

# Economic Impact

United States 2013



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The Lucky Knot  
Alexandria, Virginia

# The web is working for American businesses. And Google is helping.



Google's mission is to organize the world's information and make it universally accessible and useful. Making it easy for businesses to find potential customers and for those customers to find what they're looking for is an important part of that mission. Our tools help to connect business owners and customers, whether they're around the corner or across the world from each other. Through our search and advertising programs, businesses find customers, publishers earn money from their online content

and non-profits get donations and volunteers. These tools are how we make money, and they're how millions of businesses do, too.

This report details Google's economic impact in the U.S., including state-by-state numbers of advertisers, publishers, and non-profits who use Google every day. It also includes stories of the real business owners behind those numbers. They are examples of businesses across the country that are using the web, and Google, to succeed online.

Google was a small business when our mission was created. We are proud to share the tools that led to our success with other businesses that want to grow and thrive in this digital age.

Sincerely,

A handwritten signature in black ink that reads "Jim Lecinski". The signature is fluid and cursive, written in a professional style.

Jim Lecinski  
Vice President, Customer Solutions

Economic Impact | United States 2013

# Nationwide Report



Randy Gayner, Founder & Owner  
Glacier Guides  
West Glacier, Montana

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

Find out more at  
[google.com/economicimpact](http://google.com/economicimpact)

# The Internet is where business is done and jobs are created.

Across the U.S., Google's search and advertising tools  
provided **\$111 billion** in economic activity in 2013.<sup>1</sup>



97%

of Internet users look online for local products and services.<sup>2</sup>



2 times

as many jobs and twice as much revenue through exports were created  
by web-savvy SMBs.<sup>3</sup>



75%

of the economic value created by the Internet is captured by companies  
in traditional industries.<sup>3</sup>



9 out of 10

part-time business owners rely on the Internet to conduct their businesses.<sup>4</sup>

Sources: 1. Google, "Economic Impact," 2013 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "Investigating customer click through behavior with integrated sponsored and non sponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.

# Where we get the numbers



Briana Warner, Owner  
Maine Pie Line  
Portland, Maine

# Where we get the numbers

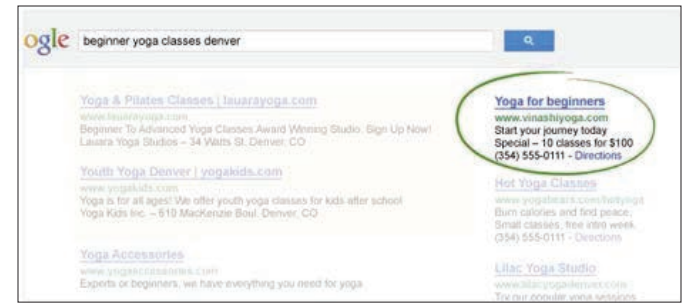
Aside from being a well-known search engine, Google is also a successful advertising company. We make most of our revenue from the ads shown next to our search results, on our other websites, and on the websites of our partners. Through these tools we help many others make a living, too. This report presents a conservative estimate of Google's economic impact on businesses across the U.S. based on three core parts of our business: Google Search and AdWords, AdSense, and Google Ad Grants.

## Google Search and AdWords

[google.com/adwords](http://google.com/adwords)

Google directs many potential customers to businesses for free via our search results. Through a program called AdWords, Google also directs many potential customers to businesses via the sponsored links you see above and to the right of the search results.

To use AdWords, businesses create short text ads and bid in an online auction for the keywords they want those ads associated with. So a yoga teacher might bid on the phrase "beginner yoga classes denver." When someone types those words into Google they will see the yoga teacher's ad next to the search results.



## Google AdSense

[google.com/adsense](http://google.com/adsense)

AdSense is a program website publishers can use to run ads on their websites and make money from their content. For example, if you publish a website or blog about dog names and puppy training, your readers may see an ad for dog grooming or other dog services next to your content. Website publishers large and small receive a majority of the revenue earned from every ad—an important source of income for many content creators.



## Google Ad Grants

[google.com/grants](http://google.com/grants)

The Google Ad Grants program offers free advertising to non-profit 501(c)(3) organizations. Ad Grants recipients can spend up to \$10,000 a month on ads that they use to fundraise, educate the public, and more. Since the program began in 2003, Google has supported non-profits worldwide with more than \$2 billion in advertising.

# How we calculate Google's economic impact

We derive a conservative estimate of Google's economic impact in each state by examining the economic value provided by Google Search and AdWords, Google AdSense, and Google Ad Grants in 2013.

## Google and AdWords

To estimate the economic impact of Google Search and AdWords, we rely on two conservative assumptions. First, that businesses generally make an average of \$2 in revenue for every \$1 they spend on AdWords. Our Chief Economist, Hal Varian, developed this estimate based on observed cost-per-click activity across a large sample of our advertisers; his methodology was published in the American Economic Review in May 2009. Our second assumption is that businesses overall receive an average of 5 clicks on their search results for every 1 click on their ads. This estimate was developed by academic researchers Bernard Jansen and Amanda Spink based on sample search log data and published in the International Journal of Internet Marketing and Advertising in 2009.

If search clicks brought in as much revenue for businesses as ad clicks, these two assumptions would imply that businesses receive \$11 in profit for every \$1 they spend on AdWords. This is because if advertisers receive 2 times as much value from AdWords as they spend on AdWords, and they receive 5 times as much value from Google Search as they do from AdWords, then the total profit they receive is 11 times what they spend, or

$$2(\text{spend}) + 5 \times 2(\text{spend}) - (\text{spend}) = 11(\text{spend})$$

However, clicks through search results may not be as commercially valuable as ad clicks, so we want to be conservative: we estimate that search clicks are about 70% as valuable as ad clicks. This means advertisers overall receive 8 times the profit that they spend on AdWords, or

$$2(\text{spend}) + .7 \times 5 \times 2(\text{spend}) - (\text{spend}) = 8(\text{spend})$$

Therefore, we conservatively estimate that for every \$1 a business spends on AdWords, they receive \$8 in profit through Google Search and AdWords. Thus, to derive the economic value received by advertisers, we multiply our AdWords revenue on Google.com search results in 2013—what advertisers spent—by 8.

## Google AdSense

The economic impact of AdSense is simply the estimated amount we paid to website publishers in each state in 2013 for placing our ads next to their content.

## Google Ad Grants

Similarly, the impact of Google Ad Grants is the total amount spent by grants recipients in 2013 out of the \$10,000/month awarded to them.

## Total economic value

Total economic value for each state is estimated as the economic activity provided for local businesses, website publishers, and non-profits by Google Search and AdWords, Google AdSense, and Google Ad Grants, respectively, in 2013.

## What's not included

This is an attempt to estimate the economic impact of Google's core search and advertising business. In search and advertising, we've derived a conservative estimate of the impact of our tools on businesses, website publishers, and non-profits, but we've left out such estimates as the cost savings for consumers now able to find the information they need more easily than before. We also have not estimated the economic impact our employees provide, or that of other major products like Google Maps and YouTube. So while we're confident in our estimates, consider them a lower bound on Google's true economic impact.

For more information about our methodology and to download the cited studies, please visit:

[www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Reports by State

Madhu Natarajan, CEO  
Food Service Warehouse  
Greenwood Village, Colorado





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

Google helped provide  
**\$203 million**  
of economic activity for Alabama businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**12,000**  
Alabama businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$430,000**  
of free advertising was provided to 13  
Alabama non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Good People Brewing Company

Birmingham, Alabama  
[www.goodpeoplebrewing.com](http://www.goodpeoplebrewing.com)



"Wouldn't it be great if we could do this professionally?" That's the question that Michael Sellers and Jason Malone asked themselves in 2007 while tasting the latest product of their home beer brewing operation. What started as a hobby in a garage has grown into the oldest brewery in the state of Alabama and the very first beer canning line in the South. They now have twelve employees, a 16,000 square foot brewery, and a taproom where visitors can taste their award-winning beers. They've even recently opened a pub in the Birmingham-Shuttlesworth International Airport.

When they decided to take the leap and create a business in 2008, they relied on the Internet to launch their brand. Social media and YouTube were critical for communicating about their products and interacting with customers. Today their second-best seller is the Coffee Oatmeal Stout and they, "attribute most of that to targeting the right market through social media," says Michael. When they opened the Taproom in 2011 they were located in a hard-to-find part of the city with very little foot traffic. The Internet helped bring people to that part of the city. "Google Business Photos has been huge. People feel a lot more comfortable going somewhere if they've seen it before," notes Michael. And each week they review Google Analytics to understand how their Internet strategies are performing. "There's no better way to see what people are drawn to."

Their approach seems to be working  
— they see 100 percent growth each  
year. Good People Brewing Company

**100%**  
year-over-year growth.

## "The web allows for exponential growth."

Michael Sellers, Co-Owner, Good People Brewing Company

has become an active member in the community and a leader in the craft brewing industry. Sharing the Southern culture, connecting with other businesses and building a local camaraderie have become integral to the brand. To keep growing they know they'll keep doing what has worked from the very beginning. "Getting a new business into a place where it is cash flow positive, that's always the goal. Social media allowed us to get to that place sooner," Michael says. "So now when we target markets we want to move into, we start social media targeting first."

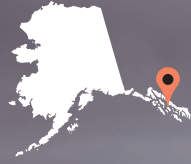
The web is working  
for Alaska businesses.  
Google is helping.

Google helped provide  
**\$27.3 million**  
of economic activity for Alaska businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**2,800**  
Alaska businesses and non-profits benefitted  
from Google's advertising tools, AdWords and  
AdSense, in 2013.<sup>1</sup>

**\$13,000**  
of free advertising was provided to 3 Alaska  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Midnight Sun Charter Cruises

Juneau, Alaska  
[www.alaskachartercruises.com](http://www.alaskachartercruises.com)



After 30 years in IT and computer science, Bob Wostmann pursued his life's passion by founding Southeast Charters in 2004. Captain Bob offers Alaskan adventure charter cruises aboard his custom seventy foot yacht, the Midnight Sun. "I began with a smaller boat offering day trips," he says. "But I really wanted to take folks on longer trips and show them what makes Southeast Alaska one of the most beautiful places in the world." In addition to a bigger boat, Bob needed a website and online marketing strategy to help reel in the right clientele.

Bob started using AdWords, Google's advertising program, in 2009. "We saw a 200- to 300-percent increase in website traffic from the moment we started the campaign," he says. The Midnight Sun sleeps six guests and a crew of four, making up to fifteen cruises a year. "This is a high-end trip," Bob says. "We pamper our guests." AdWords helped Bob's business get under way—and stay the course through rough economic waters. "Our whole industry took a hit in '08 and '09," Bob says. "People were hesitant to commit their discretionary dollars. We're now starting to see bookings comparable to before the slowdown, with year-over-year growth of 5 to 10 percent."

He recently redesigned the cruise website, enticing visitors with a virtual tour of Alaska's wilderness and wildlife, trip itineraries, activities and guest testimonials. The site links to the cruise's social media and photo galleries. Google Analytics helps

First AdWords  
campaign sparked a  
**200-300%**  
jump in site traffic.

"Any small business like mine looking for clientele spread throughout a wide geographic area needs to have a website."

Captain Bob Wostmann, Owner, Midnight Sun Charter Cruises

Bob understand where potential business is coming from and plan for the next wave of Internet marketing. "Our customers mean the world to us," he says. "There's no way I could afford the kind of print media advertising we'd need to get this reach. It's simply not as effective as a good website."

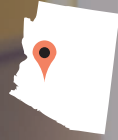
# The web is working for Arizona businesses. Google is helping.

Google helped provide **\$2.1 billion** of economic activity for Arizona businesses, website publishers and non-profits in 2013.<sup>1</sup>

**34,000** Arizona businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$728,000** of free advertising was provided to 29 Arizona non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Great Support Techs

Waddell, Arizona  
[www.greatsupporttechs.com](http://www.greatsupporttechs.com)



Scott Toughill had helped people with their computers as a technology support expert for over a decade when he was abruptly laid off. "I thought it was the worst thing that had ever happened to me," he says. But Scott decided to make the most of the situation. So he created his own business, traveling to customers' homes and providing in-home computer support. Today, he says, losing his job could be "the best thing" that ever happened to him.

When he founded Great Support Techs in 2012, Scott knew right away that being online would be critical to his business success. He took advantage of Google's Get Your Business Online program to get up and running on the web as quickly as possible. The vast majority of his customers find him via his website, then email or call him directly. Scott uses several Google products to manage his business, including Google Calendar to keep track of his busy schedule. "All of my scheduling is done through Google Calendar, so it doesn't matter what device I'm using. And I can access my schedule from anywhere," he explains.

"When I decided to give this a go it was a complete gamble. I can't imagine where I'd be without Google tools and products," Scott says. After taking the gamble, Great Support Techs has seen sales nearly double since the first year and now has over 400 customers, most of whom generate repeat business. Scott's business has grown so much that he is planning to hire his first employees soon. Great Support Techs' tremendous growth and the challenges that come with success are sometimes a little

**400+**  
customers in  
two years.

"The mobile and desktop versions of my site have been absolutely critical to my success."

Scott Toughill, Owner, Great Support Techs

daunting, but they won't slow him down. "Growing the business, hiring, etc., is a bit scary," he says. "But I was scared of the original risk, too. At some point you just have to jump in there."

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

Google helped provide  
**\$201 million**  
of economic activity for Arkansas businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**6,800**  
Arkansas businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$535,000**  
of free advertising was provided to 4 Arkansas  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Tipton & Hurst Flower Shops

Little Rock, Arkansas  
[www.tiptonhurst.com](http://www.tiptonhurst.com)



Howard Hurst has been running Little Rock's oldest flower shop, Tipton & Hurst, for thirty years. "The only job I've ever had," he states proudly. He took over from his father, and the family business goes all the way back to founder Joe Hurst in 1886. Though a lot has changed over the years, Howard says one thing has remained the same. "We're there for incredibly emotional moments in people's lives. It may be flowers for their father's funeral, or their daughter's wedding. There's a trust there in a local business."

