

# 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 South Carolina 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>



\$1.56 billion

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

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15,000

South Carolina 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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\$4.53 million

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

# Harry Barker

HANAHAN, SOUTH CAROLINA

New York fashion model and Broadway fire-eater Carol Perkins began hand sewing dog beds, robes, and toys while recovering from a life-threatening brain tumor. “She was homebound and looking for a positive distraction,” Marketing Director Sarah Lovingood says. “She started caring for her neighbor’s dogs while they were away and noticed their old, tattered dog beds hidden out of sight from guests. She saw an opportunity to make better, more beautiful dog products that people would proudly display in their homes.” Carol’s creations were fashionably designed, well-crafted, and soon in high demand. In 1997, she launched Harry Barker—a name she also bestowed on her beloved Sheltie—to share her love for textiles with dogs and pet owners around the world.

“We truly care about our pets, our planet, and giving back. Google has allowed us to share this mission with customers who feel the same.”

## CAROL PERKINS, FOUNDER

directly to thousands of dog lovers worldwide through their e-commerce website—currently, 11 percent of their online sales are international. And they use AdWords, Google’s advertising program, to draw these customers to the virtual storefront. With a five-dollar return for every ad dollar spent, AdWords now drives 40 percent of their online revenue. “We also live by Google Analytics,” Sarah remarks. “It helps us improve our marketing

Today, Harry Barker wholesales their high-end, eco-friendly products to over 1,300 stores across the U.S. and 17 other countries. “Thanks to the web, trade shows are no longer the only place to introduce new products to retailers,” says Sarah. They also sell



strategy by providing snapshots of our web traffic, how our campaigns are doing, and what products customers are looking for.” Altogether, “Google tools allow us to get in front of customers who otherwise wouldn’t discover us.”

Harry Barker has 15 employees.

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

Harry Barker continues to grow annually at a double-digit rate, and they attribute much of that success to their digital-first mindset. “We have so much potential to grow digitally,” says Sarah. “On Cyber Monday, for instance, we really focused on digital strategy, social media, and Google ads. Our sales were up 75 percent year-over-year for that day.” The company meanwhile tries to give back some of the success and affection they’ve received. They support a dog hospice, a wounded veterans program, and many other organizations. “With success comes responsibility to help others. That’s something we always try to remember. It’s the lifeblood of what we do here at Harry Barker,” says Carol.