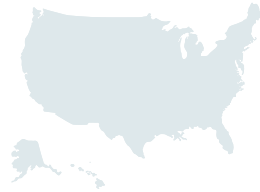


# The web is working for American businesses.

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>

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>

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>

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 Louisiana 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>

\$616 million

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

\$5.25 million

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

10,000

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



NEW ORLEANS, LOUISIANA

## Queork

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

There's something special about cork. It's waterproof, lightweight, and one of the most renewable materials on Earth. Amanda Dailey realized this on her trip to Portugal in 2012. When she returned to New Orleans, she began making a line of high-quality cork products ranging from shoes, to handbags, to dog collars. "The material just reaches out and grabs

### Queork has 21 employees.

you," Amanda says. "It's completely fascinating." Together with her business partner, Julie Araujo, she founded Queork to share her fascination with like-minded shoppers. The two started out selling their cork products online and later opened their first retail store in the French Quarter in 2013.

Queork has always used the Internet to attract customers. They use AdWords, Google's advertising program, to make sure visitors planning a trip to New Orleans also consider a trip to their storefront. "We want to get people into our stores," Amanda explains, noting that AdWords campaigns have helped double sales in some of their locations. Their Google My Business listings make it easy for shoppers to find store hours, directions, and reviews. And Google Analytics helps them optimize their website to keep online customers flowing smoothly from welcome to checkout. Their favorite tool, however, may be YouTube. "People want to see the making of our products," Amanda says. "So we give them that with our YouTube videos."



"The Internet helps us overcome our biggest hurdles and connect our products with new customers."

AMANDA DAILEY, CO-OWNER

With 60 percent annual growth, business shows no signs of slowing down for Queork. Today the company has several stores throughout the South and an e-commerce website that ships items to customers across the U.S. and Canada. They manufacture a majority of their products less than ten minutes from their French Quarter store, and partner with local youth empowerment programs to provide job opportunities to young adults who are looking to learn new skills in design and manufacturing. "These people are very artistic and talented,"

says Amanda. "Being able to employ them while also helping them develop skills that they are proud of—skills that they can use for the rest of their lives—is probably the best thing we've ever done."