

# 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.

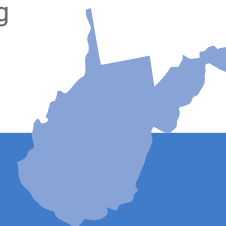
Note: Major tech hubs, as defined by the Interactive Advertising Bureau, include California's Silicon Valley, New York's Manhattan, Virginia's Arlington County, Boston's Route 128, and Washington's Seattle and Tacoma.

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# The web is working for West Virginia 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>



\$197 million

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

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2,700

West Virginia 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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\$622,000

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

# Parkline, Inc.

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Parkline, Inc., manufactures metal buildings and provides electrical systems integration services for a variety of industries. Their roots go back to the 1930s, when the oil-and-gas industry needed durable and rigid buildings to use in production fields. "Sometime in the last 10 or 15 years, the market shifted," explains Vice President of Sales and Marketing Mark Repp. "Customers started asking for modular buildings that offer plug-and-play convenience." Now Parkline manufactures prefabricated, custom-designed metal buildings and also supplies materials to customers who want to assemble the buildings themselves. "Our buildings can house anything from electrical switchgear to gas metering and protective relay equipment—

just about anything you'd want to keep in a clean and dry environment," he says.

Parkline is developing their digital marketing strategy to find customers searching for their industrial products and services. They've used

AdWords, Google's advertising program, since 2009 "to get in front of people who otherwise would never know we exist," Mark says. "AdWords gives us the best investment for our money. We have a small sales force, so it's important for reaching a broader audience." Today, 30 to 40 percent of Parkline's marketing budget is spent on digital advertising, and AdWords drives about 30 percent of their leads. They also use Google Analytics to better understand their customers and see which marketing tactics are most effective. "The industry has changed, and we've changed along with it. We're working with Google to learn more about effective digital marketing. We know we're pointed in the right direction," Mark says.



"Some of our very best leads come through our website."

**MARK REPP, VICE PRESIDENT OF SALES AND MARKETING**

Parkline acquired Texas-based Bebo Industries in 2016 to meet the growing demand for custom-built modular buildings. This added another 90 employees to their base. In their West Virginia headquarters, they continue to be, as Mark describes, "a good local citizen," whether by supporting local schools' sports teams or participating in food and gift drives during the holidays. "West Virginia has gone through some challenging times economically, so when businesses here, large or small, succeed and grow and get involved in the community, it's only a good thing," he explains. With strong aspirations for growth in West Virginia and now Texas, Parkline plans to be a good local citizen for years to come.

Parkline has 110 employees in West Virginia.

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