

# 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 Kentucky 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>

\$850 million

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

\$3.03 million

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

10,000

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

## Bit Source

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

For former coal miners Rusty Justice and Lynn Parrish, the industry's decline hit home hard. "About 12,000 miners in our part of the world lost their jobs," Lynn recounts. "But we recognized that there was a really talented workforce here. We just needed to find an industry with equivalent demand for work and earning potential." In 2014, the two joined an

### Bit Source has 13 employees.

Eastern Kentucky workforce committee dedicated to developing entrepreneurial solutions for the region; it was there that they discovered coding. "We realized that coal miners and coders weren't that different," says Rusty. "The coal miner, like the coder, is a technology tradesman—he just happens to work in

the coal industry." With this realization, Rusty and Lynn partnered with local software developer Justin Hall to design a coding curriculum for ex-miners. And in 2015, with a team of 10 miners-turned-coders, Bit Source went live.

Bit Source builds websites, mobile applications, and software solutions for other businesses. It's a service that, Rusty describes, "can be done in the mountains and be sold around the world." AdWords, Google's advertising program, helps with reaching clients beyond Central Appalachia. "If we want to grow, we have to break out of this region and get into broader markets. Tools like AdWords help us do that," explains Rusty. The company uses Google Analytics to see what services are trending in the software



"We can access markets anywhere just as well as anyone else. We now have the capability and the tools to do it."

RUSTY JUSTICE, CO-OWNER

development industry, and to optimize their ad campaigns and landing pages accordingly. "We also incorporate Analytics into all of our clients' websites to show them the value that our websites provide," he adds. And G Suite tools, such as Gmail, Docs, and Drive, facilitate their internal communications and business operations.

With revenue up by 120 percent from 2016 to 2017, Bit Source today is a source of hope for not only the team but also the broader Pikeville community. "That's the most gratifying part of all

this. In a time of real economic despair, Bit Source was hopeful," shares Lynn. "And we're still hopeful that someday we'll be part of a robust and diversified economy here in the heart of Central Appalachia," adds Rusty. "There's a guy here who doesn't think of himself as an ex-coal miner anymore. He thinks of himself as a software developer. All of our team does that. They're software developers now. This is what they do."