

# The web is working for American businesses.

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

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50,000+

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

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.<sup>2</sup>

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.<sup>2</sup>

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.<sup>1</sup>

Find out more at [www.google.com/economicimpact](http://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](http://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 Arkansas businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$222 billion in economic activity in 2016.<sup>1</sup>



\$1.33 billion

of economic activity Google helped provide for Arkansas businesses, website publishers, and non-profits in 2016.<sup>1</sup>

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8,500

Arkansas businesses, website publishers, and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2016.<sup>1</sup>

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\$954,000

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

# Riffraff

FAYETTEVILLE, ARKANSAS

When she founded Riffraff in 2009 as a senior at the University of Arkansas, Kirsten Blowers shared her unique eye for design with the city she loved. "We're very community-based. We absolutely love Fayetteville," Kirsten says. Riffraff is a home-grown Arkansas fashion boutique, designed for women by women. Her vision has since blossomed from a tiny pop-up retail space on the edge of town to a wildly successful online storefront operating out of a new 6,000-square-foot facility downtown. "It's lighthearted. It's funny. It's local," she says proudly.

Riffraff grew into a major player in the retail fashion market thanks to the Internet. "The web lets us get in front of so many more eyes, here in Fayetteville and all over," Kirsten explains. Riffraff shares favorite looks

**"I can't imagine running my business without the Internet."**

**KIRSTEN BLOWERS, OWNER**

and products with over 800,000 followers on social media. They use AdWords, Google's advertising program, to attract customers and drive 30 percent of their online sales. "We make sure we're a top result when people search for Fayetteville or for the best boutiques in the southern United States," Kirsten says. "We want to be their first pick." Google Analytics gives them a clear view of their web traffic, so they can adjust their marketing accordingly. Google My Business ensures customers can always find the store's hours and directions, and YouTube provides a creative, digital-friendly way to connect with their growing audience. "Thanks to Google, I don't think anyone in Fayetteville hasn't heard of Riffraff," Kirsten remarks.

Today, Riffraff ships their products to customers all over the globe, and their sister company, Charlie Southern, wholesales to over 500 boutiques across

and products with over 800,000 followers on social media. They use AdWords, Google's advertising program, to attract customers and drive 30 percent of their online



America. Amidst their growing reach and influence, they remain true to their roots of supporting the local economy. They use printers in Fayetteville to manufacture their t-shirts, and all of their employees are female and under 30. "When you support a local business, you're supporting the town and everyone in it," Kirsten says. "We try our best to stay local, present local, and sell local." With impressive growth and plans to expand, Riffraff will keep on sharing its hometown with the world.

Riffraff has 32 employees, all of whom are women.

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