

# 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.<sup>1</sup>

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.<sup>2</sup>

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.<sup>1</sup>

53,000+

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

Find out more at [www.google.com/economicimpact](http://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](http://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 Arkansas businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.<sup>1</sup>

\$580 million

of economic activity Google helped provide for Arkansas businesses, website publishers, and nonprofits in 2017.<sup>1</sup>

\$1.49 million

of free advertising was provided to Arkansas nonprofits through the Google Ad Grants program in 2017.<sup>1</sup>

6,200

Arkansas businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.<sup>1</sup>



FAYETTEVILLE, ARKANSAS

# Lauren James

[www.laurenjames.com](http://www.laurenjames.com)

Inspiration can strike at any moment. For Lauren Stokes, a registered nurse, it struck while on maternity leave after the birth of her first child. "I was sketching dresses for fun and discovered a real love for designing clothing," she recalls. "I didn't want to give up on this passion." In 2013, Lauren left her job and founded

## Lauren James has 100 employees.

Lauren James, a combination of her and her son's names. Offering classically-inspired clothing with a modern flair, the business has grown from a small family shop to one of the fastest-growing companies in Arkansas. "We started with t-shirts and dresses. Now we offer

everything from activewear to custom-made bridesmaid dresses. All made right here in the U.S.," Lauren says proudly.

From the first stitch, Lauren James has always used the Internet as their digital runway. Their e-commerce website features stylish photos of hundreds of eye-catching products. They attract fashionable customers from across North America and Europe using AdWords, Google's advertising program. "AdWords is huge for us. About 90 percent of our digital advertising budget in 2017 went to Google ads," Lauren explains. "We have a very loyal following, and we use these ads to win a strong conversion rate with them." The company also uses fun and instructional YouTube videos to showcase their new seasonal lines. "We do videos for all of our launches and sneak peeks,"



**"The Internet plays a big role in helping us build a loyal following."**

LAUREN STOKES, FOUNDER & CEO

Lauren says. To keep their online storefront running at peak performance, they turn to Google Analytics as the "one source of truth" for optimizing their online presence and keeping web traffic flowing smoothly through checkout.

With an annual growth rate of 30 percent, Lauren James shows no signs of slowing down. They run two brick-and-mortar locations, serve over 250,000 customers each year, and operate a state-of-the-art inventory warehouse in Fayetteville. For Lauren, however, success is measured in

people, not dollars. She works with local teenagers to help them pursue their dreams of entrepreneurship. "We take mentorship very seriously here, because we ourselves have had such amazing mentors," she shares. To the young entrepreneurs who follow in her footsteps, Lauren reminds them to not be afraid to try. "A lot of time is wasted thinking that your ideas or passions could never work," she says. "But it can—especially with all of the digital tools and resources that are available today. You just have to be willing to try."