

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.

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The web is working for Rhode Island businesses. Google is helping.

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



\$317 million

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

4,400

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

\$2.58 million

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

Drupal Connect

NEWPORT, RHODE ISLAND

John Florez and his wife Karen Sironen launched Drupal Connect from their home in 2009, when the American economy was mired in what John calls “a state of sheer calamity.” They started off providing staffing services to web development companies and, within six months, had over 30 clients. Inspired by the demand for Drupal Connect’s software expertise, the husband-and-wife team decided to expand their business and offer web development services of their own. Drupal Connect now builds and manages websites for a growing number of customers, from large multinational companies to government agencies. “I would say 85 percent of all that growth is attributable to Google,” John says.

About 80 percent of Drupal Connect’s marketing budget goes to digital ads. The company began using AdWords, Google’s advertising program, after

their first year in business.

“We wouldn’t have been able to have this type of growth if it weren’t for AdWords.”

JOHN FLOREZ, CEO & FOUNDER

and it still helps us get a lot of business. Over three-quarters of our sales comes through it.” In addition to helping them acquire new clients, AdWords also builds brand awareness for the company. “Without AdWords, the business would not be where it is today,” he adds.

With 2016 revenue topping \$7 million, Drupal Connect is thriving. And thanks to a new West Coast office, growth is expected to continue. This success is to the benefit of not only the company, but also the local community. “As we expand, I want to make our city of Newport a better

“AdWords was like having a sales person in every state, in every major metropolitan area we wanted to serve, without actually having a person there,” John says.

“That helped us get started,



place,” John says. Drupal Connect sponsors high school invention contests to get students excited about innovation and awards scholarships to the winners. He marvels at what he calls “this constant reinvention, this constant growth,” of his company. “I get to make a positive impact on many people’s lives, including people within our community,” he explains. “That’s something I am very fortunate to have.”

Drupal Connect has 65 employees.

Visit www.drupalconnect.com