



Economic Impact Report

United States 2017



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

We're committed to developing products and programs to bring opportunity to everyone.

Every day, the success of millions of businesses, large and small, is creating opportunities for families and communities across the country—this is what the American dream is all about. At Google, we see the power of the web working for American businesses, and we believe that with hard work and the help of technology, every business can grow.

People turn to the web to learn, discover, find, and buy things. Being online can have a big impact; it's where businesses can connect with their customers. In 2017, Google's search and advertising tools helped provide \$283 billion of economic activity for more than 1.5 million businesses, website publishers, and nonprofits in the U.S. This report details Google's economic impact state-by-state, and features the stories of businesses fueling that growth, creating job opportunities, and transforming their communities.

Also in 2017, we launched Grow with Google, an initiative designed to help create economic opportunities for Americans through free trainings, tools, and events. Drawing on our history of building products, platforms, and services that help people and businesses grow, Grow with Google aims to give Americans access to Google's training and tools to grow their skills, careers, and businesses. You can learn more about these resources at www.google.com/grow.

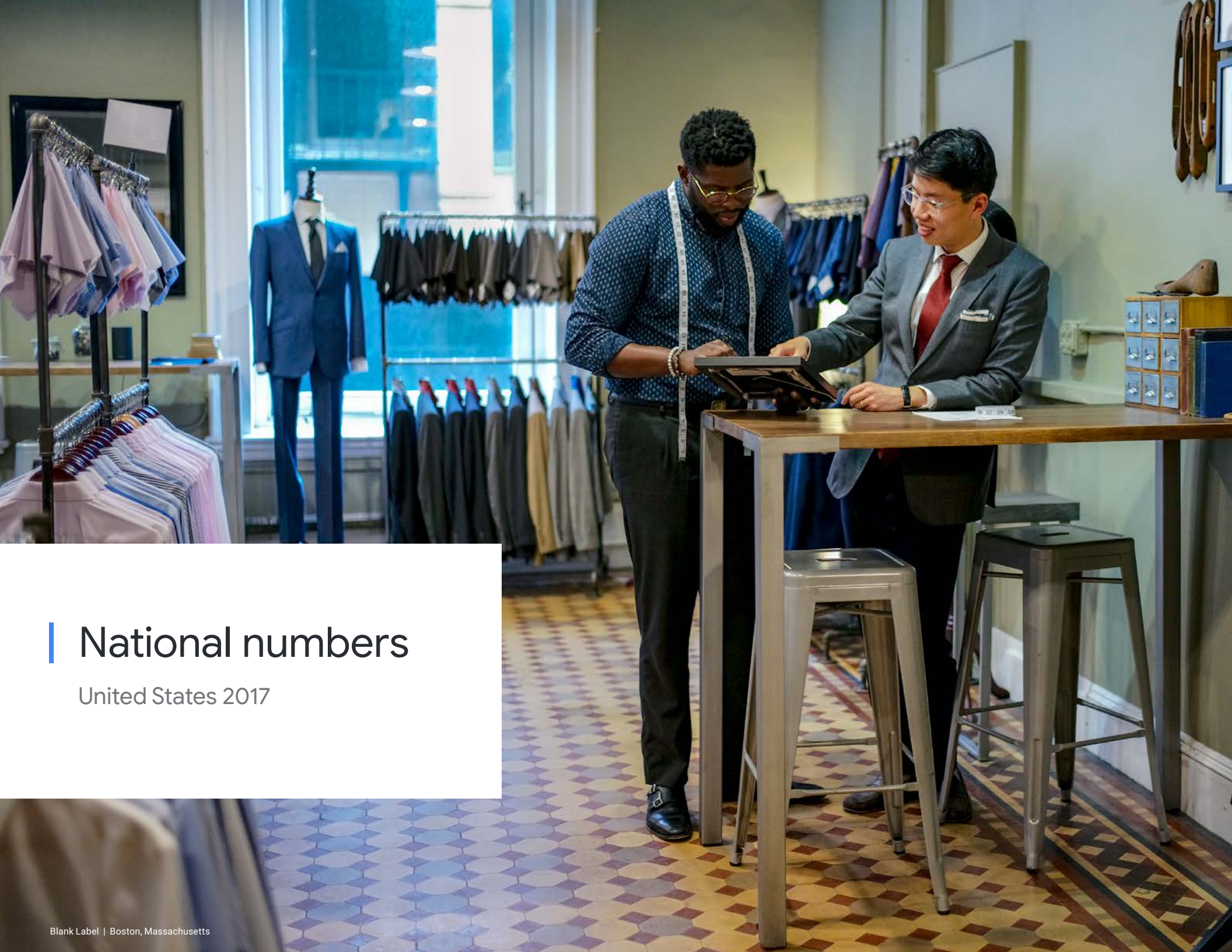
For nearly 20 years, we've been proud to help people use technology to turn their creativity and passion into thriving businesses. The impact these businesses have on people's lives and their communities is what inspires me to come to work every day. We're committed to continuing to develop products and programs to bring this opportunity to everyone.

Sincerely,



Mary Ellen Coe
President, Google Marketing Solutions, Google





| National numbers

United States 2017

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

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

Find out more at www.google.com/economicimpact

\$283 billion

In 2017, Google helped provide \$283 billion of economic activity for businesses, website publishers, and nonprofits nationwide.¹

1.5 million

In 2017, more than 1.5 million businesses, website publishers, and nonprofits nationwide benefited from using Google's advertising tools, AdWords and AdSense.¹

1 billion

Every month, Google helps drive over one billion direct connections, such as calls and online reservations, for businesses nationwide.¹

Over 30%

In 2017, over 30 percent of clicks for U.S. businesses advertising on Google came from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.¹

Nearly 3x

Small businesses that use advanced digital tools, such as online advertising and data analytics, were nearly three times as likely to have created jobs over the previous year than businesses using basic digital tools.²

53,000+

Google employs over 53,000 people full-time throughout the U.S. We're proud to have locations in 21 states.¹



| Where we get
the numbers

United States 2017

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 2017. Visit the search and advertising tools page to learn more about these programs.

Google Search 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 2017—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 2017 for placing our ads next to their content.

Google Ad Grants

Similarly, the impact of Google Ad Grants is the total amount spent by grant recipients in 2017.

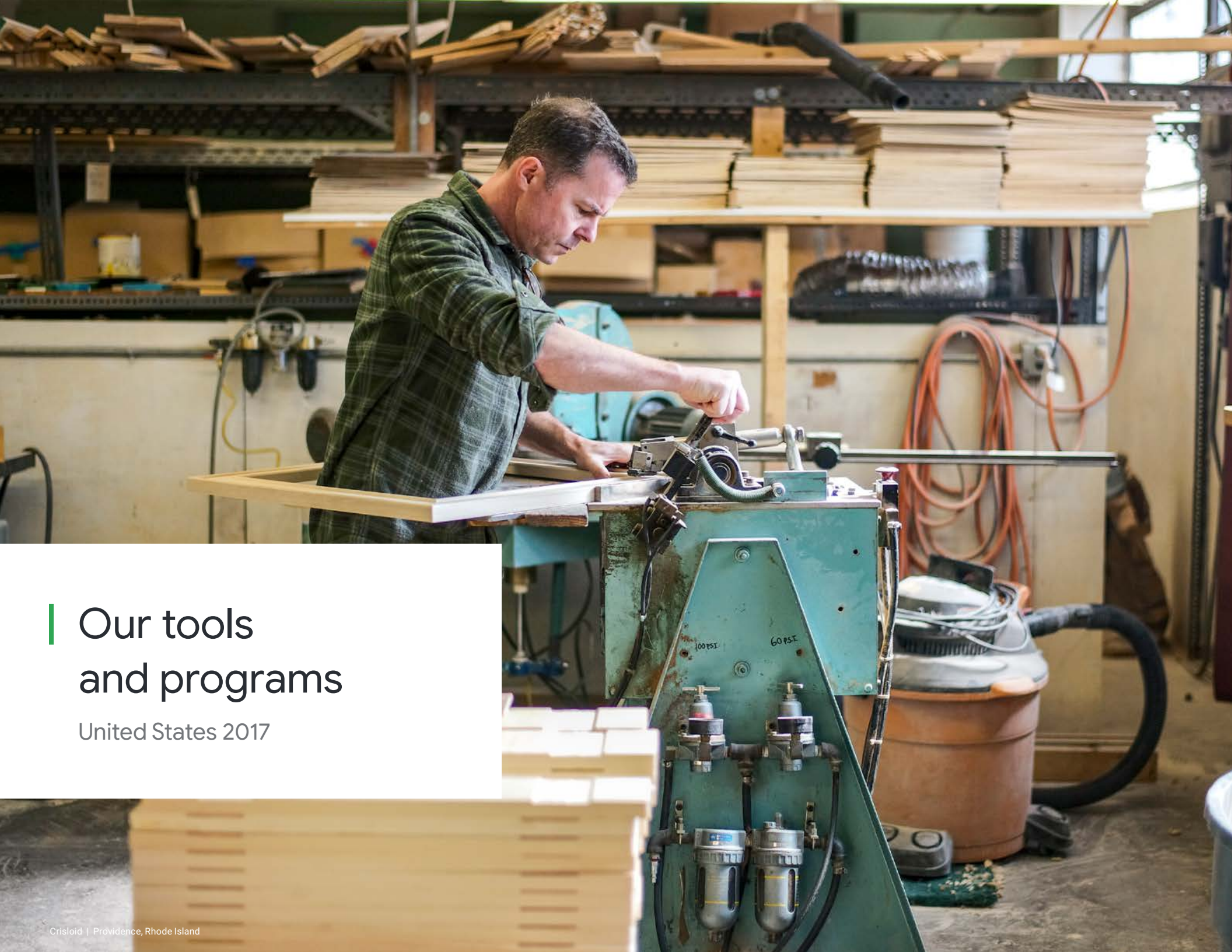
Total economic value

Total economic value for each state is estimated as the economic activity provided for businesses, website publishers, and nonprofits by Google Search and AdWords, Google AdSense, and Google Ad Grants, respectively, in 2017.

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 derive a conservative estimate of the impact of our tools on businesses, website publishers, and nonprofits. We leave out estimates, such as the cost savings for consumers who are now able to find the information they need more easily than before. We also do not include the economic impact our employees provide or that of other major products, such as Google Maps and YouTube. So while we are 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



| Our tools and programs

United States 2017

Our search and advertising tools

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, website publishers, and nonprofits across the U.S. based on three core parts of our business: Google Search and AdWords, Google AdSense, and Google Ad Grants.

Google AdWords

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

To use AdWords, businesses create short text ads and bid in an online auction for the keywords they want their ads associated with. A coffee shop, for instance, might bid on the phrase "cafe in Nashville." When someone types those words into Google, they will see the coffee shop's ad above or below the search results. The business only pays when someone clicks the ad to visit their website—in other words, when their advertising is working.

Learn more at www.google.com/adwords

Google AdSense

AdSense is a program website publishers can use to run ads on their sites and earn money from their content. For example, if a food blogger uses AdSense, their readers might see an ad for food-related products, such as kitchenware, next to their 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.

Learn more at www.google.com/adsense

Google Ad Grants

The Google Ad Grants program offers free advertising to nonprofit 501(c)(3) organizations. Ad Grants recipients can spend up to \$10,000 a month on ads to fundraise, educate the public, and more. Since the program began in 2003, Google has supported nonprofits in over 50 countries with more than \$8 billion in advertising.

Learn more at www.google.com/grants

More tools for business

In addition to search and advertising tools, Google offers a variety of other products to help businesses succeed online and grow, such as Google My Business, Google Analytics, and G Suite.

Google My Business

Google My Business is a free and simple tool that businesses can use to stand out on Google Search and Maps. They can edit their online listing with up-to-date hours and information, engage with customers by responding to reviews and frequently asked questions, and highlight what makes them special through photos and posts. Businesses can also use their listing to build a free website in minutes—all of which are helpful to finding and connecting with customers.

Learn more at www.google.com/business

Google Analytics

Google Analytics is a free tool that businesses can use to better understand their customers. It helps them gain insight into their data and take action on those insights to drive results. An online retailer, for instance, can use Google Analytics to see how many website visitors put something in their cart but didn't complete their purchase. The retailer can then use this insight to test changes to the checkout process and improve their conversion rate.

Learn more at www.google.com/analytics

G Suite

G Suite is a suite of integrated apps that helps businesses of all sizes be more productive, collaborative, and secure. Gmail connects people with co-workers and customers no matter where they are in the world. Docs, Sheets, and Slides streamline collaboration through shareable documents, spreadsheets, and presentations. Drive provides an easily accessible and secure place to store files. And Calendar makes scheduling easier, so that teams can spend less time planning and more time doing.

Learn more at www.google.com/gsuite

Grow with Google

At Google, we see the power of the web working for people every day. To do our part to make sure that technology brings opportunity to everyone, we created Grow with Google, an initiative that draws on our 20-year history of building products, platforms, and services that help people and businesses grow. Through Grow with Google, we aim to help everyone across America access the best of Google's training and tools to grow their skills, careers, and businesses. Below are some of the programs we provide for businesses, entrepreneurs, and startups.

Learn more at www.google.com/grow



Entrepreneurs are building the future, growing economies across the globe, and working to solve some of the world's most pressing challenges. Google for Entrepreneurs is committed to helping them thrive by providing the best of Google's resources to coworking spaces and startup communities across 125 countries. We also create Campuses: physical hubs where entrepreneurs can learn, connect, and build companies. In 2017, startups in the Google for Entrepreneur network created over 3,000 jobs and raised over \$300 million in funding in the U.S. alone.

