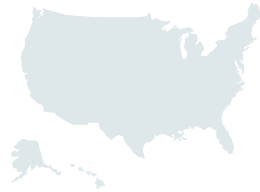


# The web is working for American businesses.

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

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

# The web is working for New York 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>

\$45.5 billion

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

\$93.3 million

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

121,000

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

6,700+

New Yorkers are employed full-time by Google. We're proud to have an office in New York City.<sup>1</sup>

# Sweeten

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

Jean Brownhill had years of experience in residential and commercial architecture. So when she decided to renovate her own townhouse in Brooklyn, she felt well prepared for the job. What she didn't anticipate was how difficult it would be to find a great general contractor. "I thought to myself, 'This is really crazy,'" she recalls. "There had to be a better

## Sweeten has 30 employees.

way." Experiencing what she calls "a classic entrepreneurial moment," Jean asked herself, "How can we bring high-quality construction resources to everyday people?" What began as a blog to educate homeowners eventually evolved into Sweeten (as in "home, sweet home"). "We're essentially free renovation

matchmakers," explains Jean. Launched in 2011 with Co-founders Preeti Sriratana and Sherataun Nuss, Sweeten's platform helps homeowners in New York City, Philadelphia, and surrounding counties find excellent contractors for their renovation projects.

As a business in a highly visual industry, Sweeten relies on their blog, social media, and video to catch customers' eyes. In addition to sharing tips, before-and-after photos, and personal renovation stories, "we use YouTube to show clients that we're real experts who care deeply about making our homeowners and general contractors happy," explains Jean. "It helps capture the human element of our business and is a vehicle for building trust." Sweeten also uses AdWords, Google's advertising program, to attract



"Our original online content builds trust and makes the renovation process less scary."

JEAN BROWNHILL, FOUNDER & CEO

clients looking for general contractors—about 40 percent of their commercial projects come through AdWords. And Google Analytics "is fundamental to understanding how customers find and interact with our website," she adds. "It gives us the data to optimize our content marketing, resulting in a 60 percent increase in organic sessions in the past year alone."

With an annual growth rate of over 300 percent, Sweeten is seeing growth on every front, from the size of the projects coming through their platform to the sheer

volume of postings. The average project value today tops \$100,000—up from \$1,500 when they started. They currently have about 1,000 general contractors in their network and nearly \$900 million in construction work in the pipeline. In 2017, Sweeten expanded to commercial projects, doing build-outs for restaurants, retail spaces, offices, and more. And in the coming years, they plan to branch out into other cities and states. "We want to make the renovation process less daunting for homeowners and businesses everywhere," Jean says. "We're definitely on our way."

# Inclusion

[www.incl.us](http://www.incl.us)

Saeed Jabbar emigrated from Guyana to the U.S. when he was 10 years old. A love for video games soon led him to discover coding, a skill that he describes would change his life. "I remember feeling empowered," Saeed shares. "Coding helped me realize the importance of digital skills, but it also opened my eyes to the digital divide in New York City. I saw the disparity

## Inclusion's courses are 100 percent free.

within my own community in Queens, and I knew I needed to do something about it." In 2016, Saeed founded Inclusion to equip unemployed and underemployed young adults with skills like coding, design thinking, and project management. Since

their first year, the nonprofit has grown from a single 20-student class to an in-person and online program that reaches over 3,000 participants nationwide.

Inclusion not only teaches the power of the web, they live it. The nonprofit is built on web-based tools, including an arsenal of Google resources. As an Ad Grants recipient, they receive a monthly budget of in-kind advertising from AdWords, Google's advertising program. "We use Ad Grants for everything—getting the brand out there, reaching students, bringing in donations, and recruiting volunteers. We even have volunteers from outside the U.S. who find us through ads on Google," Saeed explains. Ad Grants comprises Inclusion's entire marketing budget. "This really allows us to put money back into the program," he adds. The nonprofit also uses Google



“We wouldn’t be able to achieve national reach without Google. AdWords has increased our access to new communities, and is a critical component as we move into more initiatives.”

SAEED JABBAR, FOUNDER

Analytics to optimize their online presence and to see what marketing campaigns are working. And G Suite tools, such as Gmail, Docs, and Sheets, provide easy access to shared tools for every team member and student. “It’s the bread and butter for all things operations,” describes Saeed.

Today, Inclusion shares their curriculum with thousands of students across the country. “Our goal is to reach as many people as possible, and to create a more

inclusive world in the process,” Saeed says. “We’re going to adapt to the future as it comes. Whatever skill set is necessary, we’ll train the people who get left behind so that they can be active participants in the economy of tomorrow.” With over 80 percent of their graduates heading back to work, and on average tripling their salaries, Inclusion’s impact is evident. “We’re transforming lives,” Saeed muses. “We’ve grown from a mission statement into a movement.”