Tipton & Hurst built its first website in 1995, and it's now essential to their success. "All our business, all our communication is basically tied to the Internet now," Howard says. The company uses AdWords, Google's advertising program, to get the word out, Gmail and Google Apps to communicate with each other and with customers, and YouTube to tell their story on video. Yet, local trust is still a big part of the equation. "Americans move all over the place. So they use Google Search to find local people they can trust to deliver the right flowers and take care of them." And not only from America, Howard notes. "People will email us or contact us and say, 'I'm overseas,' even servicemembers in Iraq and Afghanistan. We'd get them emailing us and saying, 'Hey, I found you online and I'm looking at your website. What do you think about this?' That's pretty amazing, and it is all happening because of the Internet."

Online orders now make up ten to twenty percent of Tipton & Hurst's business, depending on the season. "Probably three times that

"[The Internet] is how  
people find you today,  
whether they're on the  
next block or overseas. "

Howard Hurst, Owner, Tipton & Hurst Flower Shops

many look at the website before they order by phone or in the store," Howard notes. "Retail is changing greatly. It's still a challenge, and keeping up is critical." Tipton & Hurst has managed to stay true to the core of the business, while also adapting to technology. It's how this local family business has thrived for almost 130 years.

**45**  
employees.

# The web is working for California businesses. Google is helping.

Google helped provide **\$25.4 billion** of economic activity for California businesses, website publishers and non-profits in 2013.<sup>1</sup>

**285,000** California businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$35.8 million** of free advertising was provided to 522 California non-profits through the Google Ad Grants program.<sup>1</sup>

**19,000+** Californians are employed full-time by Google. We're proud to have offices in Mountain View, Beverly Hills, Irvine, Los Angeles, San Francisco and San Bruno.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## BeyondCurious

Los Angeles, California  
[www.beyondcurious.com](http://www.beyondcurious.com)



Nikki Barua and Vishal Agarwal were senior executives with flourishing careers at digital agencies when they noticed the growing disconnect between the traditional approach of large brands and the rapid innovation of Silicon Valley. They saw an opportunity to fill that widening gap by helping large brands disrupt themselves before they get disrupted.

In October of 2011, they founded BeyondCurious with no clients or capital, just a grand vision for their new company. In a few short months they were already profitable. Now, less than three years later, BeyondCurious — an "Innovation Consultancy" — has realized its vision of helping large brands make innovation an everyday occurrence instead of an occasional event. Their success is astounding with more than fifty team members, millions in revenue, and a growth rate of 500 percent year over year.

Building mobile and tablet applications that solve business problems for leading brands is a key focus for BeyondCurious. Android apps account for as much as fifty percent of their revenue, and they are quickly becoming a core part of their business. "In fact, as we're projecting forward we're seeing that grow even more," Nikki says.

Operating as an entirely cloud-powered business, BeyondCurious has successfully leveraged an extensive list of Google products to scale globally while competing with multibillion-dollar agencies. Google Docs enables them to seamlessly collaborate with teams around the globe. AdWords, Google's advertising program,

**500%**  
year-over-year  
revenue growth.

"Without our online presence, it would have been impossible for us to compete with much larger and established competitors."

Nikki Barua, CEO, BeyondCurious

and Google Analytics have become valuable tools for testing new sales and marketing strategies. At the same time, YouTube and Google+ have been integral to building a strong brand. "We were scrappy and took advantage of everything that was out there; it really leveled the playing field," notes Nikki.

Growth shows no signs of slowing down: Nikki expects to triple her team size by next year and is counting on Google's products to help her company tackle the challenges that come with such rapid success.

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

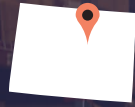
Google helped provide  
**\$1.8 billion**  
of economic activity for Colorado businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**36,000**  
Colorado businesses and non-profits  
benefitted from Google's advertising  
tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$4.4 million**  
of free advertising was provided to 77  
Colorado non-profits through the Google  
Ad Grants program.<sup>1</sup>

**300+**  
Coloradans are employed full-time by Google.  
We're proud to have offices in Boulder and  
Thornton.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Food Service Warehouse

Greenwood Village, Colorado  
[www.foodservicewarehouse.com](http://www.foodservicewarehouse.com)



In 2007, FoodServiceWarehouse.com was "just another e-commerce company"—one that saw a huge opportunity in a traditionally "very local and contracted" industry. A focus on quality products, resources and expert customer service helped this online restaurant equipment and kitchen supplies company to empower food service operators and home chefs alike. CEO Madhu Natarajan saw that providing education and great service online "could provide real value." With that bold idea, the business grew from three employees to 190, working in multiple divisions and business lines.

FoodServiceWarehouse.com now has a solid website and social media presence. It uses AdWords, Google's advertising program, along with the Google Search Appliance, Google Sites, and Google Drive to create online leads and retain customers. "Even though people are generally more comfortable placing larger transactions over the phone versus online, it's the online world that creates leads," Madhu says. The company stays focused on presenting products and information about those products in a unique, engaging way, an approach that is paying off. "We've always been a Google Analytics customer, and we see great return on investment. It's been a huge advantage, and one reason why our business has been able to react and grow as fast as it has."

The company provides an individual customer experience for desktop and mobile users. This has helped to increase the rate of converting leads to sales by twenty percent. "We use Google's latest

**30%**  
repeat business.

"We look at overall revenue and know it's being created through how we market. Our customers' purchasing habits have migrated from local to online."

Madhu Natarajan, CEO, Food Service Warehouse

and greatest tools, especially those that tap into our growing residential customer market," Madhu says. He'll continue to spend most of his advertising dollars online. "We know that it's very successful. We look at overall revenue and know it's being created through how we market. Our customers' purchasing habits have migrated from local to online, and we'll continue to encourage that trend."

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

Google helped provide **\$1.5 billion** of economic activity for Connecticut businesses, website publishers and non-profits in 2013.<sup>1</sup>

**18,000** Connecticut businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$2.1 million** of free advertising was provided to 29 Connecticut non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Lyman Orchards

Middlefield, Connecticut  
[www.lymanorchards.com](http://www.lymanorchards.com)



Lyman Orchards is the twelfth-oldest family owned business in the US. Deeded by King George in 1741, this quaint and picturesque 273-year-old farm spans 1,100 acres in Central Connecticut. The Lyman Family Homestead is even listed on the National Register of Historic Places. John Lyman III, Executive Vice President and eighth generation family member, is proud of the role the farm has played in the community throughout its history. "Generations of families have enjoyed picking nearly a hundred varieties of fruit from June through October. We also have three golf courses. It's this unique combination of fruit and golf that makes us 'Connecticut's Sweet Spot,'" John says. And the Internet has made it all even sweeter.

"I figured if I could get people to experience the brand on the website, I could also get them to visit the property," said Tim Burt, Director of Marketing. "Google Analytics helps us see where web traffic is coming from. A third of it is mobile, so now we're working on a mobile app." But it isn't just the website at work here. Lyman Orchards has a regularly updated YouTube channel and Google+ page to showcase their fresh produce and prepared foods, along with the many seasonal and golf events. "Social media brings our digital experience to life."

Lyman Orchards' increasing commitment to an online presence has dramatically increased brand impact. They have as many as 250 employees during peak harvesting season, so that's a boost for the local economy and community. "We have about

**273**

year-old farm finding new customers with the Internet.

"In 2013, our new website attracted 288,000 unique visitors. That's the power of the Internet."

Steve Ciskowski, President & CEO, The Lyman Farm, Inc

600,000 visitors a year—which is great for a seasonal business like ours. We sell over a million fruit pies annually, and even our golf makes big news," John says. Last year, around 300 golfers participated in the nationwide World's Largest Golf Outing, in which Lyman Orchards ranked first by raising over \$51,000 for the Wounded Warrior Project. Which only goes to show that Lyman Orchards' efforts are successfully bearing fruit, in more ways than one.

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

Google helped provide  
**\$283 million**  
of economic activity for Delaware businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**5,100**  
Delaware businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$218,000**  
of free advertising was provided to 5  
Delaware non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## AquaMarine at 114

Lewes, Delaware  
[www.aquamarineat114.com](http://www.aquamarineat114.com)



Maureen Botti comes from a long line of retail fanatics. Her grandmother and others in her family have been part of the retail industry for years. Maureen worked retail in the past and it was her long-time dream to open her own store that made people feel at home. Her dream became a reality when she opened AquaMarine at 114, a women's clothing store, in 2006.

Maureen describes herself as being "terrified of doing anything online," and she dreaded the idea of building a website. She had put it off for years thinking that it would take a lot of time and money. But when she heard about Google's Get Your Business Online program, she finally decided to give it a try. Maureen was surprised to find the process to be very simple. Since launching her website she has seen business increase by sixty percent. Though the increase in business has been tremendous, equally exciting is that other members of the fashion industry are now able to find AquaMarine at 114.

For example, Elle Magazine found her store online while searching for the "50 Best Stores in the U.S.," and chose AquaMarine at 114 to represent the state of Delaware. That recognition has led to a flood of calls from designers and vendors hoping to be carried at AquaMarine at 114. Maureen is certain that this couldn't have happened without her website.

**60%**

increase in business  
due to website.

"It was such an easy  
process to put the  
website together!"

Maureen Botti, Owner, AquaMarine at 114



# The web is working for Florida businesses. Google is helping.

Google helped provide  
**\$6.5 billion**  
of economic activity for Florida businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**121,000**  
Florida businesses and non-profits benefitted  
from Google's advertising tools, AdWords and  
AdSense, in 2013.<sup>1</sup>

**\$2.7 million**  
of free advertising was provided to 84 Florida  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## VISIT FLORIDA

Tallahassee, Florida  
[www.visitflorida.com](http://www.visitflorida.com)



Florida attracts almost seventeen percent of all domestic and international leisure travel in the U.S. Will Seccombe, President and CEO of VISIT FLORIDA, is proud of VISIT FLORIDA's role in the Sunshine State's tourism boom. "We brighten the lives of all. Last year, we created exceptional experiences for 94.3 million visitors. They in turn generated jobs for over a million Floridians. So, while we do sell dreams and incredible vacation experiences, we're first and foremost a job creator for the Florida economy," beams Will. VISIT FLORIDA's growth has clearly been impacted by the Internet. "We've gone from spending less than five percent of our media budget on digital to twenty-six percent last year. During that time, we've gone from eighty-two million visitors to ninety-four million."

In just five years, VISIT FLORIDA has grown from 3,000 to 15,000 website listings. Independently, many of the small businesses would find it daunting to leverage the power of the Internet. But AdWords, Google's advertising program, made the critical difference. "Thanks in part to Google AdWords, last year's web traffic increased seventeen percent year-over-year," shares Paul Phipps, VISIT FLORIDA's Chief Marketing Officer. "Google leads in the travel planning process." VISIT FLORIDA now relies almost entirely on Google — from Google Docs, Gmail and Calendar to YouTube TrueView ads and even an experientially immersive Google+ page. "Everybody

**38%**

of Florida visitors influenced  
by VISIT FLORIDA'S marketing  
programs.

"There's a positive correlation between the increase in visitors to Florida, and how much we're investing in the Internet."

Will Seccombe, President and CEO, VISIT FLORIDA

knows about Disney, Universal and Sea World. Our Google+ page helps expose travelers to something they didn't know about Florida, so maybe they'd stay an extra day and do something they didn't do on the way to Disney," Paul says.

To share all that there is to see and do in the state, they are quick to embrace innovative technology. VISIT FLORIDA recently partnered with Google Maps to create a Street View Trek, capturing nearly all 825 miles of Florida beaches. Users are able to take a digital beach walk and explore the beauty of the Florida coast line, introducing them to lesser known places to visit. And Will's latest initiative at VISIT FLORIDA even encourages employees to experiment with Google Glass. "We hope to be as entrepreneurial in tourism marketing as Google is in technology."

# The web is working for Georgia businesses. Google is helping.

Google helped provide

**\$2.4 billion**

of economic activity for Georgia businesses, website publishers and non-profits in 2013.<sup>1</sup>

**54,000**

Georgia businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$3 million**

of free advertising was provided to 40 Georgia non-profits through the Google Ad Grants program.<sup>1</sup>

**250+**

Georgians are employed full-time by Google. We're proud to have offices in Atlanta and Austell.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Savannah Bee Company

Savannah, Georgia  
[www.savannahbee.com](http://www.savannahbee.com)



Beekeeper Ted Dennard founded Savannah Bee Company in 2002 with a single beehive and a mission to support regional beekeepers by selling their honey and making honey-related health and beauty products. He also wanted to raise awareness about the plight of honeybees and the environment. The company website launched in 2010 to support four stores in Savannah and Charleston. But in between trips, "Tourists go home and search for us online," says Brantley Crowder, Director of eCommerce. AdWords, Google's advertising program, helps to make sure that Savannah Bee Company can always be found. As a result, business has grown fast.

The year after the website launched, "we grew fifty-five percent in total revenue," Brantley says. "The second year, we grew an amazing eighty-four percent. The next year we grew nearly forty percent. We went from \$500-a-day sales to \$5,000 days. Last Cyber Monday, we sold \$30,000 in a single day—pushing the limits of our fulfillment process. So, revenue has jumped substantially." Google Docs and Google Calendar help the staff of seventy work efficiently, while Google Analytics helps them better understand their customers. "It's the most comprehensive platform we have to learn about traffic, customer origin and demographics," Brantley says. "We've explored paid analytics programs, and they don't come close to what Google does for free."

Social media and a YouTube channel keep customers engaged in both the products and the role of bees in the ecosystem. "We sponsor a not-for-

"We've done all of this with virtually no online marketing other than AdWords."

Brantley Crowder, Director of eCommerce, Savannah Bee Company

profit initiative called The Bee Cause Project, which wants to put 1,000 hives in 1,000 schools across America," Brantley says. The company also plans to open three more stores and expand their health and beauty product lines. Brantley expects their eCommerce division will soon outsell their brick-and-mortar stores, as orders swarm in from Seattle to New York City. "It's been a wild trip to see such staggering growth over such a short time."

