

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 Kansas businesses. Google is helping.

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



\$1.35 billion

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

9,700

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

\$1.57 million

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

Wichita Furniture

WICHITA, KANSAS

For Wichita Furniture, the experience of buying furniture is as important as the furniture itself. President and Founder Jay Storey stands by the idea that “associate experience” plus “guest experience” equals success. “Every day we come to work, we try to figure out how to improve the process.” Part of that process is ensuring that employees (associates) “believe in what we’re doing and are a part of our family,” says Jay. The other part is embracing what customers need. With that focus, Jay began as a one-man show in 1989, selling on consignment and transporting furniture to people’s homes in his pick-up. Today, Wichita Furniture has a 59,000-square-foot showroom of brand new furniture and delivers 3,000 pieces each week.

Jay is focused on building a robust e-commerce platform. “We already know that 90 percent of our customers go online and shop before they

come into our brick-and-mortar location,” he says. In this effort, Google has become an indispensable resource. Their website traffic increased almost 50 percent in 2016, and Jay attributes the lion’s share of that growth to AdWords, Google’s

“The Internet has given us unlimited aisle space.”

JAY STOREY, PRESIDENT & FOUNDER

advertising program. “AdWords not only drives traffic to our website, it brings qualified customers through our doors—people who have seen our products, know what they’re looking for, and are ready to pull the trigger. As a result, we’ve seen a drastic increase in our sales per guest,” he explains. They also use Google Analytics to gauge the effectiveness of their website and marketing campaigns, while YouTube lets them share content to familiarize people with their brand and products. “Just last year, we saw 14 percent growth because of our web presence,” says Jay.



Wichita Furniture served over 35,000 customers in 2016 alone. “And we’re just getting started,” Jay remarks. Now they’re developing a new web platform, where the consumer can not only make purchases, but track orders, schedule deliveries, and arrange service calls. “We want to be the best furniture company that we can be, and digital tools are going to get us there. This year, it’s our goal to just dig in and get maximum extraction out of everything Google and the web have to offer,” he explains. As Wichita Furniture forges ahead, they’ll continue to focus on their customers, employees, and community. “When you’re generating enough business that you can give back and grow within your community, that’s the most gratifying part,” Jay says.

Wichita Furniture has 162 employees.

Visit www.wichitafurniture.com