

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

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

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

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 Wyoming businesses. Google is helping.

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



\$173 million

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

2,100

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

\$893,000

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

Dave Hansen Whitewater & Scenic River Trips

JACKSON, WYOMING

Dave Hansen Whitewater & Scenic River Trips has shared the beauty and adventure of Jackson Hole for 50 years. The business started off as the hobby of a die-hard outdoorsman, Dave Hansen, who enjoyed taking his friends on occasional river rides. Over the years, Dave and current owners Bud Chatham and Kelly Kaiser transformed the business into a full-service provider of whitewater escapades and scenic cruises. “We do trips for people from four years old to 100 years old, however young at heart they might be,” says General Manager Kyle Vosmus. Unfortunately, as an outdoor company, they don’t lead these exciting river trips all year round—they’re at the mercy of the weather. That’s why, for Kyle, growth has always

meant one thing: more control over the business.

With the help of Google tools, control is just what Dave Hansen Whitewater gets from their online storefront. AdWords, Google’s advertising program, puts the power back in Kyle’s hands. “AdWords is a

jackpot. The name recognition on the Internet is great. It helps us attract visitors from well outside the state,” Kyle says. “And with Google Analytics, we know where people are coming from, how they’re seeing us, as well as how many people are booking with us.” The company also uses G Suite tools to collaborate faster, coordinate better, and work smarter. “That really helped us big time,” he adds. From planning guide assignments to keeping track of gear and equipment inventory, the web is helping them build a superhighway to the great outdoors for Wyomingites and visitors alike.



“We want our name in the customer’s head before they roll into town. We just can’t do that with print.”

KYLE VOSMUS, GENERAL MANAGER

Dave Hansen Whitewater continues to grow and evolve, as more plugged-in adventure seekers explore an unwired way of life. The company now shares the Jackson Hole wilderness with over 20,000 customers annually. Thanks to the success they’ve enjoyed, they’re able to donate nearly 1,000 free trips to local middle school students each year. “I love being on the river, and I love sharing it with people,” says Kyle. “It changes their lives. That’s my favorite part of this job.”

Dave Hansen Whitewater has 40 employees.

Visit www.davehansenwhitewater.com