Learn more at www.google.com/entrepreneurs



Small businesses are the heart and soul of the American economy, creating two out of three net new jobs, boosting local growth, and helping their communities thrive. Get Your Business Online is a program that helps U.S. small businesses establish a web presence through free business listings and websites so they can be found online and grow. We also provide free in-person workshops and online lessons to help small business owners connect with customers and achieve lasting success.

Learn more at www.gybo.com



We believe that bringing together people with a diversity of ideas, backgrounds, and experiences builds better products and drives equitable economic impact. Just as we rely on diverse Googlers to stay creative, we also work with diverse suppliers to stay innovative. We designed our Small Business Supplier Diversity program to connect more minority-, women-, veteran-, persons with disabilities-, and LGBT-owned small businesses to opportunities within Google. To empower these businesses to grow and thrive online, the program includes free digital skills training and discounts on a suite of business tools.

Learn more at www.google.com/supplierdiversity



| Reports by state

United States 2017

Explore Google's economic impact in your state, and see how businesses across the country are using Google tools to succeed online and grow.



American Hats | Philadelphia, Pennsylvania



“From the beginning, we knew how important it was to show up high on Google searches, and that’s what we’ve aimed toward this whole time.”

GINA LOCKLEAR, FOUNDER

Zkano Socks

www.zkano.com

In its heyday during the mid-1990s, Fort Payne was known as the “Sock Capital of the World.” One in every eight pairs of socks worldwide came out of the Alabama city, which at the time was home to over 150 mills. Gina Locklear’s parents were part of the fabric of that success. They ran a mill of their own, manufacturing white athletic socks for a large distributor. Years later, as business began to move overseas, her parents worried that they would soon have to close their doors. “But then I thought, ‘What if we start our own brand and don’t have to rely on manufacturing socks for other companies?’” Gina recalls. In 2009, she launched Zkano Socks. The brand preserves the essence of the family business, but with some of Gina’s own twists—vibrant colors and playful patterns using organic cotton and low-impact dyes.

Zkano Socks went online shortly after their founding. “We didn’t have a lot of money, so instead of going to trade shows, we thought it’d be a better investment to spend our budget on digital marketing,” Gina explains. They began using AdWords, Google’s advertising program, to reach customers beyond state borders. “I love AdWords, because it helps us introduce ourselves to new markets and new customers that we would otherwise never be in front of,” says Gina. The company today sees a 325 percent return on investment from AdWords. They also use Google Analytics to



FORT PAYNE, ALABAMA

Zkano Socks has 7 employees.

optimize their ad campaigns, and YouTube provides a platform for sharing Zkano’s story. “YouTube really helps introduce a lot of people to our brand by telling our story, which has been the foundation of our business since we started,” she adds.

The Locklear family mill is one of seventeen that still stand in Fort Payne. With Zkano’s business nearly doubling every year, Gina is proud to be playing a role in the city’s rich history. “That’s what has kept me going over the years,” she shares. “Whenever I have low moments, I’m reminded of my love for this work, how I’m carrying on my family business, and how Zkano is helping to continue Fort Payne’s tradition in the textile industry.” When asked to share her hopes for the future, Gina’s response was simple: “Honestly, I want to reach more people with our socks. I wish I had something more profound to say, but the thing is, we make socks. That’s who we are. It’s what we know, and it will always be dear to our hearts.”

ALABAMA NUMBERS

\$703 million

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

\$2.92 million

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

11,000

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



“After going online, our business grew exponentially.”

BOB JOHNSON, DIRECTOR OF MARKETING

Great Alaskan Holidays

www.greatalaskanholidays.com

In Anchorage, where tourism is among a handful of major industries, small businesses are the backbone of the community. Bob Johnson is the director of marketing at Great Alaskan Holidays, an RV rental and sales company that's been a pillar of hospitality since 1985. Born from humble beginnings, Great Alaskan Holidays started out on a small parking lot by the airport. “You could literally count the number of motorhomes we had on one hand,” Bob recalls. “There was a lot of room for growth.” The company set itself apart by offering customers everything they could want for a comfortable RV experience, including cookware, linens, sleeping bags, and laundry services. After years of unwavering customer service, two things happened, Bob notes. “First, we outgrew the parking lot. Second, we moved into a state-of-the-art, 27,000-square-foot facility.”

Great Alaskan Holidays began using AdWords, Google's advertising program, in 2007 and has since seen exponential growth, says Bob. Their fleet now consists of hundreds of units, and during the summer season, they serve approximately 5,000 parties. Bob estimates that 65 percent of Great Alaskan's business comes through their Google ads. Not only has their volume grown tremendously, their geographic reach has traveled far and wide as well. “About 90 percent of our rental customers are from outside Alaska, stretching from the lower 48 to countries on the other side of the

Great Alaskan Holidays has 140 employees during peak season.

world,” Bob explains. The company also uses Google Analytics to monitor their online performance “literally every day,” he adds. “Analytics is such a priority for us. Not only does it show us where we're at today, but with it, we can see where we want to go.”

Great Alaskan Holidays is working to combine their online and offline efforts, building outreach ad campaigns on relationships they've cultivated with travel agents, visitor bureaus, and neighboring businesses. As a go-to option for locals in need of a quick getaway and one of Alaska's champions in the tourism industry, they're proud contributors to the Anchorage community. Their top-notch service and dedication to quality keep people coming back. “A great percentage of our business is repeat customers,” says Bob. For the Great Alaskan team, however, there's still nothing quite like the first-timers, eager to explore The Last Frontier in a motorhome. “You can see the look on their faces—they're in awe of all the beauty. I love when people come to our state and are so excited to be here, and that we're a part of that.”



ANCHORAGE, ALASKA

ALASKA NUMBERS

\$62.8 million

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

\$863,000

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

2,800

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



“The web is how we create and fulfill demand. It’s what we rely on for growth.”

BROOKE MEDANSKY, HEAD OF PUBLIC RELATIONS

Tuft & Needle

www.tn.com

In 2012, software developers Daehee Park and JT Marino each chipped in \$3,000 to found an online mattress company. In starting the business, the longtime college friends hoped to fundamentally change a market hampered by “a lot of information asymmetry and fake markups,” says Head of Public Relations Brooke Medansky. “They had a terrible mattress shopping experience, so they took their developer’s mindset and created a new process where customers could feel like they’re making good and informed decisions.” Tuft & Needle is the culmination of their work. They sell high-quality foam mattresses, made in America, directly to consumers. And true to their values of honesty and transparency, there are no hidden fees or gimmicks in the shopping experience—“just an amplified platform for customers to give real feedback,” says Brooke.

Tuft & Needle has been promoting their mattresses via AdWords, Google’s advertising program, since the very beginning. “Because we’re a bootstrapped company, we have to be very smart with our marketing and focus on things that work,” explains Brooke. Over 20 percent of their sales come through AdWords, and with a four-to-one return on investment, the team is “doubling down on it to grow even more.” Tuft & Needle also produces YouTube videos that cover everything from unboxing tutorials to FAQs. “We use video to give customers the information they need at every



PHOENIX, ARIZONA

Tuft & Needle has 150 employees.

point of the purchasing process,” Brooke adds. And with digital insights from Google Analytics, they can “make sure ad campaigns are effective and take the business to the next level.”

About a million people today sleep on Tuft & Needle mattresses. The company has expanded their offerings to pillows, bed frames, mattress protectors, and sheets. They began selling online in Canada in 2017 and now operate three showrooms in the Greater Phoenix area and Seattle. From revenues of just \$1 million during their first full year, annual sales currently top \$170 million. Tuft & Needle and their employees are also involved in charitable work around the country, and the company donates thousands of mattresses to a network of nonprofits every year. “We believe that everyone deserves a good night’s sleep,” Brooke says. “Sleep is very important, and we’re proud to be able to positively impact the lives of so many people in Phoenix and beyond.”

ARIZONA NUMBERS

\$4.79 billion

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

\$10.5 million

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

30,000

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



“The Internet plays a big role in helping us build a loyal following.”

LAUREN STOKES, FOUNDER & CEO

Lauren James

www.laurenjames.com

Inspiration can strike at any moment. For Lauren Stokes, a registered nurse, it struck while on maternity leave after the birth of her first child. “I was sketching dresses for fun and discovered a real love for designing clothing,” she recalls. “I didn’t want to give up on this passion.” In 2013, Lauren left her job and founded Lauren James, a combination of her and her son’s names. Offering classically-inspired clothing with a modern flair, the business has grown from a small family shop to one of the fastest-growing companies in Arkansas. “We started with t-shirts and dresses. Now we offer everything from activewear to custom-made bridesmaid dresses. All made right here in the U.S.,” Lauren says proudly.

From the first stitch, Lauren James has always used the Internet as their digital runway. Their e-commerce website features stylish photos of hundreds of eye-catching products. They attract fashionable customers from across North America and Europe using AdWords, Google’s advertising program. “AdWords is huge for us. About 90 percent of our digital advertising budget in 2017 went to Google ads,” Lauren explains. “We have a very loyal following, and we use these ads to win a strong conversion rate with them.” The company also uses fun and instructional YouTube videos to showcase their new seasonal lines. “We do videos for all of our launches and sneak peeks,” Lauren says. To keep their online



FAYETTEVILLE, ARKANSAS

Lauren James has 100 employees.

storefront running at peak performance, they turn to Google Analytics as the “one source of truth” for optimizing their online presence and keeping web traffic flowing smoothly through checkout.

With an annual growth rate of 30 percent, Lauren James shows no signs of slowing down. They run two brick-and-mortar locations, serve over 250,000 customers each year, and operate a state-of-the-art inventory warehouse in Fayetteville. For Lauren, however, success is measured in people, not dollars. She works with local teenagers to help them pursue their dreams of entrepreneurship. “We take mentorship very seriously here, because we ourselves have had such amazing mentors,” she shares. To the young entrepreneurs who follow in her footsteps, Lauren reminds them to not be afraid to try. “A lot of time is wasted thinking that your ideas or passions could never work,” she says. “But it can—especially with all of the digital tools and resources that are available today. You just have to be willing to try.”

ARKANSAS NUMBERS

\$580 million

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

\$1.49 million

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

6,200

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



“We can’t imagine launching a business without the help of Google tools. They’re indispensable to both our short-term and long-term strategies.”

JULIA COLLINS, CO-FOUNDER & PRESIDENT

Zume Pizza

www.zumepizza.com

For Julia Collins, good food is at the heart of a thriving community. “Dinner at our house was always a huge affair,” she recalls. “It was time wholly reserved for family and loved ones. So growing up, my sense of what it means to be loved and connected was rooted in this idea of sharing good food.” To ensure that every community has access to a delicious and healthy meal, Julia co-founded Zume Pizza in 2015. The company sources their produce directly from farmers, many of whom are within 100 miles of their facility. And by “cooking en route,” Zume is able to deliver their pizzas straight out of the oven, at peak freshness, and with no artificial preservatives.

Zume Pizza does not have a physical storefront. Instead, “our outward facing presence on the web and on mobile is at the center of how we connect with customers in every way,” Julia explains. A significant portion of their daily orders comes through their Android app alone. The company also uses AdWords, Google’s advertising program, to market their pizzas to people searching for delicious and fresh food options. “A number of our customers come through AdWords. These are also high-value customers who spend a lot more per order,” Julia says. Google Analytics provides an active feedback loop for refining their digital strategy. Google Maps APIs power their delivery platform. And with G Suite tools, such as Docs and



MOUNTAIN VIEW, CALIFORNIA

Zume Pizza has 150 employees.

Drive, the team can manage their distribution lists in real time.

Zume Pizza currently serves several markets in the Bay Area. They plan to expand regionally in 2018 and beyond state lines in the future. To keep up with their growing operation, the pizza enterprise has hired 150 people in just two years. “These aren’t just jobs,” Julia notes. “They’re careers.” Zume’s average pay rate for hourly workers is about 40 percent higher than the traditional entry-level wage in the delivery food space. They offer free health insurance to all of their employees and their families. “We want Zume to be a place where you can start as a delivery driver and end up as the CEO,” says Julia. “Being able to create opportunities that get people excited—that makes them proud to work here—that’s what I love most.”

CALIFORNIA NUMBERS

\$67.4 billion

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

\$127 million

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

268,000

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

36,700+

Californians are employed full-time by Google. We’re proud to have offices in Beverly Hills, Irvine, Los Angeles, Mountain View, San Bruno, San Francisco, and Sunnyvale.¹



“This is a fantastic time to be a marketer because of what the web enables us to do.”

CHRISTINE DAHM, VICE PRESIDENT OF MARKETING

noosa yoghurt

www.noosayoghurt.com



BELLVUE, COLORADO

In 2007, Koel Thomae, an Australian expatriate who had been living in Colorado, was back in Queensland visiting her family. While cycling home from the beach community of Noosa, she stopped and bought a clear tub of something creamy and delicious. It was passionfruit yoghurt, and upon tasting it, Koel realized that it was too good to stay hidden in the Land Down Under. She licensed the recipe from its creator and set out to start her own yoghurt company back in Colorado. After spotting a local farm’s flyer for home milk delivery service, Koel cold-called fourth-generation farmer, Rob Graves. Together, they founded noosa yoghurt in 2010, initially selling their products at farmers’ markets throughout the state.

For noosa yoghurt, online marketing has always been the preferred way for reaching customers. They use YouTube and AdWords, Google’s advertising program, to “effectively reach a highly targeted audience of people who are interested in super-premium, delicious-tasting yoghurt,” says Vice President of Marketing Christine Dahm. And Google Analytics helps them better understand their customers’ online behavior while keeping marketing spend on a budget. “These Google tools allow smaller companies like us to be really targeted and efficient with our dollars,” Christine adds. “That just isn’t possible with other forms of marketing like television, which reaches so many people who have little to no intention of

noosa yoghurt has 250 employees.

buying our product.”

