

# 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 Maine 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>

\$427 million

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

\$3.39 million

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

4,500

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



PORTLAND, MAINE

# Sea Bags

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

Sustainability is sewn into the very fabric of Sea Bags' business, from the products they sell to the processes they use to make them. Since their founding in 1999, the Portland-based company has kept nearly 600 tons of retired sails out of landfills by transforming them into nautically inspired tote bags and accessories. They have also created

## Sea Bags has 100 employees.

100 jobs for local sewers, artists, and craftspeople. "Manufacturing here and sourcing materials locally are the cornerstones of our business," explains President and COO Beth Shissler. "Maine has a rich history in the cut and sew industry, and we're passionate about bringing it back."

A major engine of Sea Bags' growth is their online business. "It's grown about 500 percent over the past five years," says Vice President of Marketing and E-commerce Laura Hnatow. "And Google has definitely been a part of why we were able to achieve that." The company uses AdWords, Google's advertising program, to market their bags to customers looking for eco-friendly fashion statements. "AdWords brings in one of the largest percentages of new users to our site, and a lot of these customers are visiting more pages per session than those from other channels," she shares. They also use Google Shopping campaigns and YouTube ads to visually showcase their products across the web. And with G Suite tools, such as Gmail, Docs, and Drive, "we're



"Digital marketing has gotten us the most efficient results and allowed us to grow rapidly in a short period of time."

BETH SHISSLER, PRESIDENT & COO

able to scale our operations as we grow," Laura notes.

With over 18,000 online orders and half a million unique visitors to their website annually, Sea Bags is preparing for new horizons in 2018. They plan to pursue international markets and are opening four more retail stores along the East Coast, in addition to the 13 currently in operation. Yet as they expand, their greatest focus continues to be at home. "We always talk about the ripple effect of making our products locally," Beth says. From designers to manufacturers,

Sea Bags proudly supports Maine jobs across the board, and aims to create a brand that Beth hopes will "stick around for generations way past us." To echo the words of their mission, "Every sail has a journey. At Sea Bags, we make sure that journey never ends."