**60,000**  
orders per year.

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

Google helped provide  
**\$82.3 million**  
of economic activity for Hawaii businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**6,600**  
Hawaii businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$160,000**  
of free advertising was provided to 7 Hawaii  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Hawaii Forest & Trail

Kailua-Kona, Hawaii  
[www.hawaii-forest.com](http://www.hawaii-forest.com)

When naturalist Rob Pacheco and his wife, Cindy, founded Hawaii Forest & Trail on the Big Island in 1993, Rob was the only guide. Today, they have over forty employees, a fleet of customized vehicles and a retail store. The company offers interpretive natural-history tours of several diverse environments, including volcanoes, waterfalls, rainforests and wildlife refuges. "We want to help guests forge a connection to the nature of Hawaii, so they see that there is more to this place than erupting volcanoes and tall mountains—that it is something worth cherishing, conserving and sustaining," says Rob Pacheco, Founder & President.

Hawaii Forest & Trail has been online for many years, and now has a mobile website, too. They started using AdWords, Google's advertising program, to reach potential customers in 2011. The cost of converting a lead into a customer with AdWords is "significantly less than the cost per call for our print advertising," Rob says. The company uses many other Google products as well. "Moving to the Google ecosystem was the right move for us as a tourism company...Google+, Google Apps for Business, YouTube, Google Maps, Google Sites and Hangouts all come together to give us a powerful way to communicate with our guests and our staff. Staying connecting externally and internally impacts the bottom line directly." Using these tools allows them to reach prospective customers and run a more efficient business. The time saved means they keep their focus right where they want it to be: on the customer. "For a lot of

**50%**

of bookings come  
from the Internet.

"Being on the Internet is so integral to controlling your own destiny. It helps us expand our market share and grow our sales directly."

Rob Pacheco, Founder & President, Hawaii Forest & Trail

people, a trip to Hawaii is a once-in-a-lifetime experience... it really is up to us to help them make the most of their time here. We take it very seriously."

The tour company books over 40,000 customers a year. Online sales account for about half of those bookings. Revenue regularly rises ten to fifteen percent per year, and the company now also has a zipline business. A strong online presence is vital, as ninety percent of their customer base comes from outside of Hawaii. And to continue growing, Rob anticipates continuing to put more resources toward their digital presence. "The web is vital. If we are not talking to people about our products through the web, then somebody else is."

# The web is working for Idaho businesses. Google is helping.

Google helped provide  
**\$164 million**  
of economic activity for Idaho businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**8,300**  
Idaho businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$170,000**  
of free advertising was provided to 5 Idaho  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Périple Wines

Meridian, Idaho  
[www.periplewines.com](http://www.periplewines.com)



Angie Shaltry's journey to becoming a winemaker and entrepreneur has its roots in science. With degrees in microbiology, molecular biology and biochemistry, she began applying to medical schools in 1999. "That's when I had my first great bottle of wine," Angie says. "A Sanford Pinot Noir. I loved it." She moved to California three months later to learn the craft of winemaking. In 2007, she returned to her native Idaho to raise her three sons closer to her family and popped the cork on her own brand. "Périple is French for journey or odyssey," she says. "We're constantly on the move."

Producing her Périple wines with grapes from vineyards in California, Oregon and Washington, Angie racks up lots of miles and time away from Idaho. Google helps her run the business remotely. "My life is stored in my Gmail account," Angie says. "I have my phone in one hand and my iPad in the other. We're a very mobile company." The Périple website provides a virtual home for her wine-tasting club and a place to order wines online (such as fan favorite the 2010 Hullabaloo Red Blend). "So far we're mostly a word-of-mouth brand," Angie says. "But now we have tools that didn't exist when we started."

While Idaho may be best known for potatoes, Angie plans to put her state's wineries on the map. She's looking at ways to expand out of state, doing more with her website and social media to engage wine connoisseurs. "There are lots of wine brands out there," she says. "We want to use the Internet to create the Périple brand experience." She's also looking into Google Voice to streamline her

"I can manage this crazy business I've created because of the web. I could not do it otherwise."

Angie Shaltry, Owner and Winemaker, Périple Wines

business calls. "My kids are showing me new things about Google that I had no idea about," Angie says. "With cellular technology and the web, everything is possible."

**20%**  
annual growth.

# The web is working for Illinois businesses. Google is helping.

Google helped provide

**\$8.1 billion**

of economic activity for Illinois businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**59,000**

Illinois businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$5.7 million**

of free advertising was provided to 105  
Illinois non-profits through the Google  
Ad Grants program.<sup>1</sup>

**500+**

Illinoisans are employed full-time by Google.  
We're proud to have an office in Chicago.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Ereading Worksheets

Chicago, Illinois

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



Don Morton taught reading, writing and language in Chicago for nine years, helping children in lower-income neighborhoods to learn and improve their test scores. But he wanted to help more students reach their potential. In 2005, he began maintaining a private class website with his assignments and worksheets. In 2010, he realized that his materials would be useful for students and teachers everywhere, if only he could find a way to share them. The result: [ereadingworksheets.com](http://ereadingworksheets.com), a site where anyone can access his worksheets for free.

Hoping to cover his costs, Don began using Google AdSense soon after he launched the new site. Now, with the help of Google AdSense and Google Search, educators around the world can easily access his worksheets. With 50,000 daily page views (up to 60,000 on good days), Don is reaching more teachers and students than he ever imagined possible. He was able to leave his teaching job and dedicate his time entirely to Ereading Worksheets. He even uses Google Drive and Gmail to create new content and communicate with the users he has cultivated around the globe.

"Without AdSense none of this could really be happening. I have been making as much money as I was teaching, and it continues to grow every day," Don says. Though leaving teaching was a difficult decision, he believes his overall impact is much greater with his new venture. AdSense takes care of the "business side" of Ereading Worksheets,

**50,000-60,000**

page views per day.

"It let me turn something I was passionate about into my profession. None of this would have been possible without AdSense."

Don Morton, Owner, Ereading Worksheets

empowering Don to "focus entirely on content creation and connecting with [his] users." Looking to the future, Don has also taught himself to write code and plans to make his content accessible across all platforms. Whether on paper, desktops or tablets, students and teachers soon will be able to access his reading, writing and language skills worksheets — all for free.

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

Google helped provide  
**\$762 million**  
of economic activity for Indiana businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**19,000**  
Indiana businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$607,000**  
of free advertising was provided to 13  
Indiana non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



# National Trade Supply

Greenwood, Indiana  
[www.discountfilters.com](http://www.discountfilters.com)



In 2003, National Trade Supply Founder and CEO, Todd Anthony, overheard someone talking about a Kentucky company selling air filters online. He saw an immediate opportunity to do the same and contacted another entrepreneurial spirit, Tyler Dishman. They got to work and launched a website in only two weeks, turned on digital advertising, and within an hour had their first order. Today, National Trade Supply boasts a family of specialty websites, including DiscountFilters.com, to serve the construction and home-improvement markets. The goal is to provide professionals and homeowners with a complete selection of quality products at the best prices.

The company was built from day one to operate on AdWords, Google's advertising program. Tyler is thrilled with their success, citing the inherent ease and simplicity of using AdWords and Google Analytics for marketing and tracking. "That marketing channel has been our strongest," he says. "Every year it still brings more visitors and more revenue to our company than anything else." He and his colleagues realize that they're operating a business that two decades ago would be unthinkable. And, because the company was built to sell products online, almost all of the marketing budget is spent on online tools like AdWords. "I don't know what people did before the Internet," he says. "In marketing, I don't know how they measured anything. I don't know how they did their jobs."

Tyler now mentors other CEOs and entrepreneurs in his community, spreading the use of Google tools to other business leaders. Now with more than 45 employees and a wide and

**45+**  
employees.

"Disruption breeds  
opportunity on the web."

Tyler Dishman, President, National Trade Supply

growing consumer reach, National Trade Supply continues to focus on bringing quality products to their target audiences by pushing the potential of the online market. "In a lot of ways, this company wouldn't exist if it weren't for Google," Tyler says. "It just makes too much sense."

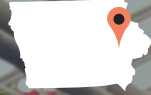
The web is working  
for Iowa businesses.  
Google is helping.

Google helped provide  
**\$147 million**  
of economic activity for Iowa businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**8,900**  
Iowa businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$414,000**  
of free advertising was provided to 6 Iowa  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Pierson's Flower Shop & Greenhouses

Cedar Rapids, Iowa  
[www.epiersons.com](http://www.epiersons.com)



Family-owned Pierson's Flower Shop & Greenhouses has survived several hard times since 1928. The family turned the business over to the bank in the Great Depression, but managed to buy it back again a few years later. Eighty years later they experienced a double whammy that nearly did Pierson's in—a 1,000-year flood that devastated much of Cedar Rapids, followed just months later by 2008's Great Recession. Business fell forty percent, and many small businesses in town went under. Owner Allan Pierson briefly thought about giving up, too. Without the Internet and digital tools from Google, he says, "I really do not think I would have made it."

Pierson's Flower Shop created their first website in the late 1990s, but kept advertising for years on television and in newspapers. That changed after eight feet of floodwater closed their main store for five months, followed by the recession that dried up much of their corporate business. "We decided at that point that we needed to put more money into search and email marketing and those sort of things," Allan says. AdWords, Google's advertising program, was also part of the mix. And Google Analytics helps him track the effectiveness of his AdWords campaigns.

The growth in Pierson's online orders has now gone from "a few hundred a year to a thousand or more a year," Allan says. Overall, the family business is growing again, too. The key, he adds, is to "make sure that you are relevant, and that you leverage all of the things that the Internet can do for you— AdWords, email

"Without the Internet,  
I certainly wouldn't have  
had the growth I've seen."

Allan Pierson, Owner, Pierson's Flower Shop & Greenhouses

marketing, social media, search, paid search, all of those tools. One by itself might make a little bit of difference. But when you start adding them all together, it really makes an impact."

**25%**  
of sales are online.

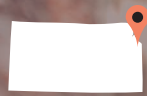
# The web is working for Kansas businesses. Google is helping.

Google helped provide  
**\$611 million**  
of economic activity for Kansas businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**11,000**  
Kansas businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$482,000**  
of free advertising was provided to 10  
Kansas non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## EnGraph Software

Lenexa, Kansas  
[www.engraph.com](http://www.engraph.com)



Kyle Archer founded EnGraph Software with a University of Kansas professor in 1999 to create engineering geographic information system (GIS) mapping software. A successful response to a request for proposal (RFP) from Michigan led the company in a different direction—to paratransit, which provides much-needed transportation services to often under-served populations of disabled and elderly people. EnGraph Software then developed a series of powerful routing algorithms to solve complex transportation scheduling dilemmas. Today, they have government and private-sector customers across the country supporting paratransit needs.

In 2010 EnGraph began using AdWords, Google's advertising program, hoping to attract new business. "We just decided we were going to go all in with digital advertising," says CEO Tim Hibbard. "So we did—and then we ratcheted up again. As we transition from public-sector to more private-sector clients, we're finding that private clients are using Google Search to find us." EnGraph also uses several other Google products and services. They rely heavily on Google Apps for Business, for instance, including Gmail and Calendar. "Kyle is in Kansas and I'm in South Carolina, so we write a lot together using Google Docs," Tim adds. "We use Google Maps in our application. And we don't actually have a telephone number—we use Google Voice, which has saved us a truckload of money."

Ninety percent of EnGraph's new  
business in the past few years

**80%**

of new private sector  
clients come from the web.

"For us, the web has very  
much been a case of 'If you  
build it, they will come.'"

Tim Hibbard, CEO, EnGraph Software

has come from private-sector clients. "And of those, I would say at least eighty percent are directly attributable to Google Search and AdWords," Tim says. "AdWords is all we focus on for digital advertising. We have a brand new market, thanks to AdWords. And every time we've made a digital investment, whether it be our website or AdWords, we've seen a payoff. It's always tough to spend, especially when it's doesn't come back right away. But eventually it does, and it's been worth it for us every single time."



# The web is working for Kentucky businesses. Google is helping.

Google helped provide  
**\$255 million**

of economic activity for Kentucky businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**11,000**

Kentucky businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$335,000**

of free advertising was provided to 11  
Kentucky non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Quartet Louisville

Louisville, Kentucky  
[www.quartetlouisville.com](http://www.quartetlouisville.com)

Quartet Louisville had been playing together for over 16 years, delighting wedding guests and other listeners with their broad repertoire of songs. Though they had a website, it was dated and cumbersome. None of the members thought they had the time, equipment or expertise to update their site, nor the money to pay someone to do it for them. First violinist Lorna Larson saw an ad for Google's Get Your Business Online workshop in Louisville. Violinist Betsy Osoffsky and cellist Robin Chappars attended and were amazed the process was so easy. All they had to do was choose the design template and then fill it in with the relevant information, photos and music samples.

Within days Quartet Louisville had a brand new website. Giving potential customers an easy way to listen to their music was essential for success. Robin says this process was about much more than just saving costs with a free website. It was an easy way to connect with people and share their music. The website is working so well for them that it's actually the only form of advertising Quartet Louisville does. Now that they have a professional and easily maintained website, the group can focus on what matters most to them—sharing their beautiful music with people.

Quartet Louisville's digital presence is helping them to make exciting new connections. In October of 2013, Quartet Louisville was chosen to play in a wedding that was featured in the Spring 2014

**16**  
years of beautiful music.



“When people hear us on the web and tell us that’s why they chose us for their special event, that’s magical.”

Robin Chappars, Member, Quartet Louisville

edition of Martha Stewart Real Weddings magazine. “The bride and groom found us through our website,” Robin says. “It’s been very exciting.”

# The web is working for Louisiana businesses. Google is helping.

Google helped provide **\$170 million** of economic activity for Louisiana businesses, website publishers and non-profits in 2013.<sup>1</sup>

**10,000** Louisiana businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$661,000** of free advertising was provided to 8 Louisiana non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Dirty Coast

New Orleans, Louisiana  
[www.dirtycoast.com](http://www.dirtycoast.com)



Like many others in New Orleans, Patrick Brower lost a small business to Hurricane Katrina in 2005. And like lots of others, he picked himself up and started over. He and friend Blake Haney even saw the city's scattered residents as customers. "There is so much pride in New Orleans," Patrick says. "After the storm, we thought it would be a great time to start a local t-shirt shop, so people could wear their love for New Orleans on their chests. We started on the Internet. We used it to get to those expatriates who were not able to get back yet, or who wanted a little piece of New Orleans because they missed it so much."

