

# 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 Indiana 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>

\$1.74 billion

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

\$8.17 million

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

16,000

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



GOSHEN, INDIANA

# Janus Motorcycles

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

Richard Worsham and Devin Biek have long shared a passion for quality, lightweight motorcycles. "Our friendship is built on it. We both had been involved in that culture for years, restoring vintage mopeds," Richard shares. After years of imagining their dream bike, the two decided to build one of their own. "We were just so

## Janus Motorcycles has 15 employees.

captivated by the idea of building these little machines," Devin says. Their first production model was the Halcyon 50, "a motorcycle unlike any other," he describes. Time-tested style made the Halcyon an eye-catching machine, while its modern and lightweight design provided riders with a thrilling

experience that was altogether unique in American bikes. Propelled by the support of their local community, the friends founded Janus Motorcycles in 2011 to share their craftsmanship with fans around the world.

Janus Motorcycles is unlike traditional vehicle manufacturers. They sell their bikes directly to customers online, instead of through a dealer network. "If you had given Henry Ford the opportunity to be online, with the marketing and exposure the Internet provides, I don't think he would've chosen to sell through dealerships either," says Marketing Director Grant Longenbaugh. The company uses AdWords, Google's advertising program, to market their bikes to motorcycle enthusiasts across the country. "About 50 percent of our online interest is driven by AdWords," he adds. Google Analytics equips them with the digital insights to fine-tune



**"The only way we can do what we do without a dealer network is with the Internet."**

RICHARD WORSHAM, CO-FOUNDER

their marketing and online presence. And through their YouTube channel, interested customers can follow every step of a Janus bike's journey, from design, to prototyping, to production. "YouTube is the unsung hero of our business," Grant explains. "It's a substantial part of how people get to know us, feel a level of comfort with us, and trust us to make their motorcycles."

Last year, about 90 percent of Janus's marketing budget went to digital. The rest, Grant jokes, "was spent buying donuts and coffee to get people to come in for test drives." The company now offers

three different models and is on track to build 200 bikes this year. They make all of their fabricated parts within 20 miles of their facility and source their specialty parts, such as the engine and brakes, from the best suppliers they can find. "We're committed to being open and personable, just as our motorcycles are accessible and understandable. That's especially important since so much of our customer interaction is through virtual channels. If we're successful, we'll be able to maintain a meaningful and sincere brand as we continue to grow," says Richard.