Director of Marketing Deanna Miller. To keep on growing,

Deanna uses AdWords, Google's advertising program, to find that audience and drive sales. "It's been a great tool to bring awareness to our brand, both locally and outside the state of Alaska," she says.

"The brands we've promoted on AdWords are the biggest sellers on our site." Big Ray's also uses

G Suite tools Gmail, Docs, and Calendar to quickly collaborate, clarify, and confirm large orders to outfit entire utility and oil crews. If it gets done in Alaska, it depends on Big Ray's—and Big Ray's depends on Google.

"We are an Alaskan company that knows what it takes and has the credibility to live and work in Alaska," Deanna says. Big Ray's now employs 85 people, has five locations in Anchorage, Fairbanks, and Kodiak, and is realizing 38 percent annual growth in online revenue. For Deanna, their real success is sharing an independent outdoor lifestyle with the local



communities. "Small businesses are very important here. People are still trying to live the American Dream in Alaska," she says. Chances are good that Big Ray's will be outfitting those dreams for a long time to come.

Big Ray's has 85 employees.

Visit www.bigrays.com

"We see an opportunity to grow our business online far outside of Alaska."

DEANNA MILLER, DIRECTOR OF MARKETING

Majestic Heli Ski

GLACIER VIEW, ALASKA

Challenges are huge and exciting in the Last Frontier. For guests of Majestic Heli Ski, they involve negotiating pristine snow and steep terrain in the Chugach and Talkeetna Mountains. For owner and pilot Njord Rota, however, the biggest challenge is winning customers in a competitive marketplace—but it isn't anything the former U.S Army Aviation Officer can't handle. Since their first season in 2013, Majestic Heli Ski has "more than doubled in guests and revenue," says General Manager Kari Rowley. And the key tool for their growth? "I spoke with everyone who booked a trip for this week, and every single one of them told me they heard about us through Google," Kari remarks.

"All of our customers search for us on the web before they actually talk to us and book a trip."

KARI ROWLEY, GENERAL MANAGER

advertising program, to get the word out and maximize business during the few months of operation that they have. "AdWords is a critical tool for us to reach new customers who are researching a purchasing decision," Njord says. "Our customers are sophisticated in selecting their options, so it's important that our product makes it into their decision matrix." AdWords now delivers about 40 percent of their new visitor sales, and two-thirds of the company's marketing budget goes toward digital advertising. Majestic also uses Google Analytics to better understand their customers and keep the website running efficiently. Through YouTube, they and their satisfied guests share compelling videos of the lodge and skiing experience. And

The heli-ski business is highly seasonal, February through May in Alaska, and Majestic Heli Ski accepts only 16 guests at a time. They rely on AdWords, Google's



G Suite tools, such as Gmail, Drive, and Docs, keep internal operations running smoothly.

Majestic Heli Ski grows about 20 percent annually. They hope to soon expand their air fleet beyond a single AStar 350B2 helicopter, own rather than lease their lodge, and serve additional visitors—all while maintaining the intimate feel of a boutique experience. Majestic also employs guides in their remote section of Alaska, donates to a youth-empowerment group that teaches underprivileged kids how to ski, and contributes to charity events throughout Alaska and Aspen, Colorado. "There are only small businesses in our community," Kari says. "As our business grows, it's important that we all operate as a community and take care of each other. Together, we can make heli skiing better for the world."

Majestic Heli Ski has 17 employees.

Visit www.majesticheliski.com