With mouth-watering flavors like caramel-chocolate-pecan, strawberry-rhubarb, and blackberry-serrano, noosa’s products can now be found in stores nationwide. They have tripled their business since 2014 and nearly quadrupled their workforce to keep up with demand. In fact, of the 250 people they employ, over 180 are making the yoghurt. The company is also committed to their local community in Northern Colorado. In addition to supporting school fundraisers and conservation efforts, noosa sources all of their milk and honey from a network of farmers within 40 miles of their facility. “Being self-manufactured in Colorado is an important element of what we do,” Christine explains. “We want to make the best-tasting yoghurt in the finest way possible. It’s our mission to make a product that, when someone eats it, they say, ‘Wow. Are you sure that’s yoghurt?’”

COLORADO NUMBERS

\$3.83 billion

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

\$28.7 million

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

43,000

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

900+

Coloradans are employed full-time by Google. We’re proud to have offices in Boulder and Thornton.¹



“The web has had a huge impact for us, and it’s amazing to see how much we’ve grown. I definitely get fired up over it!”

WILL MCDONALD, CO-FOUNDER & CEO

Rug Pad USA

www.rugpadusa.com

Rug Pad USA manufactures padding used to keep area rugs in place. As their name suggests, all of their products are made in the U.S. “This gives us full control over what goes into them,” says Co-founder and CEO Will McDonald. “We use high-grade materials, such as 100 percent natural rubber, which not only grips better, but also lasts longer, stays plush, and doesn’t damage your floors.” Founded in 2013, Rug Pad USA began as a small operation working out of a vacant retail space. Will and his business partner, Karl Froehlich, spent nights personally cutting and shipping each order. They brought on their friends, Anthony Liso and John Drozd, shortly thereafter, and together the four-person team grew the business to a 1,600-square-foot facility, then 8,000, and eventually to their current 220,000 square feet of warehouse space. Their business is “super niche and not glamorous,” describes Will, “and that’s why we like it.”

As a direct-to-consumer e-commerce business, Rug Pad USA invests heavily in their online presence. They are frequently the number one search result for “rug pads” on Google. The company also uses AdWords, Google’s advertising program, to reach customers nationwide who are looking for durable and sustainable rug pads. “AdWords lets us scale our business. Nearly 40 percent of our online sales come through it,” says Will. Beyond search and ads, the team uses Google Analytics and G Suite tools, such as



BRIDGEPORT, CONNECTICUT

Rug Pad USA has 75 employees.

Gmail, Docs, and Drive, to manage their day-to-day operations.

Rug Pad USA ships roughly 2,000 packages a day and over 700,000 a year. In the last two years alone, they have hired around 60 people, mostly manufacturing professionals, to keep up with demand. The company’s growth has been positive for the broader community as well. The 19th-century buildings they occupy in Ansonia and Bridgeport had been vacant for years prior to their opening. Being able to infuse the cities with a renewed sense of energy is an experience that Will can only describe as “incredible” and “very humbling.” And with plans for steady growth, he hopes to continue spurring excitement for years to come. “We’re always looking to grow, but we want to do it ethically and at a sustainable pace,” shares Will. “That being said, I think we have a shot at doubling within the next few years.”

CONNECTICUT NUMBERS

\$4.13 billion

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

\$7.74 million

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

14,000

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



“Online marketing gives us the opportunity to reach a customer base that we weren’t able to reach before.”

KIM MATTHEWS, DIGITAL MARKETING DIRECTOR

Carpet & Tile Mart

shop.carpetmart.com

When Sam Longwill opened his first surplus carpet store in 1967, it just made good business sense. “He figured he’d take a run at selling all of the rugs he’d accumulated in the rug cleaning business over the years,” his grandson Michael Longwill explains. Three generations and over half a century later, Carpet & Tile Mart has become a one-stop shop for all of the Mid-Atlantic’s flooring needs. They carry carpets, decorative rugs, hardwood flooring, ceramic tiles, luxury vinyl, laminate flooring, and more. “We’re not your average carpet and flooring store,” Michael says proudly. “Most home improvement stores have two aisles dedicated to carpets and flooring. If you take those aisles and blow them up by 100 times, that’s us.”

For decades, Carpet & Tile Mart relied on print and television advertising to reach their customers. In recent years, however, “we have moved more and more to digital,” says Michael. “This is what’s effective now.” The company launched their first e-commerce website in 2015 and uses AdWords, Google’s advertising program, to connect with consumers searching for their products. “Last month, about 40 percent of our online traffic came through Google ads,” says Digital Marketing Director Kim Matthews. AdWords also works with their Google My Business listings to drive foot traffic to their physical locations. “We are one of the few companies that are continuing to open stores and grow their brick-and-mortar



NEW CASTLE, DELAWARE

Carpet & Tile Mart has 300 employees.

business,” she adds. And YouTube provides a platform for sharing the company’s long history with customers. The 51-year-old business posts fun commercials and videos from decades past to show how far they’ve come. “The videos are a blast from the past for us. They let us look back on some of the trends from the ‘70s and ‘80s and have a little fun with our audience,” shares Kim.

Carpet & Tile Mart now operates 12 stores across Delaware, Pennsylvania, Maryland, New Jersey, and South Carolina, totaling over 600,000 square feet of retail space. Their online sales continue to grow at a double-digit rate every year, and over one-quarter of their advertising budget is now committed to digital. “It’s our goal to give customers the best shopping experience possible, one you can’t find anywhere else,” Kim says. “To do that, we need to make our online and store experiences seamless for the customer. So whether you’re shopping at home or in our stores, we can help you get the right tools you need to complete your project.”

DELAWARE NUMBERS

\$1.68 billion

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

\$1.79 million

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

6,300

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



“You don’t have to invent something to start a company. We sell shoelaces, and that’s insane.”

ERIC DELGADO, CO-FOUNDER

Rope Lace Supply

www.ropelacesupply.com

As university freshmen, Eric Delgado and Victoria Weiss were making extra cash buying and selling collectible sneakers. But finding limited-edition kicks before other resellers was difficult, so the self-proclaimed “sneakerheads” shifted gears. “Sneaker accessories are very popular, and we realized that no one was doing just shoelaces,” Eric recalls. The couple found a supplier to fulfill a small order of colored shoelaces. “To our surprise, we sold out of 600 pairs in two weeks,” he says. In 2014, while still undergraduates, Eric and Victoria launched Rope Lace Supply. They ran their fledgling online business out of their dorm rooms and racked up \$250,000 in sales their first year. After graduation, the pair turned their passion into full-time careers. Now they offer 150 different styles of shoelaces and sell to over 120 countries around the world.

Rope Lace Supply caters to a niche audience of sneaker aficionados looking to customize their shoes. To reach fellow sneakerheads in the U.S. and around the world, Eric and Victoria use AdWords, Google’s advertising program. “It helps us find just the right customer—people who want to buy shoelaces in different colors, styles, and materials,” says Eric. Google Analytics equips the entrepreneurs with the insights to grow their business. “With Analytics, we can better understand our customer base,” Eric explains, “which in turn helps us identify new opportunities and informs the



ORLANDO, FLORIDA

Rope Lace Supply sells to over 120 countries around the world.

kinds of shoelaces we design.” The duo also uses G Suite tools, such as Gmail, Docs, and Drive, to run an efficient and nimble operation.

With sales growing at a double-digit rate every year, Eric and Victoria have their eyes set on new horizons. “We want to expand into wholesale markets and start licensing products for sports teams, colleges, and universities,” Eric shares. “We’re always looking for new and cool ways for people to customize their gear.” To other entrepreneurs who hope to follow in their footsteps, Eric stresses the importance of taking action. “You don’t need a life-changing invention to start a successful business. With what’s out there on the Internet, if you have something that you’re passionate about—even shoelaces—you really can grow a business. You just have to start.”

FLORIDA NUMBERS

\$14.2 billion

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

\$35.8 million

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

113,000

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



“The Internet has completely transformed how our business sells products.”

JONATHAN HARTLEY, CEO

Carousel Designs

www.babybedding.com

Jonathan Hartley’s parents founded Carousel Designs in 1988, manufacturing and selling baby bedding to other retailers. As the cut and sew industry moved overseas, Jonathan realized that the family business would need to innovate in order to stay competitive. “We needed to create a high-quality brand, where we could justify a price point that would allow us to continue making our products in the U.S.,” he says. “We also needed to go direct-to-consumer to save on margins.” After graduating from the U.S. Military Academy at West Point, Jonathan approached his friend and former classmate, Allan Sicat, with a business proposal. “Let’s transform Carousel Designs and take it to the masses. Let’s offer it up to the entire country,” he said. The two bought the company in 2007. Leah Sicat, Allan’s wife and fellow West Point graduate, signed on a few years later to help take their digital marketing to the next level.

Carousel Designs now offers thousands of custom nursery decor options, as well as pre-designed bedding collections, to consumers across the U.S. and Canada. Their website features an interactive tool that lets expectant parents design and visualize their own unique nursery. And AdWords, Google’s advertising program, “allows us to connect with customers in various parts of the buying process, from when they first learn about our products to when they make their purchase,” explains Jonathan. “It plays an integral role in the buying cycle.” The team also uses Google Analytics every day to better understand

Carousel Designs has approximately 70 employees.

their online traffic, improve web content, and optimize ad campaigns. “We realized the importance of having e-commerce and mobile components early on, and made it a priority to build a strong online presence,” Allan says.

When Jonathan and Allan purchased Carousel Designs, “business was on the decline,” Jonathan recalls. “We were down to four employees.” Today they have around 70, most of whom are Douglas County natives. “It’s something we’re very proud of,” Allan adds, “not only being made in the USA, but also being able to create these opportunities right here in Douglasville.” To date, the company has served over a million customers, and they support a nonprofit that throws baby showers for military families. “The secret to our success is innovation,” says Leah. “Don’t stay the same, keep innovating, and give customers what they want. When you do all those things and experience growth, then you’ll be able to create jobs and give back to the communities that are important to you.”



DOUGLASVILLE, GEORGIA

GEORGIA NUMBERS

\$5.65 billion

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

\$14.5 million

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

44,000

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

350+

Georgians are employed full-time by Google. We’re proud to have offices in Atlanta and Austell, and a data center in Douglas County.¹



“With the Internet, anyone in the world can find your business.”

BRANDON SUYEOKA, DIRECTOR OF MARKETING

Honolulu Cookie Company

www.honolulucookie.com

If you're looking for an authentic taste of aloha, look no further than the Honolulu Cookie Company. Founded in Honolulu in 1998, the family-owned business bakes their premium shortbread cookies fresh daily, serving up over a dozen varieties of the iconic pineapple-shaped treats. “When you see and taste our cookies, you're reminded of Hawaii,” says General Manager Ryan Sung. “You want to take them home with you and share them with friends.” With quality ingredients and tropical flavors, fans all over the world have fallen in love with these delicious tastes of the islands.

To connect their sweet operation to the rest of the globe, Honolulu Cookie Company turns to the power of the Internet. AdWords, Google's advertising program, accounted for 60 percent of all their e-commerce revenue generated through digital advertising in 2017, and they look to grow that number in 2018. “We use AdWords to make sure visitors planning a trip to Hawaii also plan a visit to our stores,” explains Brandon Suyeoka, Director of Marketing. “We want them to remember that Honolulu Cookie Company is here. We want them to see us everywhere.” They also use Google Analytics to fine-tune their marketing efforts based on where their web traffic is coming from, and they create online videos to share the aloha spirit with the world. “People are visual creatures. You can see us in a broader context online,” Brandon says.



HONOLULU, HAWAII

Honolulu Cookie Company has 400 employees.

With business growing steadily every year, the future smells sweet for Honolulu Cookie Company. They operate 17 retail stores on Oahu, Maui, Guam, and in Las Vegas, and distribute their premium shortbread cookies internationally through their wholesale partners. “We are still far from our ceiling. This company can grow much bigger and do much more,” Ryan predicts. Even with aspirations of expanding around the globe, Honolulu Cookie Company never forgets their home. They support Honolulu arts and education programs, and organize charity fundraisers for local youth advocates. “It's about giving and sharing the aloha,” Ryan says. That's a sweet Hawaiian lesson the whole world can enjoy.

HAWAII NUMBERS

\$171 million

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

\$2.07 million

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

5,300

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



“Our online strategy allows us to reach people that we wouldn’t be able to reach any other way.”

DAVID JENSON, DIRECTOR OF MARKETING

Container and Packaging

www.containerandpackaging.com

Jim McCauley began selling industrial containers in Eagle in 1971. From farmers to physicians, if the hard-working people of Idaho needed their products saved, stored, or shipped, they trusted Jim. After helping to grow the business for years, he purchased the company from his partner in 1987 and renamed it Container & Packaging Supply. Over 30 years later, the family-owned business now provides packing and logistical solutions to thousands of customers around the world. “Our real goal is helping ideas come to life,” explains Director of Marketing David Jenson. “We handle the container sourcing, packaging, and logistics, so that companies can focus on what matters most: making their business happen.”

Because of Jim’s willingness to embrace new technology, his son Jeff McCauley launched Container and Packaging’s first e-commerce website in 2002. They began using AdWords, Google’s advertising program, shortly thereafter to drive traffic to the new site. “We were immediately surprised by the number of orders and the geographic diversity of our new customers,” Jim recalls. At the time, Container and Packaging had most of their salespeople on the road, serving customers in Idaho, Montana, and Utah. “We had assumed that it wasn’t feasible to do business with customers more than a few hundred miles away from our warehouse,” he adds. Container and Packaging has since grown well beyond the Mountain

Container and Packaging has over 120 employees.

