

The web is working for American businesses.

The web is where business is done and jobs are created.



1 billion

Every month, Google helps drive over one billion direct connections, such as calls and online reservations, for businesses nationwide.¹

Over 30%

In 2017, over 30 percent of clicks for U.S. businesses advertising on Google came from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.¹

Nearly 3x

Small businesses that use advanced digital tools, such as online advertising and data analytics, were nearly three times as likely to have created jobs over the previous year than businesses using basic digital tools.²

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.¹

Find out more at www.google.com/economicimpact



Sources:

1. Google, "Economic Impact," 2017

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2017 is the sum of the economic impact of Google Search, AdWords, AdSense, and Ad Grants. 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 nonsponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2017 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2017. 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 in 2017 and observed that when a business puts an ad on Google, on average over 30 percent of clicks on that ad come from outside the country.

2. Google/Deloitte, "Connected Small Businesses," 2017

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The web is working for Alabama businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.¹

\$703 million

of economic activity Google helped provide for Alabama businesses, website publishers, and nonprofits in 2017.¹

\$2.92 million

of free advertising was provided to Alabama nonprofits through the Google Ad Grants program in 2017.¹

11,000

Alabama businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.¹



FORT PAYNE, ALABAMA

Zkano Socks

www.zkano.com

In its heyday during the mid-1990s, Fort Payne was known as the “Sock Capital of the World.” One in every eight pairs of socks worldwide came out of the Alabama city, which at the time was home to over 150 mills. Gina Locklear’s parents were part of the fabric of that success. They ran a mill of their own,

Zkano Socks has 7 employees.

manufacturing white athletic socks for a large distributor. Years later, as business began to move overseas, her parents worried that they would soon have to close their doors. “But then I thought, ‘What if we start our own brand and don’t have to rely on manufacturing socks for

other companies?’” Gina recalls. In 2009, she launched Zkano Socks. The brand preserves the essence of the family business, but with some of Gina’s own twists—vibrant colors and playful patterns using organic cotton and low-impact dyes.

Zkano Socks went online shortly after their founding. “We didn’t have a lot of money, so instead of going to trade shows, we thought it’d be a better investment to spend our budget on digital marketing,” Gina explains. They began using AdWords, Google’s advertising program, to reach customers beyond state borders. “I love AdWords, because it helps us introduce ourselves to new markets and new customers that we would otherwise never be in front of,” says Gina. The company today sees a 325 percent return on investment from AdWords. They



“From the beginning, we knew how important it was to show up high on Google searches, and that’s what we’ve aimed toward this whole time.”

GINA LOCKLEAR, FOUNDER

also use Google Analytics to optimize their ad campaigns, and YouTube provides a platform for sharing Zkano’s story. “YouTube really helps introduce a lot of people to our brand by telling our story, which has been the foundation of our business since we started,” she adds.

The Locklear family mill is one of seventeen that still stand in Fort Payne. With Zkano’s business nearly doubling every year, Gina is proud to be playing a role in the city’s rich history. “That’s what has kept me going over the years,”

she shares. “Whenever I have low moments, I’m reminded of my love for this work, how I’m carrying on my family business, and how Zkano is helping to continue Fort Payne’s tradition in the textile industry.” When asked to share her hopes for the future, Gina’s response was simple: “Honestly, I want to reach more people with our socks. I wish I had something more profound to say, but the thing is, we make socks. That’s who we are. It’s what we know, and it will always be dear to our hearts.”