

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

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

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

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.

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

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



\$486 million

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

21,000

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

\$1.64 million

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

Villa Lagoon Tile

GULF SHORES, ALABAMA

When building in Alabama's storm-prone Gulf Coast, Lundy Wilder wanted her home "as hurricane-proof as possible." This meant the flooring needed to survive getting wet. She sought out a fabricator to make durable cement tiles like the bold, ornate designs she'd seen from Cuba and Spain. Realizing that there was a niche market of consumers who were also seeking an alternative to standard tiles, Lundy founded Villa Lagoon Tile. She launched their first website in 2008 and began offering custom cement tiles to residential and business customers.

As an online business, Villa Lagoon Tile relies on digital marketing to bring customers to their virtual storefront. "Initially, we only got calls from consumers who had a history with cement tiles. With the web, we've been able to expose our products to people who have never seen them before.

"All of our customers have come from the web."

LUNDY WILDER, FOUNDER

for 25 percent of their business. "AdWords is really perfect for matching clients and vendors in a niche market," says Director of Technology John Adams. "We could never compete with big-box stores on standard tiles. But we can compete for cement tiles thanks to Google search and advertising." They also use Google Analytics to "measure where our traffic is coming from and find stumbling blocks where visitors are getting lost," John adds. Google Custom Search Engine powers their internal website search, YouTube helps bring the Villa Lagoon Tile experience to life, and G Suite supports their office operations.

Now we're getting calls from customers everywhere under the sun," says Lundy. Digital advertising comprises 90 percent of Villa Lagoon Tile's marketing spend, and AdWords, Google's advertising program, accounts



Today Villa Lagoon Tile stocks 150 different products, many of which have been designed by Lundy, and their warehouse carries over 60,000 square feet of tile. International shipments drive 15 percent of their sales as business continues to grow in North and Latin America, Asia, Europe, and most recently the Middle East. "There's been an explosion of interest in these tiles," Lundy explains. "Architects and designers who love our product will use our tiles job after job." And as they've expanded, they've been able to give back to their community by donating tiles to local non-profits. "We are a small town on a big beach," Lundy says. "Small businesses like ours are everything to this community."

Villa Lagoon Tile has 10 employees.

Visit www.villalagoontile.com