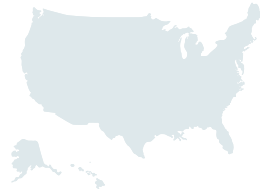


The web is working for American businesses.

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

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

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

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 Florida businesses. Google is helping.

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

\$14.2 billion

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

\$35.8 million

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

113,000

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



ORLANDO, FLORIDA

Rope Lace Supply

www.ropelacesupply.com

As university freshmen, Eric Delgado and Victoria Weiss were making extra cash buying and selling collectible sneakers. But finding limited-edition kicks before other resellers was difficult, so the self-proclaimed “sneakerheads” shifted gears. “Sneaker accessories are very popular, and we realized that

Rope Lace Supply sells to over 120 countries around the world.

no one was doing just shoelaces,” Eric recalls. The couple found a supplier to fulfill a small order of colored shoelaces. “To our surprise, we sold out of 600 pairs in two weeks,” he says. In 2014, while still undergraduates, Eric and

Victoria launched Rope Lace Supply. They ran their fledgling online business out of their dorm rooms and racked up \$250,000 in sales their first year. After graduation, the pair turned their passion into full-time careers. Now they offer 150 different styles of shoelaces and sell to over 120 countries around the world.

Rope Lace Supply caters to a niche audience of sneaker aficionados looking to customize their shoes. To reach fellow sneakerheads in the U.S. and around the world, Eric and Victoria use AdWords, Google’s advertising program. “It helps us find just the right customer—people who want to buy shoelaces in different colors, styles, and materials,” says Eric. Google Analytics equips the entrepreneurs with the insights to grow their business. “With Analytics, we can



“You don’t have to invent something to start a company. We sell shoelaces, and that’s insane.”

ERIC DELGADO, CO-FOUNDER

better understand our customer base,” Eric explains, “which in turn helps us identify new opportunities and informs the kinds of shoelaces we design.” The duo also uses G Suite tools, such as Gmail, Docs, and Drive, to run an efficient and nimble operation.

With sales growing at a double-digit rate every year, Eric and Victoria have their eyes set on new horizons. “We want to expand into wholesale markets and start licensing products for sports teams, colleges, and universities,” Eric shares. “We’re always looking for new and cool

ways for people to customize their gear.” To other entrepreneurs who hope to follow in their footsteps, Eric stresses the importance of taking action. “You don’t need a life-changing invention to start a successful business. With what’s out there on the Internet, if you have something that you’re passionate about—even shoelaces—you really can grow a business. You just have to start.”