

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.

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

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



\$1.26 billion

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

15,000

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

\$6.41 million

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

School on Wheels

INDIANAPOLIS, INDIANA

As a school social worker, Sally Bindley witnessed firsthand the impact of poverty and homelessness on children's ability to learn. "A lot of services focused on kids' social needs but weren't focusing on their educational needs," she says. After talking with staff at homeless shelters and advocacy agencies, Sally sprang into action. "I grabbed my mom and my best friend, and she grabbed her mom, and we went to a shelter and said, 'We can start tutoring your kids.' It grew organically from there." Sally founded the nonprofit School on Wheels in 2001 to connect volunteer tutors with children experiencing homelessness in Indianapolis. The organization has since grown to include over 400 volunteers who provide one-on-one tutoring for children grades K–12 in nine shelters and four public schools. They also equip parents to become their children's best educational advocates.

"Because of the web, we're able to have a bigger impact in our community. It has revolutionized the way we operate."

SALLY BINDLEY, FOUNDER & CEO

bringing in donations, and promoting our curriculum." They also use Google Analytics to see where web visitors are coming from. And their YouTube channel includes tips for tutors on engaging children as well as videos to raise awareness about families experiencing homelessness. "People don't really realize that homelessness is a problem," Sally explains. "Google tools help us reach more people and show them that this is an issue. The more people know, the more they'll be part of the solution."

AdWords, Google's advertising program, has helped this nonprofit grow. "AdWords allows us to do a multitude of different things," says Sally, "such as finding volunteers,



School on Wheels today hopes to break the cycle of homelessness and "eventually go out of business" as a result of doing so. With numerous success stories of their students going on to college and pursuing rewarding careers, their hope is becoming more and more of a reality. "We're really making a lasting impact on these children's lives," Sally remarks. Google helps Sally further that impact by enabling the organization to reach more volunteers, partners, and donors—and serve more children and families—while remaining a lean operation. "We couldn't do this using the phone and pieces of paper," she says. "This could only happen through the use of technology."

School on Wheels has 21 employees.

Visit www.indyschoolonwheels.org

Weathervane Shoppe

GRANGER, INDIANA

Borrowing \$1,000 to buy their initial supplies, Nicholas Falletta and his wife began selling handcrafted weathervanes in 1986 from the back of a van at arts-and-crafts fairs and flea markets across Indiana, Michigan, and Illinois. Ten years later, they gradually shifted their sales focus from their van to the Internet. "Let's face it. If you're not on the Internet today, business would be lacking greatly in the future," Nicholas says. Weathervane Shoppe got online very early and "was one of the first to ever sell weathervanes on the Internet." Today they've expanded their business to over 1,400 unique products, including cupolas, roof vents, chimney caps, and finials. They manufacture custom designs in Indiana, work with vendors across the country, and sell to customers all throughout the U.S. and Canada.



"The Internet is opening up many more doors for entrepreneurs."

NICHOLAS FALLETTA, PRESIDENT

accounts for about 50 percent of his sales. Google Analytics delivers valuable insights on his customer base—for instance, half of Weathervane Shoppe's website traffic is from mobile devices. Google Search Console helps with monitoring the website's presence in Google Search results, and Gmail keeps him connected with vendors and customers. Thanks to all of these digital tools, Nicholas says he is able to offer customers "the most exceptional service they can possibly find from anybody."

As an American entrepreneur, Nicholas has always known which way the wind was blowing for his unique small business. "Weathervane Shoppe was

Nicholas uses the Internet to share his products with consumers all across the continent. "The Internet has changed the face of retail by eliminating geographical barriers," he explains. AdWords, Google's advertising program,

never meant to grow into one of those huge big-box stores with a bunch of employees," he says. But the company has provided a great deal of customer satisfaction for over three decades and continues to create opportunities for vendors in Indiana and across the U.S. "For a semi-retired 71-year-old to have that kind of impact is amazing," he adds. Nicholas has proudly sold weathervanes, cupolas, and other roof products to the children of his original customers. "And I expect I will be selling to their grandkids before I'm gone."

Weathervane Shoppe sells 800+ products annually.

Visit www.weathervane.com