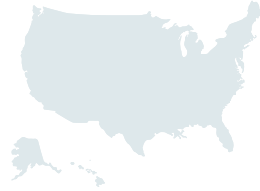


# The web is working for American businesses.

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 Nebraska 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>

\$3.38 billion

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

\$2.26 million

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

6,000

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

# Speedway Motors

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

"Speedy" Bill Smith founded Speedway Motors in 1952 using a \$300 loan from his wife, Joyce. There was one of the first speed shops in the Midwest, which they started in a tiny building on 22nd Street. Today, Speedway Motors is under the leadership of the couple's four sons. They operate out of a 500,000-square-foot facility

## Speedway Motors has 300 employees.

and manufacture automotive parts for car enthusiasts around the world. Like Speedy Bill—a racer and street rodder himself—the Speedway Motors team is passionate about racing and rodding. "We've built the projects that our customers are building. We've raced on the tracks that they're racing on.

We are our customers. And it's that ability to empathize and provide expert service that has made us a recognized leader in these industries," says Director of E-commerce Aaron Remaklus.

Speedway Motors launched their first website in 2000 when they noticed consumer behavior shifting from catalog-based phone orders to online orders. "More and more of our customers are now online and engaging with us across multiple channels," says Aaron. The company uses AdWords, Google's advertising program, to market their products to customers nationwide. "It's the best tool that we've had to demonstrate that we can advertise profitably, drive traffic, and see healthy growth," he adds. They turn to Google Analytics to ensure that they are spending their digital advertising dollars as effectively as they can. And with over 500 videos and



"We've been in business for 66 years, and no single tool or advertising channel has enabled us to reach more customers than Google AdWords."

BETSY GRINDLAY, DIRECTOR OF MARKETING

25,000 subscribers, their YouTube channel has been "a great tool for capturing who we really are, sharing our passion, and demonstrating to car enthusiasts that we get them—that we're here to make their dreams come true," explains Aaron.

Speedway Motors is proud to call Lincoln, Nebraska, home. "A lot of innovative ideas are coming out of the Midwest. We're excited that a lot of it is happening here, and that we can be part of it," says Director of Marketing Betsy Grindlay. The company creates numerous jobs for local

university graduates, and supports the Museum of American Speed, which Bill and Joyce founded in 1992 to help preserve the history of hot rods. "Being able to employ more people, give back to the things you're passionate about, and see your community grow is the best part for us," Betsy adds. As they look to the future, Speedway Motors aims to become the resource automotive enthusiasts turn to for advice, knowledge, and expert help. "Whether this is a new passion that you've just discovered, or you've been doing this for decades, we want to be your go-to destination," Aaron shares.

# Sand Creek Post & Beam

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

The foundation for Sand Creek Post & Beam was laid in 2004, when Len Dickinson and Jule Goeller produced their first barn kit in their driveway, and shipped it to Grinnell, Iowa. They soon set up shop in the nearby college town of Wayne, and since then have designed and shipped kits for customized barns

## Sand Creek Post & Beam has over 50 employees.

for every purpose, from housing livestock to hosting weddings. “They wanted to create something that was new but focused on our rich rural heritage, using traditional timber framing methods, and was safe for the environment,” says Marketing Director Cody Wortmann.

The business now also offers post and beam wood kits for rustic-style residential homes and has grown by about 90 percent in the past five years.

Sand Creek Post & Beam invests heavily in the web to reach customers beyond Nebraska. “I would say 95 percent of the time people who buy our structures won’t have actually seen one in person,” explains Cody. “So it’s crucial to show them as much as we can online.” When he took over as Marketing Director in 2013, Cody ramped up efforts to reach these potential customers through AdWords, Google’s advertising program. “We have such a niche product, so the ability to target our advertising to folks who are looking for exactly what we’re doing has been extremely efficient compared to print or traditional TV,” he says. As much as 70



“It’s amazing what you can do with digital advertising. It’s a big part of what we do, and we wouldn’t have seen this growth without it.”

CODY WORTMANN, MARKETING DIRECTOR

percent of their advertising budget is now digital. “Our growth in online led to our biggest year ever,” he shares.

Today Sand Creek Post & Beam structures can be found in 48 states and five Canadian provinces. “We have trucks heading to California, Texas, and all over the nation, out of a town of 5,000 people,” says Cody. More expansion is in the blueprint for Sand Creek Post & Beam. A record number of inquiries from interested customers came in 2017—and growth for the business means growth

for the community they call home. “Small businesses are a big part of Wayne,” Cody says. “A big reason the owners chose to come here was the strong work ethic and sense of caring found in the community. In a small town, employing over 50 people definitely makes an impact at the local level. And that’s pretty cool.”