States. Today they have satisfied customers in all 50 states and over 70 countries worldwide.

Container and Packaging now serves thousands of clients every year. They own and operate two fulfillment centers in Salt Lake City and Louisville, and they feature over 2,200 varieties of products. For the ownership team, however, the company’s greatest growth goes beyond the numbers. “We have an opportunity to go after something more meaningful than increased revenue and profits; we have a chance to build a community,” Jeff shares. “That’s why our greatest goal is to help individuals within our company develop into their best selves. We believe that stronger individuals make strong families, and strong families build stronger communities.”



EAGLE, IDAHO

IDAHO NUMBERS

\$438 million

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

\$2.18 million

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

9,300

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



“It’s a great time to be a small business. The tools that are available now allow us to reach an audience that we historically couldn’t reach.”

ANTHONY QAIYUM, PRESIDENT

Merz Apothecary

www.merzapotheary.com

Founded in 1875, Merz Apothecary is considered by many to be a Chicago landmark. For five generations, the pharmacy has been home to a rich collection of unique, hard-to-find goods from all over the world. “We’re not your traditional pharmacy,” says President Anthony Qaiyum. “We carry everything from natural remedies to grooming products to home fragrances. People always say, ‘If you can’t find it at Merz, you won’t find it anywhere else!’” Anthony’s father, who purchased Merz in 1972, managed to grow the business during a time when most independent pharmacies were giving way to large chain drug stores. Anthony attributes their steady growth to the fact that “Merz has always done things differently.” In addition to selling non-traditional products, the “143-year-old startup,” as he likes to call it, has always been quick to embrace the power of technology.

Merz Apothecary took their first online order in 1997. Fast forward two decades, and 85 percent of the business’s marketing budget is now dedicated to digital. They use AdWords, Google’s advertising program, to reach customers who are searching for their specialty products. “AdWords is the magical vehicle that gets you in front of the people who really need what you’re selling,” explains Anthony. “Together with Google Search, it drives nearly half of our online revenue,” he adds. The company shares fun and informative product reviews on their YouTube channel, which



CHICAGO, ILLINOIS

Merz Apothecary has 60 employees.

has garnered over 1.5 million views. They announce product launches, special sales, and extended hours via their Google My Business listings. And with insights from Google Analytics, they’re able to both “figure out problems and identify opportunities on our website,” says Anthony.

Today, Merz Apothecary has two storefronts in Chicago, an e-commerce platform that services 35,000 customers annually, a direct mail operation that sends hundreds of thousands of catalogues to customers across the country, a wholesale division, and an export business that ships products to Europe. Their yearly sales continue to grow at a double-digit rate, and since Anthony joined the family business full-time in 2000, they have gone from 12 employees to 60. “As the owner of Merz, I feel like I’m the caretaker of a piece of history. And I take that duty very seriously,” says Anthony. “I want to leave this business better and stronger than it was when I joined. That’s my passion, and it’s gratifying to know that we’re working towards that.”

ILLINOIS NUMBERS

\$17.7 billion

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

\$27 million

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

48,000

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

750+

Illinoisans are employed full-time by Google. We’re proud to have an office in Chicago.¹



“The only way we can do what we do without a dealer network is with the Internet.”

RICHARD WORSHAM, CO-FOUNDER

Janus Motorcycles

www.janusmotorcycles.com

Richard Worsham and Devin Biek have long shared a passion for quality, lightweight motorcycles. “Our friendship is built on it. We both had been involved in that culture for years, restoring vintage mopeds,” Richard shares. After years of imagining their dream bike, the two decided to build one of their own. “We were just so captivated by the idea of building these little machines,” Devin says. Their first production model was the Halcyon 50, “a motorcycle unlike any other,” he describes. Time-tested style made the Halcyon an eye-catching machine, while its modern and lightweight design provided riders with a thrilling experience that was altogether unique in American bikes. Propelled by the support of their local community, the friends founded Janus Motorcycles in 2011 to share their craftsmanship with fans around the world.

Janus Motorcycles is unlike traditional vehicle manufacturers. They sell their bikes directly to customers online, instead of through a dealer network. “If you had given Henry Ford the opportunity to be online, with the marketing and exposure the Internet provides, I don’t think he would’ve chosen to sell through dealerships either,” says Marketing Director Grant Longenbaugh. The company uses AdWords, Google’s advertising program, to market their bikes to motorcycle enthusiasts across the country. “About 50 percent of our online interest is driven by AdWords,” he adds. Google



GOSHEN, INDIANA

Janus Motorcycles has 15 employees.

Analytics equips them with the digital insights to fine-tune their marketing and online presence. And through their YouTube channel, interested customers can follow every step of a Janus bike’s journey, from design, to prototyping, to production. “YouTube is the unsung hero of our business,” Grant explains. “It’s a substantial part of how people get to know us, feel a level of comfort with us, and trust us to make their motorcycles.”

Last year, about 90 percent of Janus’s marketing budget went to digital. The rest, Grant jokes, “was spent buying donuts and coffee to get people to come in for test drives.” The company now offers three different models and is on track to build 200 bikes this year. They make all of their fabricated parts within 20 miles of their facility and source their specialty parts, such as the engine and brakes, from the best suppliers they can find. “We’re committed to being open and personable, just as our motorcycles are accessible and understandable. That’s especially important since so much of our customer interaction is through virtual channels. If we’re successful, we’ll be able to maintain a meaningful and sincere brand as we continue to grow,” says Richard.

INDIANA NUMBERS

\$1.74 billion

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

\$8.17 million

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

16,000

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



“We wouldn’t exist without the web and Google tools. Our online presence is critical to capturing business.”

TIM GUENTHER, FOUNDER & CEO

Clickstop

www.clickstop.com

 URBANA, IOWA

For years, Tim Guenther worked as a manufacturer’s rep, traveling and selling building materials around the Midwest. When he grew tired of life on the road, he decided to start a company of his own. In 2005, Tim launched Clickstop, a multi-brand manufacturer and retailer. He began with a single brand, U.S. Cargo Control, selling cargo control, lifting, and moving supplies. Over the years, the company grew to include nine other brands across various industries. “We now sell everything from ratchet straps, to organization supplies, to building products,” Tim explains. “By focusing on specialty categories, we can supply underserved consumers with what they want when they need it.”

Clickstop has been using AdWords, Google’s advertising program, to market their products since day one. “It drives a significant amount of our overall traffic,” says Tim. “About 60 percent of our web traffic comes through AdWords.” The company also uses Google Analytics to better understand how changes to their websites and ad campaigns impact their online performance. “Over 90 percent of our marketing budget goes to digital, so these insights are very important,” Tim adds. Most of their brands have their own YouTube channel to provide customers with helpful content, such as how-to videos and product reviews. Through their brand, Leverage, they empower other area businesses to succeed online as well.

Clickstop has 165 employees.

They offer clients a full suite of digital marketing services, applying their expertise in AdWords and other engagement tactics, with results proven by their success at Clickstop.

Today, Clickstop serves thousands of customers throughout the U.S. They have grown from three employees to 165 over the past decade, and have completed an expansion of their 135,000-square-foot facility. The company has grown by 132 percent over the last five years and expects to earn about \$50 million in revenue this year. For Tim, however, Clickstop’s greatest growth goes beyond the numbers. “We started as an e-commerce retailer, but we’ve become a lot more than that,” he explains. “Clickstop has become an entrepreneurial environment where employees are empowered to be the best they can be. Seeing individuals take their careers and lives to places where they didn’t think they could go, and having Clickstop be a big part of their journey—that’s the most rewarding thing. That’s what gets me out of bed every day.”

IOWA NUMBERS

\$899 million

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

\$1.13 million

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

8,200

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

200+

Iowans are employed full-time by Google. We’re proud to have a data center in Council Bluffs.¹



“Google tools allow us to find new customers and grow the lifetime value of existing customers.”

MATTHEW SALBERG, DIGITAL MARKETING MANAGER

Mpix

www.mpix.com



PITTSBURG, KANSAS

The Miller family has been developing high-quality photos in Pittsburg, Kansas, since 1964. For decades, they catered their services exclusively to professional photographers. But when the industry transitioned from film to digital in the 1990s, their business evolved with it. “Digital cameras became much more readily accessible for consumers, and the Millers realized that there was now a market of amateurs, hobbyists, and aspiring pros looking for high-quality photo products,” explains Marketing Coordinator Paul Rotter. In 2003, the family launched Mpix, a web-based photo lab for emerging professionals and photo enthusiasts. “In the simplest terms, Mpix prints pictures—but it’s much deeper than that,” Paul says. “We help customers go back to a special moment. We print memories that they can preserve for generations.”

Mpix began investing heavily in digital marketing in 2013 and has since seen steady revenue growth. “We have yet to have a down year in sales,” Paul notes. The company uses AdWords, Google’s advertising program, to bring customers from across the U.S. and Canada to their online photo lab. “About 30 percent of our new accounts come directly from AdWords,” he adds. And Google Analytics equips them with the insights to make data-driven decisions. “When you’ve been around for as long as we have, it’s easy to start operating on instinct,” says Paul. “But thanks to Google

Mpix employs 650 people during peak season.

Analytics, that’s not the case for us. We know where we should be focusing our efforts and what we’re getting out of them.”

To date, Mpix has delivered treasured memories to over 2 million customers, processing an average of 67 million images per year. They have expanded their line of products to include photo books, wood prints, and “just about anything that falls under the printing umbrella,” describes Digital Marketing Manager Matthew Salberg. To keep up with demand, the company has upsized their lab over a dozen times and is now one of the largest employers in Pittsburg. Behind their growth and success is their firm belief that a personal touch goes a long way. Every order is handcrafted by a member of the Mpix team, and every photo is personally reviewed to ensure that it is printed with exceptional color. “Like we said, in the simplest terms, Mpix prints pictures,” Matthew reiterates. “But we know it’s much deeper than that for our customers. That’s why we deliver all of our photos with homemade care every single time.”

KANSAS NUMBERS

\$1.25 billion

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

\$2.62 million

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

8,600

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



“We can access markets anywhere just as well as anyone else. We now have the capability and the tools to do it.”

RUSTY JUSTICE, CO-OWNER

Bit Source

www.bitsourceky.com

For former coal miners Rusty Justice and Lynn Parrish, the industry’s decline hit home hard. “About 12,000 miners in our part of the world lost their jobs,” Lynn recounts. “But we recognized that there was a really talented workforce here. We just needed to find an industry with equivalent demand for work and earning potential.” In 2014, the two joined an Eastern Kentucky workforce committee dedicated to developing entrepreneurial solutions for the region; it was there that they discovered coding. “We realized that coal miners and coders weren’t that different,” says Rusty. “The coal miner, like the coder, is a technology tradesman—he just happens to work in the coal industry.” With this realization, Rusty and Lynn partnered with local software developer Justin Hall to design a coding curriculum for ex-miners. And in 2015, with a team of 10 miners-turned-coders, Bit Source went live.

Bit Source builds websites, mobile applications, and software solutions for other businesses. It’s a service that, Rusty describes, “can be done in the mountains and be sold around the world.” AdWords, Google’s advertising program, helps with reaching clients beyond Central Appalachia. “If we want to grow, we have to break out of this region and get into broader markets. Tools like AdWords help us do that,” explains Rusty. The company uses Google Analytics to see what services are trending in the software



PIKEVILLE, KENTUCKY

Bit Source has 13 employees.

development industry, and to optimize their ad campaigns and landing pages accordingly. “We also incorporate Analytics into all of our clients’ websites to show them the value that our websites provide,” he adds. And G Suite tools, such as Gmail, Docs, and Drive, facilitate their internal communications and business operations.

With revenue up by 120 percent from 2016 to 2017, Bit Source today is a source of hope for not only the team but also the broader Pikeville community. “That’s the most gratifying part of all this. In a time of real economic despair, Bit Source was hopeful,” shares Lynn. “And we’re still hopeful that someday we’ll be part of a robust and diversified economy here in the heart of Central Appalachia,” adds Rusty. “There’s a guy here who doesn’t think of himself as an ex-coal miner anymore. He thinks of himself as a software developer. All of our team does that. They’re software developers now. This is what they do.”

KENTUCKY NUMBERS

\$850 million

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

\$3.03 million

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

10,000

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



“The Internet helps us overcome our biggest hurdles and connect our products with new customers.”

AMANDA DAILEY, CO-OWNER

Queork

www.queork.com

There’s something special about cork. It’s waterproof, lightweight, and one of the most renewable materials on Earth. Amanda Dailey realized this on her trip to Portugal in 2012. When she returned to New Orleans, she began making a line of high-quality cork products ranging from shoes, to handbags, to dog collars. “The material just reaches out and grabs you,” Amanda says. “It’s completely fascinating.” Together with her business partner, Julie Araujo, she founded Queork to share her fascination with like-minded shoppers. The two started out selling their cork products online and later opened their first retail store in the French Quarter in 2013.

Queork has always used the Internet to attract customers. They use AdWords, Google’s advertising program, to make sure visitors planning a trip to New Orleans also consider a trip to their storefront. “We want to get people into our stores,” Amanda explains, noting that AdWords campaigns have helped double sales in some of their locations. Their Google My Business listings make it easy for shoppers to find store hours, directions, and reviews. And Google Analytics helps them optimize their website to keep online customers flowing smoothly from welcome to checkout. Their favorite tool, however, may be YouTube. “People want to see the making of our products,” Amanda says. “So we give them that



NEW ORLEANS, LOUISIANA

Queork has 21 employees.

with our YouTube videos.”

