

# 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>

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>

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>

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 New Mexico 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>



\$99.3 million

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

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5,000

New Mexico 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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\$3.54 million

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

# Dreamstyle Remodeling

ALBUQUERQUE, NEW MEXICO

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Dreamstyle Remodeling began offering remodeling services in 1989, installing window, bath, kitchen, and other fixtures from major U.S. manufacturers. The business grew steadily from their original base in Albuquerque to multiple locations across the Southwest, including Santa Fe, Tucson, Phoenix, Prescott Valley, Boise, and San Diego. For years, their primary customers were baby boomers, but Founder and CEO Larry Chavez realized that if he wanted to continue growing the business, he would need to start connecting with a younger generation of customers entering the home-buying and remodeling markets. He hired Dawn Dewey as marketing

director in 2013. From that point, “we really got heavily into digital,” Dawn says.

“The most important thing we do for marketing is make sure we show up well and correctly on Google.”

LARRY CHAVEZ, FOUNDER & CEO

and they’re seeing handsome returns. “It costs us about \$100 on AdWords to earn \$1,000,” Larry remarks. Google Analytics helps to see which advertising campaigns are working, what content is engaging, and if they need to alter their marketing. Google My Business listings allow them to take customers on a 360-degree virtual tour of their showrooms. G Suite tools like Calendar, Docs, and Drive keep their internal operations running smoothly. And YouTube provides a platform for sharing testimonials from satisfied customers. All this successful digital branding, Larry says, “is not only good for selling products, it’s good for recruiting people, which of

Today, over 25 percent of Dreamstyle’s revenue is generated through the Internet. They use AdWords, Google’s advertising program, to market their services to customers across the U.S.,



course is our top priority.”

Since shifting to digital, Dreamstyle has added 250 employees to keep pace with their growth. In their 28 years of business, they’ve served 60,000 customers, and a quarter of them are from the past four years alone. “Google gave us the tools to make our marketing stronger and more sophisticated, which accelerated our growth,” Dawn says. They are growing 34 percent annually and expect to hit \$100 million in sales this year. With plans to open two additional locations, they have their sights set on reaching \$250 million by 2020 and hiring another 500 people in the process. “We think it’s possible,” Larry assures. “And the web and Google tools are going to be critical to that growth.”

Dreamstyle Remodeling has 500 employees.

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