Dirty Coast began by using designers from the city to create shirts that appealed more to locals than to tourists, all bearing messages such as Be a New Orleanian, Wherever You Are. From the very beginning they've used numerous Google tools to help establish and grow the brand. AdWords, Google's advertising program, helps them connect with new customers and "has been very good for us," Patrick says. Google Analytics helps him monitor and improve the website's performance. Everyone uses Gmail and Google Docs for creative collaboration in the cloud. "I cannot imagine it any other way," Patrick says. And when Dirty Coast followed up their online success with brick-and-mortar shops, Google Maps provided both the Street View to help customers find their location and Google Business Photos to entice customers to visit.

6 employees.

7 graphic designers.

"We didn't have a place to go in the city. The only place was on the web."

Patrick Brower, Co-founder & Head of Operations, Dirty Coast

The online shop initially helped residents "nostalgically reconnect to the city through the shirts," Patrick says. "It was a way for people to be proud of New Orleans, even though we were trying to crawl our way out of a natural disaster. It really gave people something to hold on to." Having weathered the storm, Dirty Coast sees significant annual growth and has plans for a third retail location. And all of it, Patrick says, "would not have happened if it were not for the Internet."

# The web is working for Maine businesses. Google is helping.

Google helped provide  
**\$286 million**  
of economic activity for Maine businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**5,500**  
Maine businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$723,000**  
of free advertising was provided to 14  
Maine non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Maine Pie Line

Portland, Maine  
[www.mainepieline.com](http://www.mainepieline.com)



"Pies like your mother never made" is the slogan of Maine Pie Line, where they cook up inventive hand-made flavors like Raspberry Maple Custard, Blueberry Cardamom, and Sweet Swallowtail Buttermilk. The company is the creation and the passion of Briana Warner. She was an American diplomat in stations like Guinea and Belgium before returning to Maine in 2013 to follow her true calling: baking wonderful pies.

"The Internet was really the first place we turned to when we started," says Briana. She intended to wholesale her pies to restaurants and cafes, but the public had other ideas. "People started walking into the bakery, even though we don't have a sign outside, and saying, 'Hey, I saw your website online.' We were getting emails through the site—"When are you going to open up a store? Can we order pies for the holidays?" A lot of people find us through Google Search. We use Gmail for all our emails and I save everything on Google Docs. I really can't even name all the stuff I use from Google, because we use everything from Google."

Briana has now opened her bakery to the public four days a week, begun a pie-of-the-month club, and is looking into frozen pies for grocery store sales. Maine Pie Line serves about 800 people a month (plus happy repeat customers) and is growing fast. "I would say 75 percent of the people who come in

**75%**

of walk-in customers hear  
about Maine Pie Line online.

"My little company would  
not have done remotely  
as well without Google  
and the Internet."

Briana Warner, Owner, Maine Pie Line

say, 'Oh, I saw you online' or 'I read that story about you online and I went to your website,'" says Briana. "My little company would not have done remotely as well without Google and the Internet. It's really, really been a huge help to our business."

# The web is working for Maryland businesses. Google is helping.

Google helped provide

**\$1.2 billion**

of economic activity for Maryland businesses, website publishers and non-profits in 2013.<sup>1</sup>

**28,000**

Maryland businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$5 million**

of free advertising was provided to 69 Maryland non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Grilled Cheese & Co.

Baltimore, Maryland

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



Vic Corbi remembers his dream vividly. It was August 19, 2005, about 2 a.m. "I was in an Airstream trailer selling grilled cheese sandwiches, with a line as long as you could see," he recalls. Vic told his buddy Matt Lancelotta about the strange dream during a golf game later that day. Matt had experience with his family's bar and restaurant, and the two started cooking up an idea—build a business around that classic American comfort food. Two months later, they founded Grilled Cheese & Co., serving sandwiches under a tent at beer and wine festivals. They also launched a website, using social media to create word-of-mouth (-watering) buzz. It worked better than they imagined.

Business was booming by the time the first brick-and-mortar shop opened in 2010. "We're on every social media channel you can think of," Vic says, including Google+. Their YouTube channel entices viewers with better-than-Mom's concoctions such as The Philly, Smashed Meatball, Crabby Melt and Veggie Delight. Google Analytics guides their online marketing strategy. "We can see where our fans are based and what web pages they're looking at," Vic says. "It helped us simplify our website so we could put the most important information front and center." The website offers online ordering with secret menu items for in-the-know customers. Google Maps points to the nearest Grilled Cheese & Co. location.

Vic and Matt's dream has exploded into a multimillion dollar business. They're now selling franchises, with plans eventually to open ten more stores. Vic envisions each as a vital part of its neighborhood. "We believe in giving

**100**  
employees.

"Social media is a powerful way for friends to tell their friends about us."

Vic Corbi, Co-founder, Grilled Cheese & Co.

back," he says. "We do a lot of fundraisers, donating our food and services. There's no better form of advertising than giving back to your community. It comes back to you tenfold."

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

Google helped provide **\$5.8 billion** of economic activity for Massachusetts businesses, website publishers and non-profits in 2013.<sup>1</sup>

**42,000** Massachusetts businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$7.3 million** of free advertising was provided to 122 Massachusetts non-profits through the Google Ad Grants program.<sup>1</sup>

**800+** Bay Staters are employed full-time by Google. We're proud to have an office in Cambridge.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Beverly Main Streets

Beverly, Massachusetts  
[www.beverlymainstreets.org](http://www.beverlymainstreets.org)



Beverly, Massachusetts, is truly old New England. The area was first settled in 1626, just six years after the Mayflower landed at Plymouth Rock. Today, Beverly Main Streets works to keep this historic seaside community thriving and attractive for residents, businesses and visitors. "We are all about downtown revitalization," says Gin Wallace, executive director of the non-profit group. "Downtown is the neighborhood that belongs to the whole community."

To fulfill its mission, Beverly Main Streets uses tools that would have astonished the Pilgrims. A monthly e-newsletter reaches 3,500 people. The Beverly Main Streets website is a busy hub of community information, as local businesses and groups use Google Calendar to post and track community events ranging from city meetings to musicals to bicycle races. That's just the start. "For our big summer events, we use Google Maps to lay out where the food vendors and the beer garden and the artists' booths will go," Gin says. "We work with the police on where we'll shut down the street and how we'll direct traffic. We've got about 125 volunteers, and we share Google Docs online to keep everybody abreast of decisions and directions."

For a town that's going on 400 years old, new technology is making a real difference. "Last year we launched our first block party," says Gin. "I said to my board, 'I will be happy if 500 people show up,' and we had 2,000." Even potential business owners are connecting. "I've had two or three calls just in

"The Internet is the way we get the word out to people in our community and beyond."

Gin Wallace, Executive Director, Beverly Main Streets

the last few weeks saying, 'I went to your website and I love what I see. And I'm thinking that is a community I would like to be part of.'" That's the power of online sharing, Gin says. "The Internet is the way we get the word out to people in our community and beyond."

**3,500**  
people receive the  
monthly e-newsletter.

# The web is working for Michigan businesses. Google is helping.

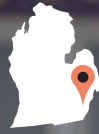
Google helped provide **\$1.7 billion** of economic activity for Michigan businesses, website publishers and non-profits in 2013.<sup>1</sup>

**37,000** Michigan businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$2.5 million** of free advertising was provided to 70 Michigan non-profits through the Google Ad Grants program.<sup>1</sup>

**450+** Michiganders are employed full-time by Google. We're proud to have offices in Ann Arbor and Birmingham.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Sigma Luminous

Livonia, Michigan  
[www.sigmaluminous.com](http://www.sigmaluminous.com)



Chris Naidoo faced some tough decisions. Like so many Detroit-area businesses, his automotive manufacturing company was struggling. "The bank came to us and said, 'How are you going to diversify?'" Chris recalls. "We decided to reinvent ourselves." So in 2012 he leveraged the company's expertise in LED lighting for cars into a new venture, offering energy-saving products and systems for commercial customers. "We started by building a website." And he used AdWords, Google's advertising program, to help prospective clients seeking LED lighting find the Sigma Luminous website.

Today, thirty employees later, Sigma Luminous is enjoying triple-digit growth. Clients include the U.S. Department of State, University of Michigan and Comcast. "Our website is critical for us to sell beyond our geographic boundaries," Chris says. AdWords helped put this Detroit startup on a global map: The digital return on investment (ROI) for 2013 was more than anyone expected, reaching an impressive 837 percent. "We've now done business throughout the U.S., Caribbean and Mexico thanks to our Google campaign," Chris says. "Never in our wildest dreams did we think someone in Jamaica would come to our website, find our products and buy from us."

The Sigma Luminous team uses Gmail to stay connected, while AdWords continues to be a powerful advertising and marketing tool. The company has expanded into industrial and exterior LED lighting, and "color-tuning technology" to help office workers stay in sync with their circadian rhythms. "The fact that we can provide jobs,

"We've now done business throughout the U.S., Caribbean and Mexico thanks to our Google campaign."

Christopher Naidoo, Founder and President, Sigma Luminous

help businesses cut energy costs and reduce U.S. dependence on foreign energy is very gratifying," Chris says. "Fifty years ago, if you wanted to sell your product in multiple locations, you had to have boots on the ground. The Internet has enabled us to expand into more territories. Without our website, we could not have done this."

**30**  
employees.

# The web is working for Minnesota businesses. Google is helping.

Google helped provide

**\$1.9 billion**

of economic activity for Minnesota businesses, website publishers and non-profits in 2013.<sup>1</sup>

**24,000**

Minnesota businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$1.6 million**

of free advertising was provided to 59 Minnesota non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Coolibar

Minneapolis, Minnesota  
[www.coolibar.com](http://www.coolibar.com)

In 2001 John Barrow was sitting at his kitchen table, starting to build a sun-protection apparel business. A couple of years later, he hired his first employee. Today that business, Coolibar, has over fifty employees and is headquartered in a 40,000-square-foot facility. And the clothing that Coolibar designs and manufactures is enabling millions of loyal customers to get back outside in the sun and enjoy themselves.

"As a company we were really born on the web, and without it, we wouldn't have been able to grow into the business we are today," John says. Coolibar has a specific set of sun-sensitive customers who need its products. Reaching such a niche audience can be a real challenge. AdWords, Google's advertising program, quickly solved the problem. The targeting features enabled John and his team to hone in on their most likely customers. "Now we probably spend at least half of our budget online," John notes.

Along with Google AdWords, John explains "we are definitely Google Analytics fans here...the tool is easy to use and has really good capabilities." Coolibar heavily leverages Google Analytics insights to learn what customers are most responsive to on the website, as well as experimenting continuously with different marketing channels and ad campaigns. Through using the data from those experiments to make informed decisions, Coolibar has been able to steadily grow sales by 25 percent year-over-year. John sees no signs of that growth slowing down.

**50+**  
full-time  
employees.

"What I've enjoyed the most are the comments from our customers about how we have really changed their lives."

John Barrow, Founder & President, Coolibar

"It means every three years or so the company roughly doubles in size. We think there is potential to continue doing that for quite a long time."

# The web is working for Mississippi businesses. Google is helping.

Google helped provide  
**\$60.2 million**

of economic activity for Mississippi businesses, website publishers and non-profits in 2013.<sup>1</sup>

**4,500**

Mississippi businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$20,000**

of free advertising was provided to 1 Mississippi non-profit through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Mad Genius

Ridgeland, Mississippi  
[www.madg.com](http://www.madg.com)



New employees at Mad Genius don't just get a desk and computer—they get a lab coat with their name on it. "People come to us expecting creativity," says Ryan Farmer, Interactive Creative Director. "When this agency was formed, part of our own brand strategy was to not have a list of partners in our name. We want to be known for our creative capabilities, and wear it on our sleeve." Founded in 2005, Mad Genius is a full-service agency offering brand strategy, copywriting, design, digital media, animation and video production—all under one roof. The staff works its alchemy in part on a 4,000-square-foot onsite sound stage. Clients range from businesses and non-profits to sports, arts and entertainment organizations.

The Internet gives Mad Genius the means to show clients their stuff. "People can vet us immediately online to know we do great work and have a track record to prove it," Ryan says. AdWords, Google's advertising program, expands their reach beyond Mississippi. "Google lets us play on a national level," says Frank Owen Jr., Social Media Director. The agency uses Google Analytics and Google Webmaster Tools to monitor their website's effectiveness. Their YouTube channel displays examples of what they call creative fusion—"branding, design, digital and video fused together." Their social media presence, including on Google+, shows their work, community involvement and their fun side. Google Alerts keeps them current on client and industry news, while Gmail, Google Docs and Google Hangouts help the staff collaborate.

**25**  
employees  
near Jackson.

## "Google lets us play on a national level."

Frank Owen, Jr., Social Media Director, Mad Genius

Mad Genius is always conjuring up new ways to combine Internet marketing with TV advertising and other media. "We're constantly looking for opportunities to pursue things digitally and online, because that's where our growth is," Frank says. "We're talking websites, video and social media components to promote growth for ourselves and our clients." Ryan adds, "We're gaining new clients and entering new arenas. Doors are opening up for us. That's always a great thing."



# The web is working for Missouri businesses. Google is helping.

Google helped provide

**\$1.2 billion**

of economic activity for Missouri businesses, website publishers and non-profits in 2013.<sup>1</sup>

**21,000**

Missouri businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$651,000**

of free advertising was provided to 23 Missouri non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Varsity Tutors

St. Louis, Missouri

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



As an honors high school student, Chuck Cohn found it difficult to find a qualified tutor at a moderate price. While in college he recognized that there was a great opportunity to leverage technology to solve this problem. So in 2007, while still in school, he recruited two of his friends and founded Varsity Tutors. The company, now in its seventh year, provides a quality-controlled marketplace for tutors as well as an online learning platform. Chuck's team now includes seventy full-time employees and 3,600 of the country's highest-caliber private tutors. Operations span twenty-five major cities, with online access offered across the rest of the US.

