

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.¹

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.²

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.¹

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.¹

Find out more at 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.

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

© Copyright 2018. Google and the Google logo are trademarks of Google LLC.

The web is working for Montana businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$283 billion of economic activity in 2017.¹

\$113 million

of economic activity Google helped provide for Montana businesses, website publishers, and nonprofits in 2017.¹

\$2.86 million

of free advertising was provided to Montana nonprofits through the Google Ad Grants program in 2017.¹

3,400

Montana businesses, website publishers, and nonprofits benefited from using Google's advertising tools, AdWords and AdSense, in 2017.¹



COLUMBUS, MONTANA

Montana Silversmiths

www.montanasilversmiths.com

The most beautiful thing about Montana may be the scenery, but Montana Silversmiths' jewelry sure gives it a run for its money. Founded in 1973, Montana Silversmiths established itself as the premier supplier of championship belt buckles for Western competitions such as rodeos and bull riding. The company

Montana Silversmiths has 175 employees.

quickly expanded its product lines to include jewelry and custom awards, the majority of which are designed and manufactured right in Montana. "We started as a little mom-and-pop shop," CEO Steve Muellner says proudly. "We're now the largest manufacturer of Western

jewelry in America." From saddle trims to earrings, Montana Silversmiths brings the shine of the West to customers everywhere.

Montana Silversmiths counts on the power of the Internet to share their precious handiwork beyond the Beartooth Mountains. They use AdWords, Google's advertising program, to reach customers all across North America who are looking to buy Western or silver jewelry. They trust Google Analytics to track which products are performing best and which areas of their e-commerce website could be improved. "If only all parts of my business were as measurable as the things I do with Google," Steve says, "it would be terrific!" Their Google My Business listings share store locations, hours, and



"I can't imagine a world that doesn't have the Internet tools we use."

STEVE MUELLNER, CEO

directions with local shoppers, keeping foot traffic coming through their doors. And their digital storefront entices and engages visitors with an alluring taste of Western style.

There's no tarnish on Montana Silversmiths' future. They operate four brick-and-mortar retail stores, including two in Montana. Their custom-made products are available in over 3,500 stores across North America, and their e-commerce website fulfills 36,500 online orders each year. Born from humble beginnings, Montana

Silversmiths now enjoys steady double-digit annual sales growth. But for Steve, the most valuable jewel of all is preserving the glory of his Old West community for the next generation. "We want to continue to celebrate the West for as long as we can," he says. "I watch the new people join us at Montana Silversmiths and then eventually shift from being the students to the teachers. Those are the moments that make me never want to retire."