

# 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.

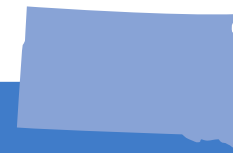
Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for South Dakota 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>



\$87.6 million

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

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2,400

South Dakota 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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\$1.15 million

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

# Dakota Angler & Outfitter

RAPID CITY, SOUTH DAKOTA

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Dakota Angler & Outfitter opened as a fly-fishing shop and guide service in the historic Black Hills in 1996. After working there all throughout high school and college, Hans Stephenson bought the business and set out to modernize it in 2006. He shifted to online sales, which in turn helped improve business in the physical store. “The increase in web sales led us to carry a larger and more diverse inventory. Since we don’t have a warehouse, we featured those additional items in our physical store, which attracted more customers into our shop,” Hans says. “The web gave us the resources to expand both our online and brick-and-mortar businesses. And it’s been fun seeing the two work and grow together since.”

“Internet tools make it easier for anyone with time and gumption to grow a business for a much larger audience.”

HANS STEPHENSON, OWNER

Now we’re around 300.” And thanks to increased sales, the business has grown “from a seasonal operation into one that’s busy year-round.” Hans uses Google Analytics to gauge his customers and understand what digital content interests them most. Working from home following the birth of his daughter, Hans also began making YouTube videos on how to tie flies as a way to promote his business remotely. The tutorials were a hit, and “the more we did them, the more we heard from people around the country,” he explains. “We’ve even had international travelers who have bought

Hans relies on AdWords, Google’s advertising program, and Google Shopping campaigns to draw fly-fishing enthusiasts to his website and store. “They’re our primary growth accelerators,” he says. “We used to average 60 or so online sales a month.



our products and watched us on YouTube make a point to come to our shop while on vacation.”

Today Dakota Angler & Outfitter has loyal customers across the U.S. and in at least eight other countries.

The business donates time and equipment to a local fly-fishing club, which is active in restoring local natural resources. Hans is also proud to be working alongside other small businesses in a major revitalization of downtown Rapid City. “Our town is committed to making the downtown a focal point and as vibrant as ever,” he says. “There’s a really bright future for us here, after a long time of decay. I’m really hopeful that we’re going to see this area continue to evolve, grow, and get better.”

Dakota Angler & Outfitter has seen 500% growth in average monthly online sales.

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