On average, Varsity Tutors has doubled its business every year. Chuck credits much of its success to Google products, including YouTube, Google+, and AdWords. "Google's advertising programs introduce us to potential students at a very reasonable cost, and transformed the way the company got the word out about what we know to be a really great product," says Chuck. And Google Analytics has been a primary source of information and feedback for Varsity Tutors' marketing efforts from the very beginning of the company. Google tools also help Chuck to streamline his operations. "Now we all use Google Apps, like Gmail and Docs, for email and document sharing. We also chose Chrome, because it's by far the fastest and most reliable browser, working seamlessly with other Google applications we rely on for day-to-day operations."

As Varsity Tutors looks to expand internationally, Chuck knows how he will maintain his

"The Internet helped us save on the costly overhead of TV, radio, flyers, mailers and print advertising. Savings we pass on to our clients."

Chuck Cohn, Founder & CEO, Varsity Tutors

company's community feel. "The one downside to a virtual company like ours can be how people communicate remotely, and how invested they feel," says Chuck. So, besides an official Google+ page, Varsity Tutors also has a private Google+ community page where corporate — and personal — updates are passionately shared. "Our team can post photos of their kids or memories from a trip they went on. Without Google+, it would be hard to collate all that information in one place." And coming from a model that's succeeded in enriching both students and tutors, that's a lesson worth learning.

**70**

full-time employees.

# The web is working for Montana businesses. Google is helping.

Google helped provide

**\$64 million**

of economic activity for Montana businesses, website publishers and non-profits in 2013.<sup>1</sup>

**4,000**

Montana businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$875,000**

of free advertising was provided to 14 Montana non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Glacier Guides

West Glacier, Montana  
[www.glacierguides.com](http://www.glacierguides.com)

Not many people consider their employees and customers an extended family, but that's just one of the perks for Randy Gayner of Glacier Guides. In 1983, he and two dedicated guides began providing hiking, backpacking and rafting trips in a beloved natural area. The business grew slowly but steadily in those pre-Internet days, thanks to their commitment to unique outdoors experiences. "Once the Internet began, we were one of the early companies to actually have a website," Randy says. "We joined a database of recreational activities as a guinea pig of sorts. Business began to boom." Today, Glacier Guides swells from five year-round guides to 90+ seasonal employees who love leading tours, hosting guests at the lodge and providing other services with an ecological focus.

Glacier Guides early on embraced an array of online tools to stay competitive, ranging from social media to tracking systems to customer reviews. Google AdWords, Google+, YouTube and Google Analytics are all fundamental to their growth. "Google Analytics was a big boon for us, because it was free," Randy says. "We really like the way it's set up, and how we're able to track everything. It made it a lot easier for us to see where our online traffic is." The company also updated and integrated their reservations system, critical for managing 10,000+ guests each summer.

"People can now make all their reservations online, which has streamlined operations for us," Randy says. "I can't imagine where we would be if we weren't using it." AdWords, Google's advertising program, is "our number one advertising

**90+**  
seasonal employees.

"The impact we've had on people's lives—both on employees and on guests who've said the trip transformed them—is a great asset."

Randy Gayner, Founder and Owner, Glacier Guides

tool now, and has extended our reach tremendously," he adds. With most guests discovering Glacier Guides via the Internet, the company sees steady annual growth of five to ten percent. "We were one of the first to use AdWords, and plan to stay the course."

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

Google helped provide  
**\$1.4 billion**  
of economic activity for Nebraska businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**6,000**  
Nebraska businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$285,000**  
of free advertising was provided to 9  
Nebraska non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Fat Brain Toys

Elkhorn, Nebraska  
[www.fatbraintoy.com](http://www.fatbraintoy.com)



Halloween 2012 was a game changer for Karen and Mark Carson of Fat Brain Toys. After trick-or-treating with their kids, they returned home to see they had received their first order through their website. Less than twenty-four hours after launching it. They had founded the family business earlier that fall, focused on great educational items typically found at museum gift shops and independent specialty stores. With enthusiasm and extensive research, the Carsons created an online enterprise to provide "quality, open-ended toys, games, and gifts that entertain and educate."

Mark deployed AdWords, Google's advertising program, when the website went live. "When you start from zero, organic placements do not exist. You have so little control over who knows that you exist. AdWords allowed us to accelerate and get out in front of our target audiences when we needed it most," he says. "Google AdWords helps us find the people who want what we want for our kids." As they grew they opened a retail store, began a direct-mail catalog, and developed a branded line of toys. "Through all those different channels, we have been able to grow our consumer base," Mark adds. "But paid advertising is still such an incredibly important part of our overall company." Fat Brain Toys also uses Google Maps and Gmail, and relies heavily on Google Trusted Stores to reinforce its customer focus.

What began in the Carson basement is now a team of 46 full-time employees, which grows

**250+** seasonal employees.

"Google AdWords helps us find the people who want what we want for our kids."

Mark Carson, Co-founder, Fat Brain Toys

to between 250 and 300 during the holidays. The business has grown steadily at twenty percent annually and they will be opening a second retail location soon. "Having the technology in place first gave us a lot of leverage in other facets of our business," Mark says. "The retail store is interconnected with our website, and the catalog is tightly integrated. Everything is seamless. With the web, we're not bound by conventional brick-and-mortar rules."

# The web is working for Nevada businesses. Google is helping.

Google helped provide  
**\$1.2 billion**  
of economic activity for Nevada businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**16,000**  
Nevada businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$63,800**  
of free advertising was provided to 7 Nevada  
non-profits through the Google Ad Grants  
program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Exotics Racing

Las Vegas, Nevada  
[www.exoticsracing.com](http://www.exoticsracing.com)

"Stop dreaming and start driving." That's the invitation of Exotics Racing of Las Vegas, which puts its guests behind the wheel of the seven-speed Ferrari 458 Italia, the 700-horsepower Lamborghini Aventador or other high-performance cars for laps around their own private racetrack located at the famous Las Vegas Motor Speedway. "Everybody wants to do something unforgettable when they come to Las Vegas," says Bryan Garabrandt, Director of eCommerce. "When people climb out of these cars, they're shaking from the adrenaline and they can't stop grinning from ear to ear."

Many of those grins start online: half of the company's revenue comes from its digital presence. "Digital is the backbone of our marketing," says Bryan. "In Las Vegas there's so much competition for everyone's time, it's crucial to get people's attention before they arrive." The company uses AdWords, Google's advertising program, to reach those potential customers online. Good reviews on social sites like Google+ create more interest, and Exotics Racing uses a Google Maps API to guide guests to the Las Vegas Speedway when they arrive in town. The Internet even plays a role with the onboard video shot for each driver, says Bryan. "People buy those videos for the memories and they put them on YouTube to show the world. That generates more marketing and brand awareness for us."

Just four years after offering its first ride, Exotics Racing employs over 100 Nevadans, has a fleet of forty cars and delights up to 3,000 drivers a month. With their success in Las Vegas, they've just expanded to a

**50%**  
of revenue from  
digital presence.



### "There's no way we'd be where we are without the web and without Google products—no way."

Bryan Garabrandt, Director of eCommerce, Exotics Racing

second location, the Auto Club Speedway near Los Angeles. "There's no way we'd be where we are without the web and without Google products—no way," says Bryan. "We would not have the growth, we would not have the customer base, we would not have the brand and we would not have the revenue that we have today."

The web is working for New Hampshire businesses. Google is helping.

Google helped provide \$206 million

of economic activity for New Hampshire businesses, website publishers and non-profits in 2013.<sup>1</sup>

7,700

New Hampshire businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$748,000

of free advertising was provided to 13 New Hampshire non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## ARTECH

Enfield Center, New Hampshire  
[www.artechski.com](http://www.artechski.com)



Former U.S. Development Ski Team member George Merrill and his wife, Pat, started ARTECH as a side business in 1988, selling ski wax and other skiing tools by mail order from a spare room in their house. As with many small businesses, the Internet changed everything. The company took off after they created an e-commerce website in 2004. They now sell a wide variety of Alpine race skis, helmets, clothing and racing supplies and have grown into a new 6,500-square-foot facility, with ten employees.

Supporting much of their growth has been AdWords, Google's advertising program, which they began using in 2009. "AdWords is without question the main source of Internet advertising that we do," says Gavin McMorrow, Operations Manager. "It's a huge aspect of our advertising overall." ARTECH also relies heavily on the Google Apps for Business suite of products, particularly Gmail, Calendar, Drive and Hangouts. "It is nice to have your employees on one platform, versus trying to use three different programs of different origins for different things. It keeps everything in one place, which is great."

And AdWords has helped ARTECH grow far beyond its original small domestic market. Today, the company has strong sales in neighboring Canada, and also serves many overseas customers. "We can reach those demographics by advertising through Google AdWords," Gavin says. "You control what countries you sell to, and which products you sell to particular countries." Although ARTECH

New **6,500**  
square-foot headquarters.

"Because of the Internet, we have a customer base in Canada, Western Europe, Australia and New Zealand."

Gavin McMorrow, Operations Manager, ARTECH

also distributes a print catalog, Gavin can add products to the website and "have that information up pretty much immediately." He adds, "If you just had a retail store or a catalog, you would not be able to get that information out very easily. It makes it a lot easier when you have a website."

The web is working for New Jersey businesses. Google is helping.

Google helped provide **\$2.2 billion** of economic activity for New Jersey businesses, website publishers and non-profits in 2013.<sup>1</sup>

**48,000** New Jersey businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$3.8 million** of free advertising was provided to 66 New Jersey non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## AmpleHarvest.org

Newfoundland, New Jersey  
[www.ampleharvest.org](http://www.ampleharvest.org)



Master Gardener Gary Oppenheimer wanted to help end food waste and hunger in America, but was unhappy that most food pantries accepted only canned or boxed food, not fresh, locally-grown produce. "People just grow too much, and don't know what to do with it," he says. "There's only so much you can use or give to friends." In 2009, Gary had an epiphany: The problem wasn't that food pantries couldn't handle fresh food, but that people were being told the pantries couldn't handle fresh food. To address this problem, he created a 501(c)(3) non-profit organization called AmpleHarvest.org. "The idea was to leverage technology for the American food pantry system and bypass existing food distribution choke points."

AmpleHarvest.org is "solving a problem that most people didn't even know existed. It took off like crazy," Gary says. The website connects America's 42 million growers (35 percent of all house-holds) to local food pantries for timely donations of excess fresh food on a lifelong sustainable basis. AmpleHarvest.org relies on Google technology and AdWords to make those connections. AmpleHarvest.org is a Google Ad Grants recipient, the non-profit edition of AdWords, Google's advertising program. It helps them reach out directly to their target audience. "AdWords has been immensely helpful and we use it in many different ways. We have ad campaigns that pop up and say, 'Hey, if you're growing potatoes or tomatoes or whatever, you can help end food waste and hunger in your community.'"

**1,000**  
food pantries  
registered in  
150 days.

"Without the Internet, this wouldn't have happened. It would have been a local program in a local community."

Gary Oppenheimer, Founder & Executive Director,  
AmpleHarvest.org

Thanks in part to AdWords, nearly 7,000 food pantries are registered to receive free, freshly harvested food from local growers through AmpleHarvest.org. These pantries are now positioned to receive and distribute nutritious food to the ten million Americans they help. "Still ahead of us are the other 28,500 pantries needing this solution," Gary notes. But thanks to AmpleHarvest.org, ordinary citizens in thousands of communities are helping to solve the nation's food waste and hunger problem.

The web is working for New Mexico businesses. Google is helping.

Google helped provide \$75.5 million

of economic activity for New Mexico businesses, website publishers and non-profits in 2013.<sup>1</sup>

6,100

New Mexico businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$488,000

of free advertising was provided to 8 New Mexico non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## New Mexico Clay

Albuquerque, New Mexico  
[www.nmclay.com](http://www.nmclay.com)



When he launched a basic website for his pottery and ceramics wholesale supplies business in 1998, Brant Palley couldn't imagine how the Internet and his business would eventually take shape. As manufacturing moved overseas, his wholesale business slowed down. Brant saw this as an opportunity. So he turned his Albuquerque warehouse into a customer-friendly shop, offering pottery-making classes and more retail-focused products. Today Brant sells both wholesale and retail via his New Mexico Clay website, using online marketing and advertising to extend the brand's reach.

To help him do this, Brant has used AdWords, Google's advertising program, since 2008. He relies on targeted keywords to connect him with potential clients looking for his niche products. Google Webmaster Tools helps him get a better grip on search traffic and how users are finding his site. A YouTube channel and a Google+ page combine with other social media to share the in-store experience with a wider audience. "We've been at the same location for 27 years. We're a real store with real artists working here," Brant says. "We're here to help people be creative." Today the Internet allows him to share his brand and help customers far beyond Albuquerque.

About twenty percent of New Mexico Clay's revenue comes from online sales, "business we wouldn't get otherwise," Brant says. And as he looks to the future, he sees more opportunity and has plans to break the business mold yet again. He's looking into diversifying into 3D ceramic printers, specialty clay bodies, and special-effects supplies.

17  
employees.

"Advertising has changed since the old days. Now we're doing it on the Internet, without spending thousands of dollars."

Brant Palley, Owner, New Mexico Clay

"Breaking Bad was filmed here," he says. "The TV and movie industry is gaining traction in New Mexico." He's also thinking about how to improve his mobile presence to reach new segments of potential clients, particularly millennials. Whatever shape his business takes, there's one thing he knows for sure, "You have to be easy to find on the Internet."

# The web is working for New York businesses. Google is helping.

Google helped provide  
**\$18.3 billion**

of economic activity for New York businesses, website publishers and non-profits in 2013.<sup>1</sup>

**141,000**

New York businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$27 million**

of free advertising was provided to 325 New York non-profits through the Google Ad Grants program.<sup>1</sup>

**3,500+**

New Yorkers are employed full-time by Google. We're proud to have offices in Clifton Park and New York City.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## The Wild Center

Tupper Lake, New York  
[www.wildcenter.org](http://www.wildcenter.org)

The Wild Center was born of an idea that New York's Adirondacks could be a place where people and nature could do a better job of thriving together. The not-for-profit organization is dedicated to helping people understand the Adirondacks and to examine the relationship between humans and nature. Today it has dozens of staffers and interns and hundreds of volunteers to bring those experiences to life. But making a trip to the Adirondacks isn't the only way to explore The Wild Center. "While there's a limit to the number of people who can physically visit us, there's no stopping traffic to our website. The web is the way that we can encourage people around the world to discover the Adirondacks and look at ways people and nature can coexist in the same place," explains Howard Fish, Director of Communications.

