

# 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 Ohio 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>



\$4.28 billion

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

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34,000

Ohio 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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\$9.05 million

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

# WARDJet

TALLMADGE, OHIO

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Richard Ward and his family emigrated from Zimbabwe to the U.S. in 1991 with only two suitcases and a small bag of toys for the kids. The day after he received his Green Card in 1995, Richard founded a company that ultimately became WARDJet. He sold his car to finance the business and by 2003 was making advanced Computer Numeric Control (CNC) machines, specializing in waterjet cutting systems. "We're unique in our ability to offer CNC machinery of this magnitude, accuracy, and nature," says Richard. With the Internet powering their customer acquisition and growth, the company is also unique in the way they do business. "There's nobody else who sells like us," he adds.

"In our industry, companies spend a lot of money doing print advertising, attending trade shows, and sending salesmen everywhere," Richard

**"Google allowed us to break away from the traditional, costly business model and grow to where we are today."**

**RICHARD WARD, CEO & FOUNDER**

remarks. "I decided early on that we weren't going to do any of those things, so I began looking for other ways to run the company." WARDJet turned to online channels to grow their business, and AdWords, Google's advertising program, is "the tip of the arrow." It generates 30 percent of their leads, attracting customers who are in need of the exact services they provide. "It's quality lead generation," IT Manager Ken Carter explains. WARDJet also uses Google Analytics to make smart marketing decisions on a daily basis. They've integrated the Google Cloud Speech API with their customer relationship management system to transcribe phone calls and voicemails. And they communicate internally through Google Hangouts.



Today, WARDJet sees 25 percent annual growth and services customers worldwide. They proudly manufacture all of their equipment in a 220,000-square-foot plant in Northeast Ohio. They also buy from 200 vendors, over half of whom are in Ohio, attract top engineering talent from area universities, and support local math and science school programs. Richard is thankful for how far his company has come. "I wanted us to be different from everybody else," he says. "We've broken the mold in the capital goods industry and are now able to provide very high-tech solutions in ways many others can't."

WARDJet has 93 employees.

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