

# 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 West 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>

\$196 million

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

\$924,000

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

2,400

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



# Grogg's Home Services

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

In 1996, Tim Hanlon and his wife, Carma, took a leap of faith in purchasing Grogg's Home Services, a heating-and-air-conditioning business founded by her father, Leon Grogg. Operating first out of their home, Tim learned the trade while working a second job, and Carma juggled phone calls and scheduling with raising their children. They dispatched

## Grogg's Home Services has 60 employees.

service calls from their kitchen, and on one occasion, the neighbor's dog stole a pair of their employee's work boots off the porch. "He had to get to the job, so I gave him \$50 to buy a pair of boots on his way to the customer's house," Tim

recalls. Their hard work and philosophy of exceeding expectations have made Grogg's Home Services a success.

The company has been online since 2006. While Tim admits he resisted technology at first, "eventually, I became the driving force behind totally getting out of the yellow pages," he shares. Today AdWords, Google's advertising program, accounts for 80 percent of their online sales, according to Director of Finance and IT Adam McDowell. They use insights from Google Analytics to optimize their ad campaigns, improve web traffic, and keep customers engaged. The Internet has allowed the company to expand their service area from West Virginia into Ohio, and informs customers about new service offerings. "Online advertising has helped



**"We embraced technology and the web, and amazing growth soon followed."**

TIM HANLON, CO-OWNER

us reach further than what typical print media will allow us to reach," says Adam. "And having that online presence to say we now provide these other services has been huge."

Grogg's Home Services has long since outgrown the Hanlons' kitchen, adding a Clarksburg branch to their location in Parkersburg. They service nearly 10,000 customers a year, and have expanded into electrical, plumbing, and other services. Despite their growth, Adam says, "Grogg's is still very much a family environment." They offer extensive

training—75 to 100 hours a year—to their employees. "We invest in them because we want them to stay here, and to have the tools they need to be successful," he explains. They also give back to the community by donating to charities and supporting local families in need. "We always try to do the right thing, even if it costs us money to do so," Tim says, which has earned Grogg's a reputation for providing reliable, quality service, and for doing right by customers and employees alike.