Driving website traffic is "also where AdWords has been uniquely indispensable," enthuses Howard. The Wild Center began using AdWords, Google's advertising program, four years ago. "Our visitor population is largely concentrated over four months. The rest of the year, AdWords helps us target specific markets and audiences with real-time customizable content about our wide spectrum of programs — be it for Monarch Butterflies, bio-fuel heating systems or green building training," Howard notes.

The Wild Center team also relies on Gmail, Calendar, Drive, Google+ and YouTube. This integrated suite of Google tools has helped drive measurable success.

**90%**

of the people who experience The Wild Center do so through their website.

"We have visitors from all 50 states and over 35 countries. There would be no way of reaching them without the Internet."

Howard Fish, Director of Communications, The Wild Center

"We're one of the most heavily trafficked websites in Upstate New York, and unique visitors to the website more than doubled year-over-year," Howard says. He sees the Wild Center as a launch pad for transformative ideas. "Most of our programs were dreamt up by other people who have run with things they're passionate about. We're a headquarters for stuff like that. For instance, our Youth Climate Summit is now being picked up in Mexico and Finland. It was dreamt up by a high schooler who came to a summit aimed at adults and asked why we couldn't have one for students." Howard also points to the fact that The Wild Center won the Museum Association of New York's top prize for Innovation in 2013, offering further proof that this is one place where imaginations truly run wild.



The web is working for North Carolina businesses. Google is helping.

Google helped provide \$1.1 billion

of economic activity for North Carolina businesses, website publishers and non-profits in 2013.<sup>1</sup>

38,000

North Carolina businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$1.5 million

of free advertising was provided to 54 North Carolina non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Savory Spice Shop

Raleigh, North Carolina

[www.savoryspiceshop.com/north-carolina/raleigh-lafayette-village.html](http://www.savoryspiceshop.com/north-carolina/raleigh-lafayette-village.html)



New York transplants Bob and Cindy Jones were searching for hot business prospects near their new home in North Carolina's Research Triangle. "We're both passionate foodies," Cindy says. "We love to cook and entertain. We'd been looking for opportunities in Raleigh where we could use our gifts. We literally stumbled across the Savory Spice Shop franchise by doing a Google search." The couple opened their brick-and-mortar shop in 2010, selling mouth-watering herbs and spices, sauces and stocks, and specialty items.

When they opened their store they were only the third business in the newly created Lafayette Village in North Raleigh. They've relied on a range of online tools to bring visitors through their doors. Cindy notes, "Google has played an integral part in helping people find this new village." AdWords, Google's advertising program, helped to introduce this new brand to the area. "People say they find us by Googling spices," Cindy says. "And Google Maps helps people locate us when their GPS can't." Google Business Photos even allows potential customers to take a 360-degree virtual tour of the shop so they can get a sense of what the store offers, before they arrive. And Google+ gives them a platform to highlight neighboring stores and support their local business community. "I really believe we're all in this together," Cindy says.

Customers are hungry for more. "Google AdWords has helped drive awareness to the corporate end of Savory Spice Shop, and our Internet orders doubled in 2013," Cindy says. She and Bob hope to open

2x

Internet orders in 2013.

"Google has been an integral part of Savory Spice Shop's marketing, driving consistent growth."

Cindy Jones, Co-owner, Savory Spice Shop

two more shops, and their reputation is growing. The shop hosted an online cooking class featuring pastry chef Jenni Field, using Google Hangouts. "It was a lot of fun knowing that people were sitting in all parts of the world focusing attention on our products and who we are," Cindy says. "We have customers from Germany and London who travel to Raleigh and make a point to come to Savory Spice Shop. Moments like that touch us. We're really impacting people's lives and how they eat and cook."

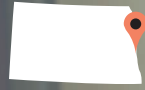
The web is working for North Dakota businesses. Google is helping.

Google helped provide \$52.7 million of economic activity for North Dakota businesses, website publishers and non-profits in 2013.<sup>1</sup>

1,600

North Dakota businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Myriad Mobile

Fargo, North Dakota  
[www.myriadmobile.com](http://www.myriadmobile.com)



Jake Joraanstad and Ryan Raguse founded Myriad Mobile in the spring of 2011, while they were still in college. Specializing in mobile app solutions and software for US and overseas businesses, they are committed to creating great mobile technology for companies. In just a few years they've grown to now include forty engineers, designers and mobile strategists. "In our first year alone we grew 800 percent, and we're targeting another 800 percent growth this year," says Jake.

Jake's been relying on AdWords, Google's advertising program, since 2012. "AdWords is great for targeting potential customers online," he explains. But that's just the beginning of Myriad Mobile's extensive engagement with Google. Everyone in the company uses Google Apps, including Gmail, Hangouts and Calendar. Then there's Google Drive. "We have only one filing cabinet for all forty of us. With the scan option in Google Drive, most of our documents are scanned, signed and stored online," Jake notes. "We've been able to save clients thousands of dollars because of the efficiencies gained."

Jake's proudest moment was developing a news app that attracted more than a million views in just its first two weeks, and became more popular than its parent news corporation's website within two months. Myriad Mobile's community initiatives are no less impressive. They include the free "H2O" app that helped local residents during the Red River flooding in 2011. And Fargo's free "Winter Survival Kit" app, which was ranked a Top 5 Weather App by TIME Magazine. Jake is optimistic that their success will continue, with plans to nearly double the

40  
employees.

"Everything our customers learn about us, beforehand and even afterwards, is on the Internet."

Jake Joraanstad, CEO & Co-founder, Myriad Mobile

number of employees by the end of the year. "In the next few years, Fargo will be seen as the 'Red River Valley of Tech,' and Myriad Mobile will be at the epicenter of it all."

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

Google helped provide  
**\$1.8 billion**  
of economic activity for Ohio businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**42,000**  
Ohio businesses and non-profits benefitted  
from Google's advertising tools, AdWords  
and AdSense, in 2013.<sup>1</sup>

**\$909,000**  
of free advertising was provided to  
36 Ohio non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Dayton Children's Hospital

Dayton, Ohio  
[www.childrensdayton.org](http://www.childrensdayton.org)



Although located in a small city, Dayton Children's Hospital has a whopping 285,000 patient visits annually. With pediatric specialists in over thirty-five areas of pediatric medicine, the hospital treats everyone from the tiniest newborns to teenagers and patients up to age twenty-one. The 155-bed hospital serves twenty surrounding counties, enjoys a partnership with nearby Wright State University Boonshoft School of Medicine and trains pediatric residents for the U.S. Air Force. The hospital uses the Internet to attract new patients and to inform and educate their families. "Our consumers are young moms, ages eighteen to forty-four," says Grace Jones, Marketing Communications Coordinator. "Studies show that women make ninety-five percent of the healthcare decisions for their families, so it's important for us to market to moms and the Internet helps us do that."

Young mothers often first reach the hospital's website through Google Search. Since many use their smartphones and other mobile devices, "we make sure that our website and blog are mobile-friendly," Grace says. Dayton Children's posts video on YouTube to share information and patient stories and is active on various social media, including Google+. They use AdWords, Google's advertising program, to inform people about a new sports-medicine program and other services. They also rely on Google Analytics to track what's happening on the website. "It is extremely helpful and in-depth," says Grace, who uses Analytics to boost their website's effectiveness and performance.

**285k**  
patients per year.

"The web is a place  
where we can tell  
Dayton Children's story."

Grace Jones, Marketing Communications Coordinator,  
Dayton Children's Hospital

The hospital has seen a very healthy response to their digital strategy. Page views for neurology services alone have jumped 182 percent, and overall web traffic from mobile devices is up 123 percent. The sports-medicine program is growing in popularity with young athletes and web ads have helped to increase the number of patients seen in the clinic for baseline concussion testing. And the percentage of families showing a preference for Dayton Children's for critical care has risen above the hospital's goal. "We want people to be able to come to our site, see that we have the expertise and feel good about coming here," Grace says. "The web is a place where we can tell Dayton Children's story."

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

Google helped provide \$199 million of economic activity for Oklahoma businesses, website publishers and non-profits in 2013.<sup>1</sup>

10,000 Oklahoma businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$208,000 of free advertising was provided to 8 Oklahoma non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Cafe Evoke

Edmond, Oklahoma  
[www.cafeevoke.com](http://www.cafeevoke.com)



"Come sip with us." It's the simple slogan that perfectly describes what Jason and Jenni Duncan set out to create when they opened their coffee bar, Cafe Evoke (aka, EVOKE), in 2012. "We wanted to create a dialogue. We did not know what that meant or how it would play out, but we did know that we wanted to be with people crafting drinks and food that made people happy. Serving coffee, or any food or drink really, is an intimate thing and we love that responsibility," says Jason. EVOKE began as a mobile coffee business in 2005, but its popularity led to the creation of a brick-and-mortar location. Today Cafe Evoke has fifteen employees and serves around 200 customers per day.

Jason relied heavily on the Internet to build the EVOKE brand. "In fact, I'm not sure we would have grown the way we did, nor do I think I would have been able to pull off this type of business without the web and the connections it allowed me," notes Jason. He uses a variety of Google tools to help him make the most of the web. Google Analytics gives him great insight into how his online efforts, like a blog and social media, are performing. Google Apps, including Gmail, Calendar, and Drive allow him to streamline operations. "Google powers our mobile coffee business, through Google Calendar and Google Drive, which we expect to grow even more by the end of the year."

Having the tools to efficiently operate a mobile business is critical, because as Jason and Jenni look toward the future, they want to bring EVOKE to even more people. "For the next few years, we hope to really grow our mobile operations. We want to be one of the premier

"I'm not sure we would have grown the way we did, nor do I think I would have been able to pull off this type of business without the web and the connections it allowed me."

Jason Duncan, Co-owner, Cafe Evoke

coffee truck companies in the U.S. featuring our craft coffee and waffles at events across Oklahoma and beyond." And wherever the future takes them, Jason anticipates that the Internet will continue to be critical to running an efficient business. This gives Jason the chance to focus on what's most important. "Seeing our regulars interact with our staff like they are family is something I wouldn't trade for anything. Being 'that spot' for people who come to have a great time with friends makes all the hard work worth it."

15  
employees.

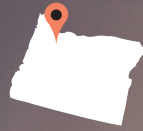
# The web is working for Oregon businesses. Google is helping.

Google helped provide **\$780 million** of economic activity for Oregon businesses, website publishers and non-profits in 2013.<sup>1</sup>

**35,000** Oregon businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$2.1 million** of free advertising was provided to 54 Oregon non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## LinenTablecloth.com

Portland, Oregon  
[www.linentablecloth.com](http://www.linentablecloth.com)



Sometimes to do something right, you just have to do it yourself. That is what Ron Berrett thought to himself in 2005 while working as a caterer. He realized that there were few options for the selection of table linens his catering customers wanted, which was frustrating given the volume of events he was catering. So he opened a small store to serve this underserved market, but it was his eCommerce business on [www.linentablecloth.com](http://www.linentablecloth.com) that really took off. Ron signed the lease on his first warehouse in 2006—the same year he saw 228-percent growth. He remembers thinking, "Wow. It's amazing what's possible with the Internet. People are surprised that there is this much of a market."

This growth has translated into employee growth as well. What started with just Ron and his wife in 2005 has grown to 61 employees today. Ron is located in Portland, Oregon, but now also has a distribution center in Memphis, Tennessee and in Vancouver, British Columbia to serve Canadian customers exclusively. Google Apps, including Gmail, Google Drive, Google Calendar, and Google Hangouts, has made it seamless to communicate and work with his remote employees. "There's no difference between working with people in Memphis and working with people shared across multiple business locations and employees, working concurrently on the same projects from different locations, cannot be understated. Extremely convenient and much more productive!"

61  
employees and hiring.

## "I don't think we'd exist without the Internet."

Ron Berrett, CEO, LinenTablecloth.com

Dave Nunez, LinenTablecloth.com's Internet Operations Strategist, underscores the larger impact of this convenience: "Adding jobs makes a significant impact on these local communities, especially in these economic times." And they hope to make an even larger impact. They are now moving into the home linens market, a move that was prompted by analyzing Internet data and realizing that their customers were often looking for tablecloths for the home, not events. So they are adapting their offerings to serve those customers, too. They are also looking to expand internationally and Ron tells us that, "Google data helps us to know what markets to move into." The insight and adaptability afforded by the Internet has made a significant impact on their success. As Ron succinctly puts it, "I don't think we'd exist without the Internet."

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

Google helped provide \$2.8 billion

of economic activity for Pennsylvania businesses, website publishers and non-profits in 2013.<sup>1</sup>

47,000

Pennsylvania businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$6.2 million

of free advertising was provided to 91 Pennsylvania non-profits through the Google Ad Grants program.<sup>1</sup>

350+

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

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## The WEBstaurant Store

Lancaster, Pennsylvania  
[www.webstaurantstore.com](http://www.webstaurantstore.com)



In 2004, Dave Groff worked at a division of Clark Associates, a food-industry leader for 40 years that focused on delivering products to consumers via traditional channels. His newly-formed division saw an immediate need to launch an e-commerce site to reach more potential customers for their restaurant equipment, cookware, professional kitchen tools, beverage ware, concessions food and more. With The WEBstaurant Store, Dave and his team capitalized on this opportunity to sell quality supplies at the best prices, ship to consumers as quickly as possible and provide great customer service. They also found that stocking, sourcing, and branding quality products in-house differentiated The WEBstaurant Store from competitors.

The WEBstaurant Store wouldn't exist without the Internet, and Dave would face far more challenges if the team didn't use AdWords, Google's advertising program, Google Analytics and other Google tools to help track progress and consumer engagement. "A huge chunk of our budget goes to Google every month," says Charlie Garber, Vice President of Marketing and Development. "With that we are able to reach a significantly greater number of people than if we didn't use the advertising piece."

