

# 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 Texas 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>



\$12.5 billion

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

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151,000

Texas 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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\$25.4 million

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

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450+

Texans are employed full-time by Google. We're proud to have an office in Austin.

# Tecovas

AUSTIN, TEXAS

It was a light-bulb moment. “I was working for a New York City private equity firm specializing in retail and thinking about product categories,” says Texas native Paul Hedrick. “I realized my boots were the most expensive things I had on. And it suddenly dawned on me that there was a real business opportunity.” Soon, Paul moved back to Texas and began developing a business plan that led to the start of Tecovas, an exclusively Western cowboy boot brand. Paul launched online in October 2015—and the first boots were shipping by Thanksgiving.

Though the company opened an Austin showroom in late 2016, Tecovas still sells more than 95 percent of their boots online. And nearly all of their business planning and marketing is handled using Google tools, including

AdWords, Google’s advertising program, Google Analytics, Google Shopping, and G Suite. “We use AdWords and Google Shopping campaigns to get the word out, Analytics to see how our site and ads are performing, and G Suite for planning and communication,” Paul says.

“The web is everything. It allowed us, a two-person team, to reach the entire country and scale to millions of dollars in annual revenue.”

PAUL HEDRICK, FOUNDER & CEO

Google now helps generate nearly a third of Tecovas’ revenue. Paul relies on its tools to drive traffic to their website and regularly reviews Google Analytics reports to refine their advertising efforts.

“2016 was a good first year,” Paul says. An online-only marketing strategy paved the way for exceptional growth. By the end of 2016, Tecovas had 8,000 customers. Thanks in part to Google’s scalable online tools, they’re



projecting over 50,000 customers in 2017. Launched as a two-man operation, Tecovas now employs a half-dozen workers and plans on tripling their staff in the coming months. They give back to the community by donating unused and returned boots to a charity that provides footwear to homeless shelters. All in all, his light-bulb moment turned out pretty well. “There has never been a better time to start a business online,” says Paul.

Tecovas sees a 14x return on their Google Shopping campaigns.

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