

# 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 Mississippi 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>

\$130 million

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

\$1.56 million

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

3,800

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



BRANDON, MISSISSIPPI

# Wise Guys Technologies

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

It used to be tough to get quality personal electronics repaired in Justin Johnson's hometown. "There was a need for higher-quality computer and cellphone repair," he says. With a background in programming, website development, and computer repair, Justin stepped up and opened Wise

**Wise Guys Technologies has been experiencing over 30 percent annual growth.**

Guys Technologies in 2013. From laptops to video game consoles, if it's broken and electronic, Wise Guys Technologies will fix it. "We provide a quality service people need," Justin says. From a single small desk in a friend's

back office, the company has grown into one of the most trusted electronics repair businesses in the Jackson metro area.

Wise Guys Technologies has always plugged into the power of the Internet. Their website is attractive and easy to navigate. They commit 80 percent of their advertising budget to digital, and most of that goes into AdWords, Google's advertising program. "It's given us a lot of growth, and allows us to be shown to more people who wouldn't normally see us," Justin says. "When we started using AdWords, we saw our foot traffic basically double." With AdWords driving 30 percent of sales, Wise Guys Technologies turns to Google Analytics to better understand their web traffic and to identify trends they can capitalize on.



**"Google really allows us to reach people we wouldn't have been able to reach otherwise."**

JUSTIN JOHNSON, OWNER

"We're able to see who is interested in our services and tailor our ads to those customers," Justin says. And to compete with larger companies, the team uses G Suite tools, such as Gmail, Calendar, and Docs, to collaborate from anywhere and quickly respond to customer requests.

Wise Guys Technologies proudly serves thousands of customers every year, and business is growing at a steady rate. They recently moved into a larger flagship retail space in Brandon on the reservoir, plan to open more stores across Mississippi in the next five years,

and are expanding their business to include refurbished electronics sales and small business website development. While they are investing in new service areas, there's no question where Justin's heart lies: "We love our community. Everyone is very loyal, and that loyalty in turn lets us give back to the community," he explains. "By supporting a local small business, those funds stay in your area, and that growth happens right here."