

# 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 Virginia 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>

\$3.96 billion

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

\$22.5 million

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

43,000

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

100+

Virginians are employed full-time by Google. We're proud to have an office in Reston.<sup>1</sup>

# Honest Soul Yoga

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

Suzie Mills bravely served her country in the U.S. Air Force for eight years. While deployed to Afghanistan, she decided she wanted to offer veterans and civilians alike a more holistic way to keep their bodies and spirits in healthy shape. Back home in Northern Virginia, she founded Honest Soul Yoga in 2013

## Honest Soul Yoga has 30 employees.

to give yoga newcomers a judgement-free place to explore the practice. "Our focus is on welcoming people. We want to create a community, especially for military families," Suzie says. With this special mission in mind, she has grown Honest Soul Yoga into

one of the most popular yoga studios in the area.

Honest Soul Yoga relies on the web to get the word out to local would-be yogis. "I know from personal experience that yoga can be intimidating," Suzie says, "so I try to have a strong online presence that shows people exactly what they can expect from us." That means keeping the studio's Google My Business listing up-to-date with the latest business hours, photos, Q&As, and customer reviews. "For us, it comes down to being searchable, sharing reviews that reflect who we really are, and providing clear directions to our location—those are what bring people through the front door," she explains. To compete with larger studios, Honest Soul Yoga turns to Google Analytics to better understand their customers and fine-tune



"Google makes it so easy for people to find our business, and that's huge for growth."

SUZIE MILLS, FOUNDER & CEO

their marketing. "It allows us to curate the Honest Soul experience for them. They know we're the right fit before they ever step into the studio." Internally, they use G Suite tools, such as Gmail, Docs, and Drive, to collaborate from anywhere and stay on top of business.

Today, nothing is too great a stretch for Honest Soul Yoga. Seventy percent of customers continue to find them online, and their entire marketing budget is now committed to digital. They have tripled the size of their studio to 3,600 square feet and expanded to include

a 500-square-foot retail space. They employ 30 people, over half of whom are veterans and military spouses, and plan to open a second studio in 2018. For Suzie, however, the real victory is being able to create a strong community for the veterans and their families who comprise over half of her clients. "We've been offering yoga twice a week at Fort Belvoir for military families for two years," she says. "We're proud to give back to the military community in any way."