

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 Maryland businesses. Google is helping.

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



\$2.52 billion

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

23,000

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

\$12.8 million

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

Chesapeake Fine Food Group

OWINGS MILLS, MARYLAND

Nothing says “home” like authentic old-fashioned cooking. Chesapeake Fine Food Group welcomes visitors from across the country home to Maryland by delivering prepared gourmet goods with a taste of the Chesapeake Bay directly to their doors. “Our business is national, but we’re located in Maryland,” Vice President Kate Glenn says proudly. Founded in 1997, Chesapeake offers three different catalogs of local delicacies on their online storefront, whipping up everything from crab cakes to Beef Wellington.

“The Internet is where we are making our biggest investment.”

KATE GLENN, VICE PRESIDENT

us to strengthen our web presence and differentiate our products.” With AdWords, Google’s advertising program, they’re able to do both, attracting the right customers in a crowded market. “We differentiate ourselves from other food retailers by marketing our products to folks who are specifically looking for prepared entrées that arrive ready to go,” she says. They also use Google Analytics to measure their web traffic and better understand their customers’ demands, which range widely depending on regional palates. And with a newly redesigned website and growing team of online marketers, the company is becoming increasingly more digital. “We know the web is where growth will be in the future, and every year we see more and more of our total sales being dedicated to online sales,” Kate adds.

Chesapeake uses modern tools to promote their old-fashioned appeal. “We’re a small to mid-sized company competing against multi-billion-dollar corporations,” Kate explains, “so it’s really important for



From their mail-order beginnings, Chesapeake has grown into a major online culinary player. In 2016, they shared a taste of Maryland with over 130,000 customers, and more than half of their orders came from the web. They continue to grow 20 percent annually and spread that economic wealth among the farmers and growers around them. “We love to give business to folks in our own backyard,” Kate says. With 120 vendors across the country, Chesapeake is cooking up good news all over America, too. “People are excited to grow with us, and we’re excited to grow with them.”

Chesapeake Fine Food Group employs 43 people during peak season.

Visit www.cbcrabcakes.com