The web presence helps the company expand options by adding thousands of items every month, connect with more customers and foster strong relationships with suppliers—a skeptical audience ten years ago. "Having our website makes it easier to work with suppliers and to get new suppliers on board," Dave says. "They see it as such a tremendous

"[Google] Analytics has really allowed us to keep tabs on where we are growing, why we are growing ... and keep a good finger on the pulse of our website."

Dave Groff, President, The WEBstaurant Store

opportunity for exposure and volume." That exposure is paying off. "We're growing in the forty percent range," Charlie adds. "We grew around forty-five percent in 2013 and are looking to maintain that. From the marketing standpoint, Google is a huge piece. Without Google advertising and Google Analytics, it would be a very different area for us to work in."

45%  
growth.

The web is working for Rhode Island businesses. Google is helping.

Google helped provide \$173 million

of economic activity for Rhode Island businesses, website publishers and non-profits in 2013.<sup>1</sup>

5,300

Rhode Island businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$23,700

of free advertising was provided to 2 Rhode Island non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Maxson Automatic Machinery Co.

Westerly, Rhode Island  
[www.maxsonautomatic.com](http://www.maxsonautomatic.com)



The Maxson Automatic Machinery Company is a small business with a big product—industrial sheeters. These heavy-duty rotary cutting and sheet-handling machines are used in the manufacture of everything from paper products to plastics, film and foil. Founded in 1912, this third-generation family business is thriving with forty employees.

For Maxson Automatic, marketing once based on trade shows and magazine ads is now done mostly online. "Sheeters are a very specific market," says Brent Burdick, Director of Sales and Marketing. "In the whole United States, maybe twenty-five or thirty are sold in a year." The Internet has become vital in reaching that market. "We used to send brochures through the mail and wait. Now you can talk to somebody on the phone and say 'Let me send you our link,' and we can look at a photo and I can point out a few features. That's been great for us." In 2012, Maxson began using AdWords, Google's advertising program, to bring more customers directly to their website. "We realized that if we searched for sheeters, our site wasn't always coming up," Brent says. "AdWords lets a business like ours reach a lot of people with very few people."

The Internet has "really revolutionized what we do," he adds.

"With AdWords, we've gone from two or three phone queries a month to three or four a week"—a rise of 400 percent or more. "Three or four calls a week may not sound like much, but in our business it's a good year if we sell ten or twelve units total." Brent now considers

40  
employees.

"You get your message out and you get your return. It's just fantastic."

Brent Burdick, Director of Sales and Marketing,  
Maxson Automatic Machinery Co.

online advertising "a must-do kind of thing. The best value now is definitely to get a good website and work with something like Google AdWords, so people can find you. You get your message out and you get your return. It's just fantastic."

The web is working for South Carolina businesses. Google is helping.

Google helped provide \$650 million of economic activity for South Carolina businesses, website publishers and non-profits in 2013.<sup>1</sup>

15,000 South Carolina businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$297,000 of free advertising was provided to 15 South Carolina non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Carolima's Catering

Charleston, South Carolina  
[www.carolimas.com](http://www.carolimas.com)

After cooking for friends and family for years, Sameka Jenkins decided to leave her corporate job and follow her heart. So in 2011 she opened Carolima's Catering in Charleston, South Carolina. Sameka specializes in creating unique menus for weddings, special events and corporate functions. But with no brick-and-mortar storefront, she needed an efficient way to let her community know that she was open for business.

To do that, she turned to the Internet. Through Google's Get Your Business Online (GYBO) program, she built a site to tout her new enterprise — and her business jumped 100 percent. The site still drives sales a few years after launch. "Probably twenty-five to thirty percent of my business comes from people who have been directed to the website and as a result of it, call me back," she notes. Sameka uses Gmail to connect with customers at anytime, often from her smartphone. She also leverages social media to engage with her customers and potential new clients. Without the Internet and her company's website, she simply says, "I wouldn't be in business." And she offers this advice to others thinking about starting a business and following their dreams, "You have to have an online presence. Otherwise you just won't have the exposure you need."

Sameka predicts a delicious future for Carolima's, with growth driven both by satisfied customers and newcomers who discover her savory services online. Not only has the Internet freed her to follow her dream, but it's also given her the most precious gift of all: more time

25-30%  
of business comes  
from her website.

"[The Internet] has given me a lot of flexibility to be able to do things like be here after school for my daughter and have family time, as well as earn a living."

Sameka Jenkins, Owner, Carolima's Catering

with her family. "It has given me a lot of flexibility to be able to do things like be here after school for my daughter and have family time, as well as earn a living. I am very grateful to have the flexibility that I have now."



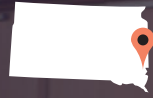
The web is working for South Dakota businesses. Google is helping.

Google helped provide \$55.6 million of economic activity for South Dakota businesses, website publishers and non-profits in 2013.<sup>1</sup>

2,300 South Dakota businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$120,000 of free advertising was provided to 2 South Dakota non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## University of Sioux Falls

Sioux Falls, South Dakota  
[www.usiouxfalls.edu](http://www.usiouxfalls.edu)



Rich in history and academic excellence, The University of Sioux Falls is a Christian liberal arts university that has maintained its commitment to educating students in the humanities, sciences and professions since its founding in 1883. Today it offers more than eighty undergraduate, adult learner and graduate programs. This 131-year-old institution is thriving with the help of the Internet and their marketing department's digital efforts. "In the not-too-distant past, colleges like USF gained the majority of their leads by counselors visiting high schools and college fairs. Students filled out interest cards and the admissions office mailed them packets within a week or two," says Megan Fischer, Vice President of Marketing. "Today, our marketing options are vast thanks to an array of digital tools at our disposal, such as our new mobile website and online conversion forms, just to name a few."

USF also uses Google tools such as AdWords, Google's advertising program, YouTube, Google+ and Google Analytics to reach prospective students. "One simple example of success is our sought after accelerated nursing program," says Megan. "We experience high quality traffic to our website thanks to Google making it easy for potential students to locate our program on the web." Google Analytics helps Megan and her team track their website traffic, forty percent of which they attribute to Google sources. And when total visitors to the site were down in 2013, they relied on AdWords to garner more qualified traffic. As a result, they increased the number of form submissions from 2012 to 2013 by

275%  
increase in online  
submission forms.

"The web is our number one marketing tool."

Megan Fischer, Vice President of Marketing, University of Sioux Falls

275 percent. "With the average 'value' for a new student near \$14,000, increasing leads has a major impact on the bottom line," says Megan.

Admissions is just the start. Cougar Careers, their online job and internship database, posts 2,500 positions each year from employers eager to tap the USF talent pool. It seems to be working—the school has a 97-percent placement rate. "The 16-to-18-year-olds we're recruiting for our traditional programs have grown up in a time where they don't know any different," says Megan, "and our adult market expects the same. This makes the web our number one marketing tool."

# The web is working for Tennessee businesses. Google is helping.

Google helped provide **\$815 million** of economic activity for Tennessee businesses, website publishers and non-profits in 2013.<sup>1</sup>

**21,000** Tennessee businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$2 million** of free advertising was provided to 27 Tennessee non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## ARS/Rescue Rooter

Memphis, Tennessee  
[www.ars.com](http://www.ars.com)



When the plumbing springs a leak, the air conditioning quits or a sewer line backs up, customers need reliable service—fast. ARS and Rescue Rooter are leading brands of American Residential Services LLC, which is a national network of HVAC and plumbing service technicians that has earned the reputation as a trusted local resource. The Memphis-based company has 4,500 employees at sixty locations in twenty-one states. "We're a lead-driven business," says Director of Online Marketing, Peter Simpson. "So it's critical that we be there when customers are looking for help." This very traditional business has committed to online marketing to get that competitive edge.

"Customers rely more and more on technology to connect with service providers like us," Peter says. The company started using AdWords, Google's advertising program, in 2008. "Each geographic region is specialized. AdWords allows each location to adjust for things like the local weather and vocabulary," he says. For example, customers in some locations say furnace, others say heater and others say heat pumps. "We're able to customize our advertising in a very easy way." ARS and Rescue Rooter also use many different tools to find and engage customers. Google Places for Business helps customers find them on Google Search and Maps. Their Google+ page offers homeowners helpful tips and complements their overall social-media marketing strategy. Google Analytics shows what's working best. Next up is expanding the company's YouTube channel.

**4,500**  
employees in  
21 states.

"We like to think nationally and serve locally. Google enables us to keep in step with our customers."

Peter Simpson, Director of Online Marketing, ARS/Rescue Rooter

"We've reallocated advertising dollars away from higher cost-per-lead media to lower-cost online leads," Peter says. Online advertising spending has increased from four percent of the total at the outset to thirty percent today. "That increased marketing efficiency allows us to reinvest in our people and our customer service infrastructure." They also sponsor local events and support local charities. "Our online strategy reinforces to customers that we truly are local and we care about our communities."

# The web is working for Texas businesses. Google is helping.

Google helped provide  
**\$5.6 billion**  
of economic activity for Texas businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**116,000**  
Texas businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$2 million**  
of free advertising was provided to 82  
Texas non-profits through the Google  
Ad Grants program.<sup>1</sup>

**150+**  
Texans are employed full-time  
by Google. We're proud to have an office  
in Austin.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## BuildASign.com

Austin, Texas  
[www.buildasign.com](http://www.buildasign.com)



When Jerry Sun joined BuildASign.com in 2006, the company was barely a year old, and focused almost exclusively on signage for small business. Since then, BuildASign.com has grown into a global leader in online custom printing. Products now include signs, canvas, apparel, business cards, car wraps and more. BuildASign.com operates in the U.S., Canada, U.K. and Germany with \$57 million in revenue in 2013. So what triggered so much growth in such a short time? "With Google, we didn't have to open a store or put up a lot of cash for a large advertising campaign. That was huge for us," explains Jerry.

Google AdWords, Google's advertising program, was instrumental in helping BuildASign.com reach new customers. "We asked Google to help us tell the world that we had this great easy-to-use interface that gives customers complete control of the design and ordering process for signs and banners," says Jerry. "As customers began placing larger orders and buying multiple times from us, Google Analytics helped us understand how they were navigating to and ordering from our site. Then we were able to take that information and make better strategic decisions around our marketing campaigns and site design." And the rest is history. Since 2006, BuildASign.com sales have had a compound annual growth rate of over fifty percent.

Beyond these performance marketing tools, Jerry notes that BuildASign.com also uses Google Apps (Google Docs, Google Drive, and Gmail), and is "also starting to get into Google+." The company's Google+ page now features fan photos and special promotions, as well as posts

"Google allows us to iterate and get ahead much faster. We can push products up and get good feedback very, very quickly."

Jerry Sun, CIO, BuildASign.com

about BuildASign.com's community efforts supporting non-profits such as the Capital Area Food Bank of Texas, The Leukemia & Lymphoma Society and other impactful organizations. Google+ is also a compelling way to share joyful images of families and friends celebrating the return of their military service member with free "Welcome Home" signs and banners. To date, BuildASign.com has donated more than 325,000 welcome home banners and signs to military personnel and their families, valued at over \$9.5 million.

**280**  
employees.

# The web is working for Utah businesses. Google is helping.

Google helped provide  
**\$1.7 billion**  
of economic activity for Utah businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**23,000**  
Utah businesses and non-profits benefitted  
from Google's advertising tools, AdWords  
and AdSense, in 2013.<sup>1</sup>

**\$900,600**  
of free advertising was provided to 17  
Utah non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## ProTrans

Park City, Utah  
[www.protransparkcity.com](http://www.protransparkcity.com)



Beau Ogburn founded ProTrans to provide a high-end yet affordable SUV transportation service for visitors to Park City and Salt Lake City, home to nine of Utah's popular ski and snowboard resorts and recreation areas. ProTrans was founded in 2010 with just a single car—Beau's own. ProTrans has since tripled its year-over-year revenue and its fast-growing fleet now features fifteen vehicles. ProTrans' winning formula? A strong Internet strategy and presence. "I think we have the best-looking website in the industry, and we're constantly trying to use great web development tools," says Beau.

ProTrans' route to success was paved by AdWords, Google's advertising program. "We started using AdWords the day ProTrans was founded," says Beau. "It's been invaluable for the success of our business because we can connect with audiences [who are] coming to our geographic location. An audience looking for professional transportation at a great price." These days, ProTrans also uses AdWords Express. "We look at AdWords Express as being a more localized campaign, while AdWords targets the rest of the United States, and even customers from across the world."

To fuel additional growth, ProTrans relies on Google even more. "Our entire backend runs exclusively on Google. There's nothing that can compete with what they offer," Beau says. Google's click-to-call with Google Voice helps ProTrans connect with customers by phone right from an ad, while Google Calendar updates their drivers in real time. And judging by the consistent stream of reservations, it's a platform that delivers

24  
drivers.

## "Our investment in the Internet generates up to 20 times the revenue from traditional marketing."

Beau Ogburn, CEO, ProTrans

instant information with ease and efficiency. Which is an important feature as ProTrans looks toward the future. "We're trying to grow and expand rapidly. ProTrans is an ambassador for Park City and the state of Utah and we want our customers to come back. The tools that Google provides enable us to have great service, instant information exchange, and seamless integration with our clients and drivers. Which leads to a great experience, and hopefully encourages our customers to return to Park City and the beautiful State of Utah."

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

Google helped provide  
**\$522 million**  
of economic activity for Vermont businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**7,600**  
Vermont businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$250,000**  
of free advertising was provided to 12  
Vermont non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Hidden Springs Maple

Putney, Vermont  
[www.hiddenspringsmaple.com](http://www.hiddenspringsmaple.com)



Hidden Springs Maple is truly a family business. This Vermont farm has been in business over fifty years. "My brother and I started it when we were five years old in the backyard, and my dad jumped in and we grew it," says Peter Cooper-Ellis, President. Today their wives and children are also taking part in making sure the business is a success. They harvest maple sap from 25,000 wild sugar maple trees, producing 8,000 gallons of maple syrup annually. They built the business selling wholesale to other packagers and distributors, but decided to start selling direct to consumers in 2009. From the very beginning they knew that the Internet would help them tap into this new market.

