

# 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>

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>

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>

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 Minnesota 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>



\$4.6 billion

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

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22,000

Minnesota 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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\$10.4 million

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

# My Name Is Yeh

EAST GRAND FORKS, MINNESOTA

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Molly Yeh started blogging in 2009 as a classical percussion student at The Juilliard School in New York. She wrote about city life, including its diverse cuisine. After a few years, she and her then boyfriend (now husband) returned to their native Midwest and moved onto a working farm, chickens included. This provided a fertile setting for Molly to reinvent herself. “I didn’t have lots of friends nearby, so I threw myself into the blog and worked on my photos and recipe writing,” she recalls. “My Name Is Yeh shows my life on the farm and the recipes I create, which are influenced by my Chinese and Jewish heritage and my travels.” Her unique perspective and recipes, from Brussels sprout latkes to whimsically colorful cakes, combined with a glimpse of farm life became a big hit with foodies. “By networking online and meeting other bloggers, I grew the blog into a business,” she says.

“I couldn’t move to a farm in the middle of nowhere and grow my business without the web.”

**MOLLY YEH, FOOD BLOGGER & COOKBOOK AUTHOR**

want to know if my audience aligns with their customer base. With Google Analytics, we can see whether or not my blog is a good fit,” Molly explains. Her social media channels, including YouTube, bring her experiences, recipes, and personality home to over 300,000 followers. Gmail lets her communicate with fellow bloggers, advertisers, sponsors, and other business contacts. And AdSense enables her to sell ad space on her site as

Google has helped Molly grow her blog from something “only my mom and mom-in-law read” to an income-generating, award-winning destination. Google Analytics provides valuable insights on her audience and web traffic. “Most of my business is from working with sponsors. And potential sponsors always



an additional source of revenue.

Since her humble beginnings, Molly has won numerous awards and accolades, including Yahoo’s Food Blogger of the Year and Forbes 30 Under 30 for Food & Drink 2017. She is now a sought-after freelance food writer and has published a cookbook, *Molly on the Range*. She gives back by volunteering at her local food co-op and community food truck. “Through generating a following on social media and traffic on the blog, I’m able to make a living,” Molly says. We can’t wait to see what she’ll serve up next.

Molly Yeh has over 300,000 followers.

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