

# 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 Georgia 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>

\$5.65 billion

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

\$14.5 million

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

44,000

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

350+

Georgians are employed full-time by Google. We're proud to have offices in Atlanta and Austell, and a data center in Douglas County.<sup>1</sup>



DOUGLASVILLE, GEORGIA

# Carousel Designs

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

Jonathan Hartley's parents founded Carousel Designs in 1988, manufacturing and selling baby bedding to other retailers. As the cut and sew industry moved overseas, Jonathan realized that the family business would need to innovate in order to stay competitive. "We needed to create a high-quality brand, where we could

Carousel Designs has approximately 70 employees.

justify a price point that would allow us to continue making our products in the U.S.," he says. "We also needed to go direct-to-consumer to save on margins." After graduating from the U.S. Military Academy at West Point, Jonathan approached his friend and former classmate, Allan Sicat,

with a business proposal. "Let's transform Carousel Designs and take it to the masses. Let's offer it up to the entire country," he said. The two bought the company in 2007. Leah Sicat, Allan's wife and fellow West Point graduate, signed on a few years later to help take their digital marketing to the next level.

Carousel Designs now offers thousands of custom nursery decor options, as well as pre-designed bedding collections, to consumers across the U.S. and Canada. Their website features an interactive tool that lets expectant parents design and visualize their own unique nursery. And AdWords, Google's advertising program, "allows us to connect with customers in various parts of the buying process, from when they first learn about our products to when they make their purchase," explains



"The Internet has completely transformed how our business sells products."

JONATHAN HARTLEY, CEO

Jonathan. "It plays an integral role in the buying cycle." The team also uses Google Analytics every day to better understand their online traffic, improve web content, and optimize ad campaigns. "We realized the importance of having e-commerce and mobile components early on, and made it a priority to build a strong online presence," Allan says.

When Jonathan and Allan purchased Carousel Designs, "business was on the decline," Jonathan recalls. "We were down to four employees." Today they have around 70, most of whom are

Douglas County natives. "It's something we're very proud of," Allan adds, "not only being made in the USA, but also being able to create these opportunities right here in Douglasville." To date, the company has served over a million customers, and they support a nonprofit that throws baby showers for military families. "The secret to our success is innovation," says Leah. "Don't stay the same, keep innovating, and give customers what they want. When you do all those things and experience growth, then you'll be able to create jobs and give back to the communities that are important to you."