

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

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

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

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 Virginia businesses. Google is helping.

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



\$3.34 billion

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

39,000

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

\$22 million

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

Two Marines Moving

ALEXANDRIA, VIRGINIA

Nick Baucom served his country honorably for six years as a U.S. Marine. When he came home, he wanted a way to keep his fellow veterans gainfully employed and away from the challenges of adjusting to civilian life. He founded Two Marines Moving in 2008 to give Virginia businesses and residents a moving option they could trust, one that reflected the reputation and integrity of the Marines. “The moving industry is known for some unscrupulous actors, but you can always trust a Marine,” Nick says. From just one man with a rental truck, Two Marines Moving now employs over a hundred veterans from the Marine Corps, Army, Navy, and Air Force.

At the peak of their growth, Two Marines Moving was regarded by national publications as one of the fastest-growing private companies in America,

doubling their revenue every year for three years. “When people think about a ‘fastest-growing company,’ they usually don’t envision a traditional business like ours. But we were consistently growing at 100 percent year-over-year,” says Nick. “Google was an integral part of that growth.” Nick started

using AdWords, Google’s advertising program, only a couple weeks after launching his business. “It’s where the reach is. It’s where the customers are,” he explains. With a 200 percent return on investment, AdWords continues to drive business for the company. It also helps them target and recruit veterans, which is one of their primary objectives. “What separates us is who we hire. Our company is 97 percent veterans, and we want to continue offering them opportunities,” Nick says. Google Analytics equips



“We were able to grow quickly through our blood, sweat, and digital-first marketing mentality.”

NICK BAUCOM, FOUNDER & CEO

them with the insights to intelligently manage their marketing budget, 80 percent of which is digital. And G Suite tools Gmail, Docs, and Drive provide the team with “a super efficient way to collaborate and get things done.”

Today, Two Marines Moving provides quality, trustworthy moving services to customers up and down the East Coast. They’ve opened a second location in Miami and are continuing to grow at an annual rate of 50 percent. Inspired by this growth, Nick aims to further expand his operations and create job opportunities for 500 veterans in the next five years. “Veterans will always have a home here. We will always find work for them to do at Two Marines Moving,” he vows.

Two Marines Moving has 120 employees.

Visit www.twomarinesmoving.com