With 60 percent annual growth, business shows no signs of slowing down for Queork. Today the company has several stores throughout the South and an e-commerce website that ships items to customers across the U.S. and Canada. They manufacture a majority of their products less than ten minutes from their French Quarter store, and partner with local youth empowerment programs to provide job opportunities to young adults who are looking to learn new skills in design and manufacturing. “These people are very artistic and talented,” says Amanda. “Being able to employ them while also helping them develop skills that they are proud of—skills that they can use for the rest of their lives—is probably the best thing we’ve ever done.”

LOUISIANA NUMBERS

\$616 million

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

\$5.25 million

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

10,000

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



“Digital marketing has gotten us the most efficient results and allowed us to grow rapidly in a short period of time.”

BETH SHISSLER, PRESIDENT & COO

Sea Bags

www.seabags.com



PORTLAND, MAINE

Sustainability is sewn into the very fabric of Sea Bags’ business, from the products they sell to the processes they use to make them. Since their founding in 1999, the Portland-based company has kept nearly 600 tons of retired sails out of landfills by transforming them into nautically inspired tote bags and accessories. They have also created 100 jobs for local sewers, artists, and craftspeople. “Manufacturing here and sourcing materials locally are the cornerstones of our business,” explains President and COO Beth Shissler. “Maine has a rich history in the cut and sew industry, and we’re passionate about bringing it back.”

A major engine of Sea Bags’ growth is their online business. “It’s grown about 500 percent over the past five years,” says Vice President of Marketing and E-commerce Laura Hnatow. “And Google has definitely been a part of why we were able to achieve that.” The company uses AdWords, Google’s advertising program, to market their bags to customers looking for eco-friendly fashion statements. “AdWords brings in one of the largest percentages of new users to our site, and a lot of these customers are visiting more pages per session than those from other channels,” she shares. They also use Google Shopping campaigns and YouTube ads to visually showcase their products across the web. And with G Suite tools, such as Gmail, Docs, and Drive, “we’re able to scale our operations as we

Sea Bags has 100 employees.

grow,” Laura notes.

With over 18,000 online orders and half a million unique visitors to their website annually, Sea Bags is preparing for new horizons in 2018. They plan to pursue international markets and are opening four more retail stores along the East Coast, in addition to the 13 currently in operation. Yet as they expand, their greatest focus continues to be at home. “We always talk about the ripple effect of making our products locally,” Beth says. From designers to manufacturers, Sea Bags proudly supports Maine jobs across the board, and aims to create a brand that Beth hopes will “stick around for generations way past us.” To echo the words of their mission, “Every sail has a journey. At Sea Bags, we make sure that journey never ends.”

MAINE NUMBERS

\$427 million

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

\$3.39 million

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

4,500

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



“Even though we’re a small business, we’re an international business thanks to the Internet.”

KIRK HINCKLEY, FOUNDER

The Bow Tie Club

www.bowtieclub.com

Kirk Hinckley believed that bow tie lovers deserved better. While working for a national men’s clothier, Kirk saw firsthand that bow ties were either overpriced, low-quality, or tossed into a single display drawer as an afterthought. Deciding to do something different, he and his wife, graphic designer Corinne Hsu, founded The Bow Tie Club in 1994. “People who wear bow ties want to be a little different,” Kirk says. The couple used their knowledge of the industry to create a mail-order business offering high-quality, fairly priced bow ties, all manufactured in Maryland. They brought The Bow Tie Club online in 1996 and now feature over 500 of their own designs available in a multitude of shapes and sizes.

As an early adopter of the web, The Bow Tie Club has very much grown alongside the Internet. For years, Kirk and Corinne advertised their products on printed media. “Now it’s the exact opposite,” Kirk notes. “It’s 90 percent to digital; 10 percent to print.” The Bow Tie Club uses AdWords, Google’s advertising program, to reach fashion aficionados all over the world. About 20 percent of their sales come from overseas, and “AdWords is an integral part of the international business,” says Kirk. “When people click on a Google ad, they’re looking for something—they’re ready to buy. The reach and purchase intent are what make AdWords so powerful compared with other media tools.” The company also uses insights from



GAITHERSBURG, MARYLAND

The Bow Tie Club has 6 employees.

Google Analytics to optimize their online presence. “It’s hugely important for understanding what the customer wants, refining our product, and creating a better shopping experience,” he adds.

For Kirk and Corinne, the bow tie is more than just a fashion piece; it’s a way to connect with new people. “You have no idea how many great conversations I’ve had that started with the words, ‘I love your bow tie!’” explains Kirk. “Our bow ties not only look good, they help you stand out.” And stand out, they do. Even former President Barack Obama has taken notice, sporting one of their bow ties to his 2012 inaugural balls. “That’s probably the pinnacle of my career,” Kirk muses. With thousands of customers around the world, The Bow Tie Club today is a global community of fashion-forward individuals. “There’s a reason why we named it The Bow Tie Club,” Kirk shares. “It was always meant to be a community for people who want to be a little different. And now, with the web, bow tie lovers from anywhere can be a part of that community.”

MARYLAND NUMBERS

\$3.56 billion

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

\$17.1 million

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

23,000

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



“From making informed business decisions to communicating with our clients, we are a digital-first company. It’s what allows us to compete with larger brands.”

FAN BI, CEO

Blank Label

www.blanklabel.com

Blank Label makes custom clothing for men of all body types and sizes. “We believe everyone should feel confident in the clothes they wear,” says CEO Fan Bi. “It’s frustrating to be uncomfortable, so our goal is to provide a personal, custom fit to every client we see.” Launched in 2009 as an e-commerce brand, Blank Label now has six locations around the U.S., with more on the way. Their repertoire has grown from dress shirts to the full professional wardrobe, including suits, chinos, top coats, and more. And the company is determined to become a household name in the world of custom tailoring. “Custom has existed for a long time, but there’s still no category-defining brand for it. We hope to be the ones to build that,” Fan shares.

While their brick-and-mortar business has taken off in recent years, Fan intends to keep the company planted in its digital roots. “Digital brings a lot more accuracy to the way we make decisions,” he says, noting that 85 percent of their overall marketing budget goes to online advertising. From the beginning, AdWords, Google’s advertising program, has played a key role in the business. “AdWords has helped us reach the customer who needs us, who is searching for the exact thing we deliver,” Fan explains. Google Analytics provides crucial conversion data to back up their marketing decisions, and Google My Business helps them make the



BOSTON, MASSACHUSETTS

Blank Label has 26 employees.

most of their online presence, providing an avenue for customer feedback and reviews. The company also uses Gmail and other G Suite tools to keep their internal and external communications efficient. “Google and the whole ecosystem is very much top of mind for us,” Fan adds.

Over the years, Blank Label has served tens of thousands of clients, many of whom become return customers and refer family and friends. With consistent double-digit annual growth, they are working toward dozens of more locations, all while staying close to the communities they’re already a part of. “We are active participants in the local charity scene wherever we have store locations. It’s important to us that we be engaged with our communities,” Fan shares. Throughout the company’s growth, Fan has appreciated the opportunity to build a business that has a meaningful impact on people’s lives. “We have clients who, before coming into our store, have never been able to find comfort in what they wear. Being able to help them really makes it all worth it,” he says.

MASSACHUSETTS NUMBERS

\$12.5 billion

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

\$28.5 million

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

33,000

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

1,300+

Bay Staters are employed full-time by Google. We’re proud to have an office in Cambridge.¹



“The Internet gave us an opportunity, at a low cost, to compete with some of the largest companies out there.”

LINZIE VENEGAS, VICE PRESIDENT

Ideal Shield

www.idealshield.com

When Frank Venegas won a car at a raffle in 1979, he drove it around for only nine days before selling it to finance his first business. Fast forward 38 years, and that business is now one of seven under the family-owned parent company, Ideal Group. “We provide everything from general contracting, to ballistic barriers, to hard-to-find parts that are used in manufacturing facilities throughout the world,” explains Vice President Linzie Venegas. One of their businesses is Ideal Shield, a Detroit-based manufacturer of bollard covers—plastic sleeves that are placed over bollards to protect them from wear and tear. “Ideal Shield was the first company that we started to use Google products for,” shares Linzie. With an average growth rate of 25 percent per year, it is also one of the fastest-growing businesses in the Ideal Group family.

Ideal Shield has been using AdWords, Google’s advertising program, since its inception in 1997. “Not that many people know what a bollard cover is,” says Linzie. “So if somebody is told to go buy one, we know they’re going to go to Google. It’s important that we show up on there when they do.” About 50 percent of Ideal Shield’s sales leads now come through Google Search and ads. The company uses insights from Google Analytics to optimize their AdWords campaigns and improve conversion rates. “For every dollar we spend on AdWords, we get roughly 22 dollars back,” Linzie



DETROIT, MICHIGAN

Ideal Shield has 60 employees.

estimates. And YouTube provides them with a platform for sharing helpful content, such as installation tutorials.

Today, Ideal Shield sells about 25,000 bollard covers a month to customers all around the world. The company operates five plants in Southwest Detroit, where they proudly manufacture their products. They also employ 60 people, most of whom are manufacturing professionals. “We’re committed to making our products here in the U.S.,” says Linzie. To further that commitment, Ideal Shield offers education and training programs for students of all ages. Elementary school students are paired with mentors and introduced to the world of engineering and robotics, while high school and college students are given the opportunity to work as construction interns. “There is a lot of growth going on in Detroit, and we want to do our part to prepare the workforce of tomorrow,” Linzie shares. “After all, the greatest thing about Ideal is our people.”

MICHIGAN NUMBERS

\$3.83 billion

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

\$12 million

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

31,000

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

600+

Michiganders are employed full-time by Google. We’re proud to have offices in Ann Arbor and Detroit.¹



“While we have a good local presence, our national brand is solely because we’re online.”

PAUL MOOTY, CHAIRMAN

Faribault Woolen Mill Co.

www.faribaultmill.com

Faribault Woolen Mill Co. is one of the last vertical mills in the U.S. They dye, spin, and weave their woolen products all under one roof. Founded in 1865, their pride in craftsmanship saw them through two World Wars, the Great Depression, and a mill fire, along with the trials of each passing decade. But after five generations of family ownership, the mill was bought by investors in the early 2000s and closed in 2009. The century-old machines went silent, and the workforce went home—that is until Paul and Chuck Mooty stepped in. Determined to save the mill, the two cousins purchased Faribault in 2011, hired 40 employees, and turned the factory lights back on. “We fell in love with its story,” Paul recalls. “And so we sought out to restore this iconic American business.”

At Faribault, old and new technologies work together to create a thriving business. The mill uses traditional dying and weaving techniques to manufacture premium blankets, throws, and scarves. “These decades-old machines still produce the highest-quality wool goods by far,” explains Paul. And digital tools like AdWords, Google’s advertising program, help to reach customers well beyond state borders. “It allows us to get our products out to customers in New York, California, and Boston, and not just be a local brand,” he adds. The Faribault team also looks to Google Analytics to improve their AdWords campaigns,



FARIBAULT, MINNESOTA

Faribault Woolen Mill Co. has 90 employees.

which currently drive 20 percent of sales. “Because we’re a lean company, we appreciate having a tool like Analytics that lets us measure results, maximize return on investment, and make our ads work for us even better.”

Today, Faribault’s products can be found in stores all across the country. Since their reopening, they have more than doubled their workforce and rehired original employees, some of whom have been weaving for the mill for over 60 years. The impact of Faribault’s revitalization, however, goes well beyond job creation. “It’s restored a lot of excitement in the community,” Paul says. A play recounting the mill’s history was shown in the local theater; a newly built senior center was named after the business; and their storefront has attracted countless visitors, from out-of-state tourists to the Minnesota governor. “We’ve received more love and support than I can even describe. To get a company like this back up and running in a small town—nobody imagined that it could happen,” Paul muses. “But here we are. And it’s our hope to keep it going for another 150 years.”

MINNESOTA NUMBERS

\$5.37 billion

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

\$14.2 million

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

23,000

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



“Google really allows us to reach people we wouldn’t have been able to reach otherwise.”

JUSTIN JOHNSON, OWNER

Wise Guys Technologies

www.wiseguystechnologies.com

It used to be tough to get quality personal electronics repaired in Justin Johnson’s hometown. “There was a need for higher-quality computer and cellphone repair,” he says. With a background in programming, website development, and computer repair, Justin stepped up and opened Wise Guys Technologies in 2013. From laptops to video game consoles, if it’s broken and electronic, Wise Guys Technologies will fix it. “We provide a quality service people need,” Justin says. From a single small desk in a friend’s back office, the company has grown into one of the most trusted electronics repair businesses in the Jackson metro area.

Wise Guys Technologies has always plugged into the power of the Internet. Their website is attractive and easy to navigate. They commit 80 percent of their advertising budget to digital, and most of that goes into AdWords, Google’s advertising program. “It’s given us a lot of growth, and allows us to be shown to more people who wouldn’t normally see us,” Justin says. “When we started using AdWords, we saw our foot traffic basically double.” With AdWords driving 30 percent of sales, Wise Guys Technologies turns to Google Analytics to better understand their web traffic and to identify trends they can capitalize on. “We’re able to see who is interested in our services and tailor our ads to those customers,” Justin says. And to compete with larger companies, the team uses G Suite tools, such as



BRANDON, MISSISSIPPI

Wise Guys Technologies has been experiencing over 30 percent annual growth.

Gmail, Calendar, and Docs, to collaborate from anywhere and quickly respond to customer requests.

Wise Guys Technologies proudly serves thousands of customers every year, and business is growing at a steady rate. They recently moved into a larger flagship retail space in Brandon on the reservoir, plan to open more stores across Mississippi in the next five years, and are expanding their business to include refurbished electronics sales and small business website development. While they are investing in new service areas, there’s no question where Justin’s heart lies: “We love our community. Everyone is very loyal, and that loyalty in turn lets us give back to the community,” he explains. “By supporting a local small business, those funds stay in your area, and that growth happens right here.”

