

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 Wyoming businesses. Google is helping.

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

\$218 million

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

\$598,000

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

2,100

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



JACKSON, WYOMING

BrushBuck Wildlife Tours

www.brushbucktours.com

Ezra Peters, his wife, Amber, and her brother, Adam Lackner, were young military veterans in 2007. The couple served in the U.S. Navy, and Adam was a U.S. Marine who had been deployed to Iraq. As civilians, they wanted to work for themselves, leveraging the focus and discipline they learned during their service. Together, they founded

BrushBuck Wildlife Tours has 30 employees during peak season.

BrushBuck Wildlife Tours, living on a budget so tight they thought twice before ordering fries with their burgers. Their goal was to stand out in the local tourism industry by being prompt,

professional, and courteous. The first season they led fewer than 50 wildlife tours with two vehicles. “At first, we thought this might be our first and last season, but we became the number one company in our area within a very short time,” Amber recalls. “We changed the expectations for a tour guide here in Jackson.”

The trio knew how to generate leads locally, but attracting customers from outside Wyoming was a bigger challenge. “It was a good moment for us when we started using Google AdWords,” Google’s advertising program, Adam says. “AdWords lets us have a presence with people who are booking six to eight months before they get here, especially for our multi-day tours.” AdWords now accounts for about 60 percent of their



“We’ve been able to stand out in a very strong way because of AdWords and Google.”

ADAM LACKNER, CO-OWNER

sales. Google Analytics helps the trio understand and track website traffic, and Google My Business gives potential customers the opportunity to check out reviews and photos. Adventurers considering a tour can also watch dozens of videos on the company’s YouTube channel, which Adam calls “a very powerful tool.” Gmail, Calendar, Drive, and other G Suite tools help everyone stay in touch and on time.

Today, BrushBuck Wildlife Tours offers domestic excursions to Yellowstone, Grand Teton, and Denali National Parks, and international tours in Africa and

South America. They escort 7,000 to 10,000 people annually in 10 vehicles. In addition to creating a great customer experience, the founders are dedicated to spreading their work and training ethic. Adam concludes, “We’ve started to build a culture like a Marine Corps platoon or a Navy unit here. You start to work together in ways that really you don’t see in a whole lot of businesses. Anybody can be a good guide on eventful days, when the bears and the wolves all come out. I want our guides to get five-star reviews even on bad days.”