

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

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

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

\$8.18 billion

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

\$19.5 million

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

60,000

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

550+

Pennsylvanians are employed full-time by Google. We're proud to have offices in Philadelphia and Pittsburgh.¹



PHILADELPHIA, PENNSYLVANIA

American Hats

www.americanhatsllc.com

For Georgiette Morgan-Thomas, the hat is more than a fashion item. "I grew up seeing it as a symbol of confidence and empowerment," she says. Georgiette was raised by her grandparents in Mobile, Alabama, in the mid-1900s. Her grandmother, an active force in the civil rights movement, was an avid hat-wearer herself. "She's the one who got me

American Hats has 12 employees.

wearing them at an early age and gave me my sense of confidence," Georgiette shares. Today, Georgiette owns over a hundred different hats. And in 2015, when the S & S Hat Company in Philadelphia announced its imminent closure, she put

off retirement and purchased the factory to share her passion with the world. "I refused to let it close, and I assured my employees that I would fight to keep it alive," she recalls. Together with her son, Robert Morgan, she founded American Hats shortly thereafter, manufacturing and selling stylish hats for all occasions.

In 2016, American Hats launched their first e-commerce website and began using AdWords, Google's advertising program, to reinvigorate their business. "People all over find us online now," says Robert, noting that online sales have grown from 10 percent of their business to nearly half since starting AdWords. Google Analytics equips the company with the insights to "better understand customers, see how they react to new designs, and identify opportunities for



"We focus on the Internet, because that's how people find us."

ROBERT MORGAN, CEO

growth," he adds. And G Suite tools, such as Docs and Drive, enable the team to collaborate across their multiple locations. "It doesn't matter if Robert is in New York and I'm at the factory. We can use Google tools to get work done," Georgiette explains. "It's very, very helpful."

American Hats has nearly doubled their number of annual customers since going online. "People are just flying through the door now, and we're even shipping across the country," exclaims Georgiette. They have expanded their hand-made offerings to include options for men

and children, all of which is good news for their workers. "Our employees have been with this factory for 20 to 30 years. They're the original team that made S & S Hat so outstanding in the first place," she says proudly. To keep the art of hat-making alive, the company has also started a summer program for students interested in learning the craft. "My hope is to generate more interest and to train people so that they have jobs they enjoy," Georgiette shares. "Small businesses like ours are what keeps revenue flowing throughout our community. They're the adhesive that pulls us all together."