MISSISSIPPI NUMBERS

\$130 million

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

\$1.56 million

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

3,800

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



“Google has helped us grow our e-commerce business, and we’ve only tapped the surface.”

ALICIA REHMERT, PRESIDENT

Lange General Store

www.langegeneralstore.com

After a long career in finance, Alicia Rehmert was ready to retire. “That is, until boredom set in just six months later,” she recalls. While looking around for something fun to do, Alicia realized that her small community in the Ozark Mountains was underserved by the retail industry. “There weren’t a lot of places where you could just interact with people and have a fun experience while shopping,” she explains. “And the big-box stores that were around were all pretty generic; there was nothing unique about them!” In 2014, Alicia opened Lange General Store in historic downtown Steelville. The business is a restoration of a 20th-century general store that was founded by her husband’s great-grandfather, H.C. Lange. Like its predecessor, Lange General Store is “a literal brick-and-mortar building full of classic toys, nostalgic candy, over a hundred flavors of soda pop in bottles, home decor and linens, and a variety of other old-fashioned goods,” describes Alicia.

Lange General Store launched an e-commerce website in 2016 to share its local flavors beyond state borders. Using AdWords, Google’s advertising program, the business now services customers all across the U.S. and Canada. “About 70 percent of our online sales come through AdWords,” says Alicia. With 90 percent of the store’s advertising dollars going to digital, Alicia also uses Google Analytics to optimize their online



STEELVILLE, MISSOURI

Lange General Store serves 30,000 customers annually.

performance. “I have a finance background, so I really pay attention to what the numbers say,” she explains. “And so far, our online investments have been worthwhile.”

Over the past year, Lange General Store has more than doubled their sales and number of customers. “We plan to double again, and then again,” Alicia shares. They ship their products to thousands of customers every year. With each order, they include a handwritten thank-you note, Tootsie Rolls, and Bit-O-Honey candy. “It’s how we share some of that old-fashioned service that we give folks who walk through our physical doors,” explains Alicia. For the Lange General Store team, these daily interactions with customers are “what we’re all about,” she adds. “Meeting people, learning their stories, providing a fun shopping experience, all while taking them a little bit back in time—that’s why we created this store.”

MISSOURI NUMBERS

\$2.33 billion

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

\$9.41 million

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

18,000

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



“I can’t imagine a world that doesn’t have the Internet tools we use.”

STEVE MUELLNER, CEO

Montana Silversmiths

www.montanasilversmiths.com

The most beautiful thing about Montana may be the scenery, but Montana Silversmiths’ jewelry sure gives it a run for its money. Founded in 1973, Montana Silversmiths established itself as the premier supplier of championship belt buckles for Western competitions, such as rodeos and bull riding. The company quickly expanded its product lines to include jewelry and custom awards, the majority of which are designed and manufactured right in Montana. “We started as a little mom-and-pop shop,” CEO Steve Muellner says proudly. “We’re now the largest manufacturer of Western jewelry in America.” From saddle trims to earrings, Montana Silversmiths brings the shine of the West to customers everywhere.

Montana Silversmiths counts on the power of the Internet to share their precious handiwork beyond the Beartooth Mountains. They use AdWords, Google’s advertising program, to reach customers all across North America who are looking to buy Western or silver jewelry. They trust Google Analytics to track which products are performing best and which areas of their e-commerce website could be improved. “If only all parts of my business were as measurable as the things I do with Google,” Steve says, “it would be terrific!” Their Google My Business listings share store locations, hours, and directions with local shoppers, keeping foot traffic coming through their doors. And their digital storefront entices and



COLUMBUS, MONTANA

Montana Silversmiths has 175 employees.

engages visitors with an alluring taste of Western style.

There’s no tarnish on Montana Silversmiths’ future. They operate four brick-and-mortar retail stores, including two in Montana. Their custom-made products are available in over 3,500 stores across North America, and their e-commerce website fulfills 36,500 online orders each year. Born from humble beginnings, Montana Silversmiths now enjoys steady double-digit annual sales growth. But for Steve, the most valuable jewel of all is preserving the glory of his Old West community for the next generation. “We want to continue to celebrate the West for as long as we can,” he says. “I watch the new people join us at Montana Silversmiths and then eventually shift from being the students to the teachers. Those are the moments that make me never want to retire.”

MONTANA NUMBERS

\$113 million

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

\$2.86 million

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

3,400

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



“We’ve been in business for 66 years, and no single tool or advertising channel has enabled us to reach more customers than Google AdWords.”

BETSY GRINDLAY, DIRECTOR OF MARKETING

Speedway Motors

www.speedwaymotors.com



LINCOLN, NEBRASKA

“Speedy” Bill Smith founded Speedway Motors in 1952 using a \$300 loan from his wife, Joyce. Theirs was one of the first speed shops in the Midwest, which they started in a tiny building on 22nd Street. Today, Speedway Motors is under the leadership of the couple’s four sons. They operate out of a 500,000-square-foot facility and manufacture automotive parts for car enthusiasts around the world. Like Speedy Bill—a racer and street rodder himself—the Speedway Motors team is passionate about racing and rodding. “We’ve built the projects that our customers are building. We’ve raced on the tracks that they’re racing on. We are our customers. And it’s that ability to empathize and provide expert service that has made us a recognized leader in these industries,” says Director of E-commerce Aaron Remaklus.

Speedway Motors launched their first website in 2000 when they noticed consumer behavior shifting from catalog-based phone orders to online orders. “More and more of our customers are now online and engaging with us across multiple channels,” says Aaron. The company uses AdWords, Google’s advertising program, to market their products to customers nationwide. “It’s the best tool that we’ve had to demonstrate that we can advertise profitably, drive traffic, and see healthy growth,” he adds. They turn to Google Analytics to ensure that they are spending their digital

Speedway Motors has 300 employees.

advertising dollars as effectively as they can. And with over 500 videos and 25,000 subscribers, their YouTube channel has been “a great tool for capturing who we really are, sharing our passion, and demonstrating to car enthusiasts that we get them—that we’re here to make their dreams come true,” explains Aaron.

Speedway Motors is proud to call Lincoln, Nebraska, home. “A lot of innovative ideas are coming out of the Midwest. We’re excited that a lot of it is happening here, and that we can be part of it,” says Director of Marketing Betsy Grindlay. The company creates numerous jobs for local university graduates, and supports the Museum of American Speed, which Bill and Joyce founded in 1992 to help preserve the history of hot rods. “Being able to employ more people, give back to the things you’re passionate about, and see your community grow is the best part for us,” Betsy adds. As they look to the future, Speedway Motors aims to become the resource automotive enthusiasts turn to for advice, knowledge, and expert help. “Whether this is a new passion that you’ve just discovered, or you’ve been doing this for decades, we want to be your go-to destination,” Aaron shares.

NEBRASKA NUMBERS

\$3.38 billion

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

\$2.26 million

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

6,000

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



“The Internet lets us circumnavigate old ways of marketing and go truly global.”

EDWARD CARROLL, PRESIDENT

Vegas Extreme Skydiving

www.vegasextremeskydiving.com

Many people fall in love with their job, but Edward Carroll literally tumbled head over heels for his. After retiring from the British Army as a paratrooper, Edward moved to Las Vegas in 2003 and founded Vegas Extreme Skydiving to share his passion for thrill-seeking with visitors from all over the world. “People who come to Vegas want to try different things. With skydiving, there is an actual feeling of flying, and it’s very addictive,” he says. “The weather is also perfect for jumping out of airplanes.” Using over 37 years of experience, Edward grew Vegas Extreme Skydiving from modest beginnings to the premier choice for high-flying thrills. “We may not be the biggest, but we’re the best in the business,” he assures.

With so many other attractions vying for visitors’ attention, Vegas Extreme Skydiving uses the power of the Internet to stand out from the competition. Mind-warping videos on YouTube provide thousands of curious viewers with the visceral thrill of skydiving. AdWords, Google’s advertising program, helps keep the business on top of visitors’ minds and web searches. And Google Analytics gives Edward the insights to optimize his online performance and make the most of his time and budget. “I want to be in every magazine and every billboard, but there’s a limit to what you can do. As a small business, you have to focus on the essential things,” he says. “These days, that thing is Google.”



LAS VEGAS, NEVADA

Vegas Extreme Skydiving has 9 employees.

Today the sky’s the limit for Vegas Extreme Skydiving. They have expanded their VIP offerings to include everything from basic lessons with expert instructors to skydiving weddings. They now operate a brand-new Cessna 208 Super Caravan, the most advanced skydiving airplane in the world, and use it to ferry 6,000 jumpers into the wild blue yonder each year. “I always knew that if we were kind, were respectful to customers, and provided a first-class service, then good things would come,” Edward says. Over 50,000 visitors set foot in Edward’s state-of-the-art facility annually, and he uses that positive buzz to give back to his Las Vegas community. “We give away lots of skydives to charity every year,” he shares. “In this town, small businesses look out for each other.” When it comes to making a local impact, sometimes the best perspective is from 15,000 feet up.

NEVADA NUMBERS

\$2.52 billion

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

\$3.86 million

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

16,000

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



“Our website is the face of our business. It’s how people know we’re right for them before they even come into our brick-and-mortar store.”

KENNETH DODGE, CO-FOUNDER & CREATIVE DIRECTOR

Anchor Line

www.anchorline.tv

Adam Flaherty and Kenneth Dodge share a passion for telling a compelling story. In 2011, Adam was working as a freelance videographer in New Hampshire’s Seacoast region. Kenneth was living in Los Angeles pursuing a filmmaking career. When Kenneth relocated to New Hampshire, he reached out to area videographers. “He was trying to gauge if it was even viable to do professional video production in New Hampshire,” Adam recalls. “We hit it off and decided that together we could build something bigger and better for creative video production in the region.” The two launched Anchor Line in 2013, offering video production, animation, 360-degree video, and post-production services. Since then, business has “exceeded our expectations,” Adam says.

Anchor Line is in a highly visual and competitive industry, “so it’s important that we do everything we can to stand out online,” Kenneth explains. The two have been using AdWords, Google’s advertising program, from day one. “Even before Anchor Line, AdWords is what helped me grow my freelance business into a brick-and-mortar shop. When we started this company, it was a no-brainer to me that we would advertise it on Google as well,” shares Adam. Now about 50 percent of Anchor Line’s new clients come through Google. The team also uses YouTube to showcase their work to potential clients, and G Suite tools, such as Gmail, Calendar, and



PORTSMOUTH, NEW HAMPSHIRE

Anchor Line has 5 employees.

Docs, to power their business operations from client communications to project management. And with insights from Google Analytics, “we can better shape how we market ourselves and how we acquire new business,” says Kenneth.

Today, Anchor Line services a growing number of clients, from local organizations to multinational brands. They are also growing business outside of the U.S., all from their home base in the Granite State. “It’s crazy when you realize that we’re a small film community within New Hampshire,” Adam muses. “When people began referring to us as the premier production company in the area, that’s when we knew we had created something really special. Now we just strive to keep growing, improving, and creating video content that inspires.”

NEW HAMPSHIRE NUMBERS

\$627 million

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

\$2.52 million

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

5,900

New Hampshire businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“We regularly ask our clients how they found us. It’s almost always through Google.”

FREDDY CARRERA, FOUNDER & CEO

Novofex

www.novofex.com

After working at a digital marketing agency for three years, Freddy Carrera decided to take the leap and start his own firm in 2013. “I had picked up a lot of experience in design, web development, and marketing,” he explains. “I figured it was a great time and opportunity to start the business.” Novofex’s first “office” was Freddy’s apartment in Paterson, New Jersey. “It started off as a one-man operation, just calling on small businesses,” he recalls. When Novofex began expanding outside the state, Freddy brought on a former colleague, Allister Liberato, to help with the startup. Within six months, the duo had outgrown Freddy’s apartment and moved to a proper office in Jersey City.

Novofex turned to G Suite tools, such as Gmail, Calendar, Docs, and Drive, to manage their growing workload. “As a startup, I don’t see any other business tools out there that are as useful and as user-friendly as Google tools,” Freddy says. “I would definitely recommend other entrepreneurs to jump on Google tools. For everything digital, I find it to be the cornerstone.” The company also earmarks virtually their entire marketing budget to digital because of its flexibility and reach. “What would have been a \$10,000 billboard spend, you can split in many different and more impactful ways on a digital budget,” Freddy says. They use AdWords, Google’s advertising program, to reach potential new customers, and



JERSEY CITY, NEW JERSEY

Novofex has 12 employees.

Google Analytics to measure and optimize their ad campaigns. The digital focus has paid off: Novofex grew nearly 50 percent in their first year and has grown steadily since then, now serving over 400 customers a year.

Novofex is using their success to make a positive impact on their local community, particularly by forging a hiring pipeline with nearby colleges and universities. “We’ve been able to foster really good relationships with the local universities, recruit talent from there, and create opportunities in Jersey City,” Freddy says. Given the nature of their work, Novofex is also helping to grow the businesses that use their digital-marketing services. “We are proud to serve Hudson County,” Freddy shares. “Small businesses are the backbone of North New Jersey, so being able to help them get discovered in a highly populated area, grow, and hire more people is rewarding. It isn’t just Freddy in his apartment anymore. It’s more than that.”

NEW JERSEY NUMBERS

\$6.65 billion

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

\$15.4 million

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

42,000

New Jersey businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“I knew right away that if I wanted to gain business and sales, a website would be super important.”

