

# The web is working for American businesses.

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

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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>

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

Sources: 1. Google, "Economic Impact," 2015 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 2015 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 2015 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).

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

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.<sup>1</sup>



\$354 million

of economic activity Google helped provide for Maine businesses, website publishers and non-profits in 2015.<sup>1</sup>

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4,600

Maine businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.<sup>1</sup>

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\$1.57 million

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

# Raye's Mustard

EASTPORT, MAINE

The Raye family has been milling mustard for four generations. In 1900, J. Wesley Raye, a 20-year-old sea captain's son, founded the business in the family smokehouse to make mustard sauce for Maine's burgeoning sardine industry. But then came canned tuna, and the public's taste for the salty little fish ebbed like the outgoing tide. "The sardine industry died off," says Karen Raye, who bought the business with her husband, Kevin, from his cousin in 2006. "We had to figure out, 'How do we keep this company going?' We knew the mustard the sardines were packed in was really good, so we decided to make gourmet and specialty mustards."

The Internet opened up fertile new fishing grounds to market Raye's

gourmet mustards.

About 25% of sales are online. Karen and Kevin relaunched their e-commerce website twice, using Google Analytics to figure out what netted the best results. "It's important to have a crisp-looking

"Nobody still makes mustard the old-fashioned way like we do. Our website and social media help tell our story."

KAREN RAYE, CO-OWNER

website with appetite appeal and a shopping cart that makes it easy for people to make their selections," Karen says. "Google Analytics lets us know how customers are finding us," she says. "Customers who find us through Google are now customers for life."

The couple has doubled sales and production, employing six full-time people and another three or four over the holidays. Raye's Historic Old Stone Mill still stands as a working museum. "When we started out, we had about three flavors," Karen says. "Today we have upwards of 25." They



offer gourmet blends such as Brown Ginger and Garlic Honey Wine, but their original Down East Schooner remains a bestseller and gold-medal winner in worldwide mustard competitions. The company founders would be proud. "It's fun to watch the company grow and progress," Karen says. "But it's really about preserving jobs in our part of Maine."

Raye's Mustard has been in business for 116 years.

Visit [www.rayesmustard.com](http://www.rayesmustard.com)