"There was skepticism as to whether we could make it work," Peter says. "But we pushed ahead, put up a website and started taking orders." Today their online store sells maple syrup, candy and other delectables to 13,000 customers. They use AdWords, Google's advertising program, to drive site traffic and track what sticks with Google Analytics. When they opened a brick-and-mortar store in 2011, they relied on Google Maps to point travelers to the right location. A blog, email newsletter and social media offer recipes, snippets of country life and an inside look at maple sugar farming to keep customers engaged.

Business has doubled year after year, benefitting other sugarmakers. "We buy syrup from about a dozen of our neighbors, because we sell more than we make," Peter says. "With the Internet we can sell directly from our farm in Vermont to customers in New

**\$1 million**  
in annual sales.

"I realized the first time we processed several thousand orders in a day that the web was really working for us."

Peter Cooper-Ellis, President, Hidden Springs Maple

Mexico and Silicon Valley." And the website continues to put the farm's physical store on the national map. "The idea behind our marketing is to tie the web experience to our Vermont store," Peter says. "We have visitors come from all over the country because they've seen us on the web." That's the sweet taste of success.

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

Google helped provide  
**\$1.7 billion**  
of economic activity for Virginia businesses,  
website publishers and non-profits in 2013.<sup>1</sup>

**40,000**  
Virginia businesses and non-profits  
benefitted from Google's advertising tools,  
AdWords and AdSense, in 2013.<sup>1</sup>

**\$8.2 million**  
of free advertising was provided to 90  
Virginia non-profits through the Google  
Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## The Lucky Knot

Alexandria, Virginia  
[www.theluckyknot.com](http://www.theluckyknot.com)

The trade winds were blowing in their favor. Stavroulla Kokkinis, her mom, and two sisters already owned retail shops when they opened The Lucky Knot on July 4, 2012, in historic Old Town Alexandria. "We offer customers modern twists on classic American style," Stavroulla says. "We love to support local designers who produce their products in the United States." Foot traffic was ample, but the family knew the key to expanding the brand was venturing onto the Internet. The Lucky Knot website launched in late 2013. After just six months, twenty-five percent of sales were happening online.

"We use a lot of free tools that Google provides," Stavroulla says. And they've begun using AdWords, Google's advertising program, to bring in more traffic. Fashionistas on Blogger and YouTube have helped put the shop on the map, too. "Being featured by one popular style blogger on YouTube was enough to increase our web traffic and sales," she says. Making a splash online has attracted some serious fans of their preppy, brightly colored, often nautical-themed clothing. "We love to post pictures and interact with our customers online," adds Stavroulla, who maintains The Lucky Knot's social-media pages. Google Analytics shows what marketing mix works best for their audience.

Business has been so brisk, this mom-and-daughters team opened a spin-off men's shop next door. "As a small business, we depend on local consumers," Stavroulla says. "But with the help of Google, we're now nationwide." They're adding products to Google Shopping "to make it easy for

"Google has helped  
us grow from a small  
brick-and-mortar store  
to a nationwide brand."

Stavroulla Kokkinis, Co-Owner, The Lucky Knot

customers to find what they need." The Lucky Knot depends on its web presence and digital tools to keep their growing retail business on course. "It's like a dream come true," Stavroulla says. "The Internet has helped people recognize our brand and grow our business. Without Google, we'd be like a ship without a captain."

**79%**

of customers find  
the store online.

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

Google helped provide \$4.2 billion of economic activity for Washington businesses, website publishers and non-profits in 2013.<sup>1</sup>

47,000 Washington businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$3.7 million of free advertising was provided to 77 Washington non-profits through the Google Ad Grants program.<sup>1</sup>

1,300+ Washingtonians are employed full-time by Google. We're proud to have offices in Kirkland and Seattle.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Go2marine

Bainbridge Island, Washington  
[www.go2marine.com](http://www.go2marine.com)

Imagine a company big enough to sell 250,000 boat and marine parts from 500 different manufacturers. Now imagine the company has only fifteen full-time employees—and is located on an island in the Puget Sound. You've just imagined Go2marine, a real-life company located since 1999 on tiny Bainbridge Island in Washington State. Go2marine helps boaters around the world find just the equipment they need, whether it's a double-braided anchor line, a new bilge pump or even a replacement engine.

"The Internet is the backbone of everything we do," says Jeff Adams, Operations Manager. The Go2marine team is full of boating enthusiasts who know the value of getting you the right part at the right time—no matter where you are. "The American boating season has some steep peaks and valleys. But when it's snowy and cold in the United States, a lot of people in Australia and Chile and South Africa are boating and buying our products," Jeff says. Google helps make those global connections. The Go2marine team reaches customers using AdWords, Google's advertising program, manages delivery logistics with the help of Google Earth and tracks results with Google Analytics. YouTube videos are also extremely helpful. "It's just nice to be able to say, 'Hey, here's a video on how that product works.'"

"What we've experienced over the last few years is growth that anybody would be proud of," Jeff adds. That growth now includes loyal customers from 176 countries around the

Customers in **176** countries.

"We're on this little island in the Puget Sound, but we're reaching boaters all around the world."

Jeff Adams, Operations Manager, Go2marine

world. "The last pin we added on our world map was Djibouti." After all, nobody wants a boat that's not reliable. "It's great to be on the Go2 team, even if we're sitting here on a little island in the middle of the Puget Sound and the guy is contacting us from down at the south end of Argentina," he says. "We love what we do, and we've had tremendous results." After all, living and working on an island is the perfect setting from which to serve the worldwide boating community.

The web is working for Washington, D.C. businesses. Google is helping.

Google helped provide \$882 million

of economic activity for Washington, D.C. businesses, website publishers and non-profits in 2013.<sup>1</sup>

5,200

Washington, D.C. businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$18.4 million

of free advertising was provided to 169 Washington, D.C. non-profits through the Google Ad Grants program.<sup>1</sup>

100+

Washingtonians are employed full-time by Google. We're proud to have an office in Washington, D.C.

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## BicycleSPACE

Washington, D.C.  
[www.bicyclespacedc.com](http://www.bicyclespacedc.com)

When BicycleSPACE first opened its doors in 2010 the owners wanted to create a bike shop that was fundamentally different from the stores they'd worked for in the past. They wanted to create a place where bicyclists of all levels, first-timers through experienced riders, in the Washington, D.C. area would be welcomed. They especially wanted to create a real community around their passion and share their love of cycling with the city they called home. In the few short years since opening they've gone a long way toward accomplishing that goal.

The BicycleSPACE team relies heavily on products like Gmail, Google Maps, Google Calendar, Google Analytics, and Google Docs to power the business. Marketing Manager Tony Pelton explains, "For example a couple of months ago we started really using Google Docs. We do a great deal of special orders, which requires calling different vendors. We used to have a giant binder full of messy hand-written notes and out of date information. Now all that information is in Google Docs. Any employee can pull up any vendor or order information in seconds. That's critical for processing warranties as well. It has saved us a lot of time and a ton of money. It's been fantastic."

From the very beginning, online tools have played a big role in helping BicycleSPACE carve out a name for itself in Washington, D.C. "When we set out to establish ourselves and get more people riding, our online presence was critical. Having a blog that's updated regularly, a Google Calendar integration listing all of our events, showing up on Google Maps when people search for

30

bicycle-loving employees.

"When we set out to establish ourselves and get more people riding, our online presence was critical."

Tony Pelton, Marketing Manager, BicycleSPACE

bike shops, active social media accounts; it's all been really important to our success," Tony notes. Looking forward, Tony says they plan to expand their online presence even further: They're running out of space in the retail shop and are looking toward online sales growth as a way to share their passion with even more cyclists.



The web is working for West Virginia businesses. Google is helping.

Google helped provide \$174 million

of economic activity for West Virginia businesses, website publishers and non-profits in 2013.<sup>1</sup>

3,200

West Virginia businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

\$31,700

of free advertising was provided to 3 West Virginia non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Adventures on the Gorge

New River Gorge, West Virginia  
[www.adventuresonthegorge.com](http://www.adventuresonthegorge.com)



If zip-lining over the treetops at an adrenaline-rushing sixty miles per hour is on your bucket list, Adventures on the Gorge has you covered. Four rafting outfitters joined forces to found the company in 2007 when they realized that the whitewater rafting industry in West Virginia was steadily declining. To stay in business they needed to pool resources and add activities to create a comprehensive resort vacation experience. They now offer whitewater rafting, zip lining, rock climbing, rappelling, paintball, mountain biking, and more, along with onsite lodging and dining. A strong Internet presence has been essential to attracting a range of the region's adventure seekers from the very beginning. "Our company founders were marketing savvy and saw the value of a website early on," says Jay Young, a former rafting guide turned Digital Marketing Director.

They've used AdWords, Google's advertising program, from the start. "Our campaigns are centered around different vacations and adventure activities, going after several market segments," Jay says. "We're in love with AdWords." And with good reason—AdWords delivers an 800-percent return on investment, he reports. "My background is as a writer and photographer, yet I love the data aspect. It's fun." They also leverage Google Search and Google Maps to point visitors to directions, photos and reviews. Google Analytics helps the company gauge how its website is performing. They also use email marketing and social media to connect with visitors, including a Google+ page. And because

100,000  
adventures a year.

"We can attribute around 60 to 70 percent of revenue to our online marketing efforts."

Jay Young, Digital Marketing Director, Adventures on the Gorge

nothing screams adventure like jaw-dropping videos, a YouTube channel shows prospects how they could spend their summer vacation.

Adventures on the Gorge has grown steadily as the U.S. tourism industry slowly rebounds. "We see modest growth, year after year," Jay says. And to continue connecting with prospective visitors, Jay knows right where they'll turn. "The website is the single most important aspect of our marketing." Plans are also in the works to enhance their online booking system and use Internet marketing in new, adventurous ways. "We have a number of irons in the fire that will make innovative use of our website and YouTube," he says. "We have some pretty high hopes."

# The web is working for Wisconsin businesses. Google is helping.

Google helped provide **\$862 million** of economic activity for Wisconsin businesses, website publishers and non-profits in 2013.<sup>1</sup>

**19,000** Wisconsin businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

**\$631,000** of free advertising was provided to 23 Wisconsin non-profits through the Google Ad Grants program.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## 4imprint

Oshkosh, Wisconsin  
[www.4imprint.com](http://www.4imprint.com)



It's one thing to have a great product, and quite another to get your name in front of new customers. That's where 4imprint comes in. This successful Wisconsin company puts company logos on pens, coffee mugs, sunglasses, and even lip balm and fortune cookies. "Every item we sell has a customer's name on it. It has to be right," says President Kevin Lyons-Tarr.

And 4imprint gets its own name in front of new customers with help from Google. "At a super-high level, the Internet has really helped fuel our growth," Kevin says. "It has allowed us to expand our product range, improve our services and reach more people." 4imprint now uses a combination of AdWords, Google's advertising program, video ads on YouTube, and social messaging on Google+ to reach new customers wherever they are. "Our environment here is very much to test and trial just about everything," Kevin says. "If it works, do more of it. If it doesn't work, learn from it and move on to the next thing. Google brings to the table different tools that we can add to our marketing mix. Some of them work on their own. Some of them work to make the other things we do work a little better."

That approach is succeeding. In 2013, 4imprint handled over 600,000 personalized orders and had \$295 million in revenue—up from about \$165 million five years earlier. They now employ 575 people and are the largest promotional-products direct marketer in North America. "I've been here 23 years, and the growth is hard for me to imagine," Kevin says. "You have

**575**  
employees.

## "The Internet has really helped fuel our growth."

Kevin Lyons-Tarr, President, 4imprint

to reach people where they are, and let them see you for who you are. Good things come your way when you do that. Clearly, what we do with Google is a big part of that."

# The web is working for Wyoming businesses. Google is helping.

Google helped provide **\$70.2 million** of economic activity for Wyoming businesses, website publishers and non-profits in 2013.<sup>1</sup>

**1,800** Wyoming businesses and non-profits benefitted from Google's advertising tools, AdWords and AdSense, in 2013.<sup>1</sup>

Sources: 1. Google, "Economic Impact," 2013 \*Note: The total value that U.S. Google advertisers and website publishers received in 2013 is the sum of the economic impact of Google Search, AdWords and AdSense. 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, "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 2013 for placing our ads next to their content. 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) © Copyright 2014. Google and the Google logo are trademarks of Google Inc.



## Inn on the Creek

Jackson, Wyoming  
[www.innonthecreek.com](http://www.innonthecreek.com)



Heaven on Earth may be in Jackson, Wyoming. The Inn on the Creek offers not only breathtaking views and access to outdoor activities, but a peaceful "home away from home" retreat that keeps guests coming back again and again. Owners Casey and Amy Morton purchased the property in 2011, and invested in remodeling and updating the historic bed and breakfast. To better engage customers online, they decided to overhaul the Inn's website and expand their Internet presence using Google tools.

A new website offering online reservations launched in 2012. Google tools help guests find the Inn's website, and share photos and reviews. "We get to know guests, so their stay in Jackson Hole is exactly what they want," says Innkeeper Lindsey Cook. The Inn uses Google Places for Business to help it be found in Google Search and on Google Maps. The Inn's Google+ page is regularly updated with photos and videos of area attractions and upcoming events. Guests receive "welcome" and "thank you" notes via Gmail. All these Google tools support the Inn's other social media marketing and traditional advertising efforts. Google Analytics even helps her track which sites and apps are most effective. It's a strategy that's working. "Our organic Google Search results leading to purchases are up by twenty-nine percent," Lindsey says.

And according to Lindsey, their success goes beyond the walls of the Inn. "Part of being a small, family-run business is supporting other local businesses." So when a nearby budget hotel needed

**35%**

of reservations booked through the website.

"Eighty percent of our new business comes from our online presence. We couldn't stay connected to our community without it."

Lindsey Cook, Innkeeper, Inn on the Creek

advice on choosing an online reservation system and launching a website, she happily shared her tips. Now their business is growing, too. "I can't stress enough how important our online presence is," she says. Word is traveling far about Inn on the Creek: Lindsey estimates at least twenty percent of their guests are international. "We've created a community," Lindsey says. "We want everyone who walks through the door to feel like family—and to come back again."