CHRIS ROMERO, FOUNDER & OWNER

Cutmaster Music

www.cutmastermusic.com

Chris Romero had a varied early career—biologist, teacher, web developer—but pursued a passion for DJing in his free time. In 2006, he started performing in clubs around Albuquerque, and in 2013, with a \$900 investment, decided to pursue his passion full-time. Cutmaster Music has grown from a one-man DJ service to a full-fledged event production company that handles everything from weddings to corporate events—140 events in 2017 alone. “We do super cool lighting, crazy atmosphere and effects, and we’ve got new, award-winning photo booths,” Chris says. “We try to add another level of energy to events by staying on the leading edge of lighting, sound, and production.”

Cutmaster Music has been online since the beginning. About 80 percent of their marketing budget goes to digital. Chris uses AdWords, Google’s advertising program, to reach potential customers searching for DJ services. Google Analytics helps him keep his digital campaigns and website content fresh and effective. “I’ll ask people, ‘How did you hear about us?’” Chris says. “And nine times out of ten, the answer is, ‘Just on the web.’” G Suite tools, including Gmail, Calendar, Docs, and Drive, keep his whole staff in touch and on time. “These tools are such a time-saver for me,” he adds. All of these tools combined help him reach and communicate with people planning events in and around Albuquerque.



ALBUQUERQUE, NEW MEXICO

Cutmaster Music has 15 employees.

Chris and his DJ operation have come a long way since his first part-time gigs, and he now employs 15 people to keep up with demand. The company is growing at an annual rate of 30 percent, and is projected to do even better this year. Within the last five years, Cutmaster Music has become an authority in the event production industry, and Chris finds that “earning respect for what you do among industry peers is super gratifying.” They have also launched a new division, Cutmaster Media, to provide photography, videography, and cinematography services to their customers. “We create moments for people to take with them and remember for the rest of their lives,” Chris says, “and I don’t ever take that for granted.”

NEW MEXICO NUMBERS

\$137 million

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

\$4.48 million

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

4,500

New Mexico businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“Our original online content builds trust and makes the renovation process less scary.”

JEAN BROWNHILL, FOUNDER & CEO

Sweeten

www.sweeten.com

Jean Brownhill had years of experience in residential and commercial architecture. So when she decided to renovate her own townhouse in Brooklyn, she felt well prepared for the job. What she didn't anticipate was how difficult it would be to find a great general contractor. “I thought to myself, ‘This is really crazy,’” she recalls. “There had to be a better way.” Experiencing what she calls “a classic entrepreneurial moment,” Jean asked herself, “How can we bring high-quality construction resources to everyday people?” What began as a blog to educate homeowners eventually evolved into Sweeten (as in “home, sweet home”). “We’re essentially free renovation matchmakers,” explains Jean. Launched in 2011 with Co-founders Preeti Sriratana and Sherataun Nuss, Sweeten’s platform helps homeowners in New York City, Philadelphia, and surrounding counties find excellent contractors for their renovation projects.

As a business in a highly visual industry, Sweeten relies on their blog, social media, and video to catch customers’ eyes. In addition to sharing tips, before-and-after photos, and personal renovation stories, “we use YouTube to show clients that we’re real experts who care deeply about making our homeowners and general contractors happy,” explains Jean. “It helps capture the human element of our business and is a vehicle for building trust.” Sweeten also uses AdWords, Google’s advertising program,



NEW YORK, NEW YORK

Sweeten has 30 employees.

to attract clients looking for general contractors—about 40 percent of their commercial projects come through AdWords. And Google Analytics “is fundamental to understanding how customers find and interact with our website,” she adds. “It gives us the data to optimize our content marketing, resulting in a 60 percent increase in organic sessions in the past year alone.”

With an annual growth rate of over 300 percent, Sweeten is seeing growth on every front, from the size of the projects coming through their platform to the sheer volume of postings. The average project value today tops \$100,000—up from \$1,500 when they started. They currently have about 1,000 general contractors in their network and nearly \$900 million in construction work in the pipeline. In 2017, Sweeten expanded to commercial projects, doing build-outs for restaurants, retail spaces, offices, and more. And in the coming years, they plan to branch out into other cities and states. “We want to make the renovation process less daunting for homeowners and businesses everywhere,” Jean says. “We’re definitely on our way.”

NEW YORK NUMBERS

\$45.5 billion

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

\$93.3 million

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

121,000

New York businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹

6,700+

New Yorkers are employed full-time by Google. We’re proud to have an office in New York City.¹



“With Google’s ability to reach barbecue enthusiasts on the Internet, we’ve been able to grow our business faster than we ever thought possible.”

DAVID PARRISH, PRESIDENT

Adrenaline Barbecue Company

www.abctbarbecue.com

David Parrish was never one to be satisfied with the ordinary. After serving in the U.S. Air Force for nine years, his love of food and camaraderie led him to an obsession with barbecue. “I’m a nerdy guy by nature, so I really dove into it,” he admits. While exploring his newfound passion, David discovered a revolutionary way to make better-tasting barbecue. It is called the Slow ‘N Sear, a grilling accessory he invented to convert an ordinary charcoal grill into a quality smoker. Realizing that there was an entire community of backyard-cooking enthusiasts who were interested in the product, he founded Adrenaline Barbecue Company in 2015 with his wife, Catherine. “So many people want to make their friends and family happy by making good food. We help them do just that,” says Catherine. From their signature Slow ‘N Sear accessory, Adrenaline has expanded to over a dozen products, each designed “to make charcoal grilling and smoking easier, and better than anything you can get in a restaurant,” she adds.

To connect their business to backyards everywhere, Adrenaline Barbecue Company went online “right off the bat,” says David. They use Google Analytics to understand their web traffic and to keep their e-commerce site running smoothly. “Nothing in our business goes very far without Analytics,” Catherine notes. They attract barbecue fanatics from across the country with AdWords, Google’s advertising program. G Suite tools, such as



CONCORD, NORTH CAROLINA

Adrenaline Barbecue Company has shipped to over 30 countries worldwide.

Gmail, Calendar, and Drive, give them the logistical muscle to compete with larger companies. And through their YouTube channel, they share recipes, barbecue how-tos, and product demonstrations with thousands of fans every week. “We’re an online business, and Google products help us reach as many people as possible,” says Catherine.

Things are only heating up for Adrenaline Barbecue Company. They doubled their sales from 2016 to 2017 and now fulfill tens of thousands of orders every year. They also proudly manufacture their entire line of grilling accessories in the U.S., shipping them to over 30 different countries. For David and Catherine, however, Adrenaline’s greatest success goes beyond the numbers. “Our product helps somebody make weekend ribs, a delicious Thanksgiving dinner, or a celebratory graduation dinner for their son or daughter,” shares Catherine. “Knowing that we created something that makes those experiences more attainable is wonderful. That’s what we enjoy the most.”

NORTH CAROLINA NUMBERS

\$3.55 billion

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

\$14.2 million

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

36,000

North Carolina businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹

150+

North Carolinians are employed full-time by Google. We’re proud to have an office in Chapel Hill and a data center in Lenoir.¹



“For us to reach thousands of customers, we have to be online. We would not be in our position without a web presence that puts us out there all the time.”

KIRK ANTON, CO-FOUNDER

Heat Transfer Warehouse

www.heattransferwarehouse.com

Kirk Anton returned to Fargo in 2009 because of his father’s ill health. With the city faring better than many others during the recession, he decided to stay and look around for local business opportunities. Because Kirk had experience in warehouse distribution, his friends suggested that he create a one-stop shop for heat transfer materials used in the garment and textile decorating industries. He took their advice and, together with Co-founder Tricia Huson, launched Heat Transfer Warehouse in 2010. “It was just us, the dog, and a telephone,” Kirk recalls. “We began importing heat-applied films, reducing them to the quantities and sizes people wanted, and calling potential clients.”

Heat Transfer Warehouse has had a website since day one but did not begin marketing online until 2013. AdWords, Google’s advertising program, “was the first platform we went to,” Kirk says. “I remember setting up our first ad campaign and waking up the following morning to a \$700 sale. That was a magical moment for us, because we realized then that we could market our products 24/7.” By April of the following year, Heat Transfer Warehouse stopped taking orders over the phone and went completely digital. About 35 percent of the company’s sales now come through AdWords. “And we get about seven to twelve times the return on investment,” Kirk notes. They have added Google Shopping campaigns to



FARGO, NORTH DAKOTA

Heat Transfer Warehouse has 40 employees.

their advertising mix, optimize their web presence using insights from Google Analytics, and even share helpful content like heat application tutorials on YouTube.

The company today is on a “hyperbolic growth curve,” says Kirk. They have averaged 70 percent growth over the past four years, and have gone from “two people and their dog” to a forty-person team. With locations in Florida, Kentucky, Nevada, and North Dakota, they now service over 85,000 customers across the globe. To fellow entrepreneurs who wish to follow in their footsteps, Kirk recommends “surrounding yourself with people you can learn from and who will support you.” For Kirk and Tricia, that sense of community came from the people of Fargo. “Everyone here wants you to succeed, and they want to hear your story. It’s like a big small town in that sense,” he explains. “So it means a lot that we’re able to grow in Fargo, hire local students, and contribute to the city’s entrepreneurial energy. It’s the best part.”

NORTH DAKOTA NUMBERS

\$144 million

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

\$395,000

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

1,600

North Dakota businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“By helping us reach customers nationwide, Google tools have literally opened up a whole new world. The amount of growth we’ve seen could not have been achieved without them.”

AHMED MADY, CEO

Fab Glass and Mirror

www.fabglassandmirror.com

When Ahmed Mady left his job as a CPA to start a glass company, his friends and family were confused. “I didn’t know anything about glass, so people thought I was crazy,” he shares. The inspiration for the business hit Ahmed after a conversation with a friend. “We were talking about how everything is online these days. Jokingly, I said that the only thing you can’t buy online and ship directly to your home is a big piece of glass,” he recounts. “So I thought, ‘Okay, let’s try that.’” Ahmed launched Fab Glass and Mirror in 2012 to provide residential and commercial consumers with a one-stop shop for all of their glass and mirror needs. The first six orders he shipped to customers arrived broken, “but I didn’t give up,” Ahmed says. “I just kept going, trying to find ways to solve the problem.”

Today, Fab Glass and Mirror services over half a million customers a year across the U.S. and Canada. They use AdWords, Google’s advertising program, to market their wide collection of mirrors, tabletops, coffee tables, and shelves. “AdWords is a huge part of our growth. Without it, we wouldn’t be able to reach all of the lower 48 states,” explains Ahmed, noting that over 20 percent of their sales are driven by Google ads. The company also shares instructional content, like glass and mirror installation videos, on their YouTube channel. And Google Analytics provides them with the digital insights to strategically tackle business challenges. “Being an entrepreneur



COLUMBUS, OHIO

Fab Glass and Mirror has 24 employees.

is an endless journey of solving problems. Google Analytics gives us the data we need to make well-informed decisions,” he says.

With over 80 percent annual growth, Fab Glass and Mirror has come a long way since their first six shipments. What started out as “one guy working day and night out of a small storage space” is now a 24-person team. The company also works with half a dozen glass fabricators throughout the Midwest to manufacture their products. “It’s been nice to grow alongside our fabricators. We are very customer-centric, and through our partnership, they have become very customer-centric as well,” says Ahmed. In striving to become the nation’s top glass supplier, distributor, and producer, he adds, “we would like to help more glass fabricators around the country to go further than they ever expected to go.”

OHIO NUMBERS

\$4.9 billion

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

\$10.5 million

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

35,000

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



“In the face of increased competition, Google really helped level the playing field against companies with much, much deeper pockets.”

BRIAN BARBER, VICE PRESIDENT OF E-COMMERCE

Langston’s Western Wear

www.langstons.com

L.Y. Langston opened his first store in Harrah with two partners in 1913, selling everything from horse feed and milk to jeans and overalls. The business served the farming community for a decade before moving 25 miles west to downtown Oklahoma City. Today, Langston’s Western Wear has a flagship store in Stockyards City and three other metro locations. They sell a mixture of functional and fashion apparel, including jeans, boots, western shirts, and outerwear. L.Y.’s grand-nephew, Brian Barber, returned home from California in 1999 to launch the business’s first website. “Langston’s has such a long history, and I’m just a small part of it,” Brian says. “Our customers come from all walks of life, including a lot of people who live the western lifestyle each and every day.”

Like many small retailers across America, Langston’s Western Wear faces stiff competition from big-box stores. AdWords, Google’s advertising program, “helps level the playing field,” says Brian. “We can still maintain a significant presence within our niche by using digital products like AdWords and Google Shopping to stay relevant,” he adds. Brian also uses insights from Google Analytics to optimize their website, continually improve marketing campaigns, and maintain a competitive edge. “It’s kind of a game of finding our opportunities in nooks and crannies,” he explains. “You take Google Analytics and add in a little intuition, and things start to



OKLAHOMA CITY, OKLAHOMA

Langston’s Western Wear has 50 employees.

become a little clearer. The importance of Analytics can’t be overstated.”

Langston’s Western Wear has served customers through both World Wars, the Great Depression, and numerous financial booms and downturns. The store is “a mature company that has been interacting with and impacting our local community for generations,” describes Brian. Their centennial celebration in 2013 brought home the importance of this legacy. The grandchildren and great-grandchildren of the original patrons shop there today, joined online by newer customers from across the country. “You walk into our store, and you have people who grew up on a ranch or farm, or they compete in rodeo. They give you real-world, real-life experience with these products that you can’t always get from mass-market, large retailers, where it kind of becomes less personal,” Brian says. “My hope is for another 100 years.”

OKLAHOMA NUMBERS

\$532 million

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

\$3.47 million

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

9,200

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

100+

Oklahomans are employed full-time by Google. We’re proud to have a data center in Mayes County.¹



“The Internet enables us to have a much broader inventory than we could ever justify with just a brick-and-mortar store.”

