

# 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 New Hampshire 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>

\$627 million

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

\$2.52 million

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

5,900

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



PORTSMOUTH, NEW HAMPSHIRE

# Anchor Line

[www.anchorline.tv](http://www.anchorline.tv)

Adam Flaherty and Kenneth Dodge share a passion for telling a compelling story. In 2011, Adam was working as a freelance videographer in New Hampshire's Seacoast region. Kenneth was living in Los Angeles pursuing a filmmaking career. When Kenneth relocated to New Hampshire, he reached out to area videographers. "He was

## Anchor Line has 5 employees.

trying to gauge if it was even viable to do professional video production in New Hampshire," Adam recalls. "We hit it off and decided that together we could build something bigger and better for creative video production in the region." The two launched Anchor Line in 2013, offering video production, animation, 360-degree

video, and post-production services. Since then, business has "exceeded our expectations," Adam says.

Anchor Line is in a highly visual and competitive industry, "so it's important that we do everything we can to stand out online," Kenneth explains. The two have been using AdWords, Google's advertising program, from day one. "Even before Anchor Line, AdWords is what helped me grow my freelance business into a brick-and-mortar shop. When we started this company, it was a no-brainer to me that we would advertise it on Google as well," shares Adam. Now about 50 percent of Anchor Line's new clients come through Google. The team also uses YouTube to showcase their work to potential clients, and G Suite tools, such as Gmail, Calendar, and



"Our website is the face of our business. It's how people know we're right for them before they even come into our brick-and-mortar store."

KENNETH DODGE, CO-FOUNDER & CREATIVE DIRECTOR

Docs, to power their business operations from client communications to project management. And with insights from Google Analytics, "we can better shape how we market ourselves and how we acquire new business," says Kenneth.

Today, Anchor Line services a growing number of clients, from local organizations to multinational brands. They are also growing business outside of the U.S., all from their home base in the Granite State. "It's crazy when you realize that we're a small film community

within New Hampshire," Adam muses. "When people began referring to us as the premier production company in the area, that's when we knew we had created something really special. Now we just strive to keep growing, improving, and creating video content that inspires."