

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 Florida businesses. Google is helping.

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



\$12.4 billion

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

115,000

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

\$29.9 million

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

Everything For Your Party

SOUTHWEST RANCHES, FLORIDA

As a single parent, Gladys Hurtado worked several jobs throughout her son's childhood to ensure that they always had a secure income. One of those jobs was as a manager at a banquet hall. When her son graduated from college, she took a risk and turned her 14 years of event-coordination experience into Everything For Your Party, which she owns and operates herself. At the end of 2014, she threw her first party and reinvested the earnings to "plant the seed for 2015," she says. Her business has since grown from that single event to nearly 70 recurring clients.

Being able to scale quickly was the result of Gladys' business savvy and clever implementation of AdWords, Google's advertising program. With a sizeable inventory of event supplies like chairs, tables, and glassware, she realized that she could rent out equipment and extend her services beyond

"Google and the Internet have transformed my business."

GLADYS HURTADO, FOUNDER & OWNER

the usual full-blown event production. She started promoting "party rental" on AdWords and unlocked tremendous growth. "AdWords not only helped me find more customers for the event-production side of my business, it created a whole new revenue stream through party rentals," she explains. "My profits pretty much doubled." Gladys continues to see huge returns on AdWords. "For every dollar I put in, I get about four dollars back," she says, which is why she dedicates nearly all of her marketing budget to the digital platform. While the full-scale events still tend to have a higher price tag than the rentals, she realized, "I don't get as tired renting 500 chairs as I do throwing a 250-person party." Discovering this opportunity has enabled Gladys to transform Everything For Your Party into a more scaleable business.



Whether providing the chairs or an end-to-end experience, Gladys is most gratified by her satisfied customers, many of whom refer her to their friends and family. Gladys is a native Spanish speaker, and part of her expansion has meant more business in English. While this has been a challenge, she refuses to shy away from the opportunities with English-speaking customers. "I'm getting a lot better with each conversation," she says. In the meantime, she uses Google Translate to ensure that she and her English-speaking clients are on the same page. "I've been able to provide great customer service regardless of the language."

Everything For Your Party hires around 10 people for each event.

Visit www.everythingforyourparty.com