DAN SAYERS, PRESIDENT

The Merri Artist

www.merriartist.com

In 2004, Dan and Merri Sayers were shopping for watercolor paper when they stumbled upon a small art supply store in Bend, Oregon. “Dan looked around and said, ‘You know, we can do this,’” Merri remembers. Back in their hometown of McMinnville a short time later, “we saw a small storefront for rent at a really good spot near an intersection, and we immediately rented it,” she adds. They named the place The Merri Artist. They started out slowly, until eventually Dan joined the business full-time. In 2006, they created their first e-commerce website for the store.

Personal service is vital to The Merri Artist, but so is being online. “Every month we hear of old art supply stores that have been in business a long time, 50 or 100 years, that are closing their doors,” says Dan. “We’ve been able to keep growing our business by taking it online.” The Merri Artist began using AdWords, Google’s advertising program, from the day they launched their website. Dan remembers running their first AdWords campaign and wondering what came next—until the first online order arrived the next morning. About 70 percent of their business now comes from online shoppers, with AdWords and Google Shopping campaigns accounting for over half of their digital sales. Google Analytics helps them keep their e-commerce site effective, and Google My Business gives customers the opportunity to check out their photos and reviews.



MCMINNVILLE, OREGON

The Merri Artist has 7 employees.

The Merri Artist continues to grow steadily, shipping about 9,000 orders annually across the U.S. Online customers often stop by in-person if they’re visiting the Willamette Valley, Oregon’s famous wine-growing region. The shop itself is also a key element of McMinnville’s historic, 1880s downtown. “Small businesses are what make the community more interesting,” says Sally Borg, the store’s vice president. “The small businesses are the ones donating to schools, programs, auctions, and other local causes”—all of which The Merri Artist does. In addition to supporting their community, The Merri Artist strives to provide each of their customers with a great shopping experience. All of their employees are artists themselves, and are always happy to share their knowledge and insights with the people who walk through their doors. “I really appreciate being in a business that actually can have a personal impact on people’s lives,” Sally says.

OREGON NUMBERS

\$2.28 billion

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

\$10.2 million

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

33,000

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

150+

Oregonians are employed full-time by Google. We’re proud to have an office in Portland and a data center in The Dalles.¹



“We focus on the Internet, because that’s how people find us.”

ROBERT MORGAN, CEO

American Hats

www.americanhatsllc.com

For Georgiette Morgan-Thomas, the hat is more than a fashion item. “I grew up seeing it as a symbol of confidence and empowerment,” she says. Georgiette was raised by her grandparents in Mobile, Alabama, in the mid-1900s. Her grandmother, an active force in the civil rights movement, was an avid hat-wearer herself. “She’s the one who got me wearing them at an early age and gave me my sense of confidence,” Georgiette shares. Today, Georgiette owns over a hundred different hats. And in 2015, when the S & S Hat Company in Philadelphia announced its imminent closure, she put off retirement and purchased the factory to share her passion with the world. “I refused to let it close, and I assured my employees that I would fight to keep it alive,” she recalls. Together with her son, Robert Morgan, she founded American Hats shortly thereafter, manufacturing and selling stylish hats for all occasions.

In 2016, American Hats launched their first e-commerce website and began using AdWords, Google’s advertising program, to reinvigorate their business. “People all over find us online now,” says Robert, noting that online sales have grown from 10 percent of their business to nearly half since starting AdWords. Google Analytics equips the company with the insights to “better understand customers, see how they react to new designs, and identify opportunities for growth,” he adds. And G Suite tools, such as Docs and Drive, enable the team to collaborate across their multiple locations. “It doesn’t matter if Robert is in



PHILADELPHIA, PENNSYLVANIA

American Hats has 12 employees.

New York and I’m at the factory. We can use Google tools to get work done,” Georgiette explains. “It’s very, very helpful.”

American Hats has nearly doubled their number of annual customers since going online. “People are just flying through the door now, and we’re even shipping across the country,” exclaims Georgiette. They have expanded their hand-made offerings to include options for men and children, all of which is good news for their workers. “Our employees have been with this factory for 20 to 30 years. They’re the original team that made S & S Hat so outstanding in the first place,” she says proudly. To keep the art of hat-making alive, the company has also started a summer program for students interested in learning the craft. “My hope is to generate more interest and to train people so that they have jobs they enjoy,” Georgiette shares. “Small businesses like ours are what keeps revenue flowing throughout our community. They’re the adhesive that pulls us all together.”

PENNSYLVANIA NUMBERS

\$8.18 billion

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

\$19.5 million

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

60,000

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

550+

Pennsylvanians are employed full-time by Google. We’re proud to have offices in Philadelphia and Pittsburgh.¹



“As a small business, we’re able to access the world by putting ourselves online, knowing who our customer base is, and plugging those insights into our AdWords.”

JEFF CARUSO, OWNER

Crisloid

www.crisloid.com

Jeff Caruso’s great-uncles, Alphonse and Lucky Lodato, started Crisloid in 1948 out of their home in Brooklyn, New York. The two made and distributed high-quality classic games, such as backgammon, checkers, dominoes, and mahjong. Their company relocated to Providence in 1970, and in the years following grew into one of the largest classic-game manufacturers and volume wholesalers in the country. At the turn of the century, however, increased competition from overseas stifled the business. “It was difficult to succeed in the volume wholesale business with our premium, American-made products. We saw a downward path in sales for 10 years,” shares Jeff. Knowing that the company would need to adapt in order to remain competitive, Jeff shifted their business model from wholesale to direct-to-consumer. “I saw the future as being direct-to-consumer sales and started to focus on higher-end, handmade items where there was a good margin—and where we could directly reach the end consumer,” he says.

Crisloid launched their first e-commerce website in 2011. “We weren’t the most savvy online sellers in the first couple of years,” Jeff admits. “But with the right help and tools, it certainly has turned around nicely.” The company uses AdWords, Google’s advertising program, “to find customers that we otherwise would never have found,” he explains. Jeff attributes nearly a



PROVIDENCE, RHODE ISLAND

Crisloid has 12 employees.

quarter of their online sales to AdWords and says that they see a 500 percent return on their ad investments. With 90 percent of their marketing budget going to digital, Crisloid also uses Google Analytics to “understand what we’re doing with our advertising dollars, why we’re doing it, and how it’s impacting our business,” he adds. And G Suite tools, such as Gmail, Docs, and Drive, help keep their internal operations running smoothly.

Crisloid ships their products to over 5,000 customers annually. From their quiet-cork playing surfaces to their hand-crafted and polished checkers, every detail is designed and built in their 25,000-square-foot facility. Jeff is especially heartened by the younger generation of enthusiasts who are putting aside their digital devices to play the classic games. “I see this brand really sinking in across the country,” he says. “It serves a great purpose. It brings families together. These games are not going to get thrown out. They’re multigenerational—they’re passed down, and they all have great stories built into them.” When he thinks about his great-uncles, he adds, “their legacy is near and dear to me, and I’m proud to be able to continue it.”

RHODE ISLAND NUMBERS

\$356 million

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

\$1.23 million

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

3,400

Rhode Island businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“Everything that we do revolves around the Internet and the tools that Google provides. It’s impossible to overstate that.”

ROB LATHAM, FOUNDER & CEO

Quick Candles

www.quickcandles.com

While working for a wholesale candle company, Rob Latham had a spark of inspiration. He saw an opportunity to use the web to get busy brides and other event planners the candles and decor they needed at better prices, more quickly. “I knew I could create a direct relationship with a customer without having a large retailer between us,” explains Rob. In 2007, he launched Quick Candles as an exclusively online retailer carrying 20 to 30 products. To help customers in the harried stages of designing their dream day, he made the then-unconventional move of guaranteeing delivery dates and same-day shipping. Since then, sales have grown consistently every year, and they’ve now sold products to millions of customers from an online catalog of 5,000 different items.

Quick Candles uses AdWords, Google’s advertising program, to reach event planners online. The image-driven ads of Google Shopping campaigns help showcase their products, while Google Analytics lets them track their web performance and find better ways to introduce themselves to D.I.Y. brides. “We’ve consistently upped our usage of Google advertising products every year,” Rob says. “There’s a direct relationship between the advertising investment we make with Google and the sales that we see.” AdWords is now responsible for about 25 percent of the site’s daily traffic. The company also uses YouTube to share a series of fun how-to videos,



PIEDMONT, SOUTH CAROLINA

Quick Candles has 50 employees.

featuring their own products and a local Piedmont event planner. “We want to get across to people that you don’t have to spend a fortune to get an elegant look for an event,” says Rob.

Quick Candles’ business now includes a U.K. site, which caters to customers all across Europe. Consistent growth lights the way forward for the company and their community, but providing jobs in Piedmont isn’t the only way that they’re making a difference. Partnering with several organizations, they give a portion of their annual profits to local and international charities. “That’s something that’s been important to us, and that’s been a part of our culture since our founding,” Rob shares. “We’ve had a unique opportunity to develop a successful business, and that success has enabled us to give back.”

SOUTH CAROLINA NUMBERS

\$2.37 billion

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

\$5.04 million

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

18,000

South Carolina businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹

100+

South Carolinians are employed full-time by Google. We’re proud to have a data center in Berkeley County.¹



“The beauty of the Internet is that, even from the most remote locations, you can still be connected to the whole world.”

RYAN MCFARLAND, FOUNDER & CEO

Strider Sports International, Inc.

www.striderbikes.com

As a motorcycle enthusiast, Ryan McFarland couldn't wait to share his passion for biking with his son. By the time his toddler was two years old, the eager father had already prepared a fleet of little vehicles—everything from four-wheeled scooters to an electric dirt bike with training wheels. “I was super excited to see where all of this was going to go, and had dreams of big adventures with him,” Ryan recalls. “But then I realized that all of this stuff was too tall, heavy, and complex.” Undeterred, he spent a Saturday afternoon modifying a bike in his garage. The result was what is now the Strider, a simpler and smaller bike that “truly fit my son exactly where he was in size and developmental ability,” Ryan describes. “His confidence shot way up, and he wasn't afraid of biking anymore!” As strangers constantly stopped Ryan to ask about his son's bike, the business opportunity became clear. A year later, in 2007, he launched Strider Sports International, building simple bikes for children of all ages.

Strider Sports International is a Rapid City-based company with a worldwide presence. Using a digital-first marketing strategy, they have sold nearly 1.9 million bikes across 75 countries. AdWords, Google's advertising program, helps fuel their growth and drives nearly 30 percent of their online traffic. The team also reviews their Google Analytics daily to optimize ad performance, observe traffic trends, and discover new ways to improve



RAPID CITY, SOUTH DAKOTA

Strider Sports International has 40 employees.

their website. All the while, their YouTube channel taps into the excitement of parents seeing their children ride a bike for the first time. “We have a highly engaged customer base out there. They're so thrilled about what their kids are doing on the Strider that they're making marketing videos for us,” Ryan says. “The Internet really is the prime location to run a business in today's world,” he adds.

With over 4,000 U.S. retailers, 43 international distributors, and an annual growth of 20 percent, Strider Sports International has come a long way since that Saturday afternoon in the garage. They have also started a nonprofit, the Strider Education Foundation, dedicated to helping kindergarteners across the U.S. learn how to ride a pedal bike. “This really has taken on a life of its own, beyond the product,” Ryan muses. “We can't imagine a childhood that doesn't include biking, and that's why we do what we do.”

SOUTH DAKOTA NUMBERS

\$133 million

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

\$1.1 million

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

2,300

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



“Everybody’s using Google, and we know there’s a growth opportunity there.”

JENNIFER EVANS, VICE PRESIDENT OF OPERATIONS

Patricia Nash Designs

www.patricianashdesigns.com

 KNOXVILLE, TENNESSEE

Sometimes a glimpse into the past is the best way to see the future. After years of designing handbags and accessories for other brands, Patricia Nash was looking for a change. She found a 50-year-old handbag in her mother’s closet and, inspired by its quality and workmanship, decided to launch a line of handbags under her own name in 2010. The company produces quality bags, all designed by Patricia, combining old-world craftsmanship with updated details for today’s customer. “We’ve grown exponentially and continue to be a very healthy business because of the quality and the detail in every product,” explains Jennifer Evans, Vice President of Operations.

Patricia Nash Designs sells wholesale to department stores and direct-to-consumer via their website. Google products help them to stay competitive and grow their online business. They use AdWords, Google’s advertising program, to market and sell their products directly to customers across the country. Google Analytics helps them make effective use of their digital advertising budget by measuring conversion rates and providing insights into their website traffic. They also share videos on their own YouTube channel to debut new product lines and to give customers a behind-the-scenes peek into the design and production processes.

Patricia Nash Designs has 35 employees.

Patricia Nash Designs is proud of being a woman-owned business and offers mentoring events to other businesswomen in the community. As Jennifer points out, “Patricia is not only a great designer, she’s also a great businesswoman.” They’re proud of maintaining a personal touch with their customers and community, and of having devoted followers nationwide. “A lot of people ask why Patricia Nash Designs is located in Tennessee while most of our competitors are in New York,” says Marketing Manager Suzanne Koontz. “That’s because our customers are located in Knoxville-sized cities all across the country. That’s our following.” The company has added women’s footwear and men’s accessories to their product line in the past couple of years. Looking ahead, they are planning to add new classifications soon and are focused on steadily increasing their online business.

TENNESSEE NUMBERS

\$2.01 billion

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

\$7.41 million

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

18,000

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



“The web and e-commerce allow us to compete with the giants out there—it helps level the playing field.”

SARAH MILLER, DIRECTOR OF MARKETING

Wholesome Sweeteners

www.wholesomesweet.com

As the nation’s leading importer of organic, Fair Trade-certified, non-GMO sugars, agaves, and honeys, Wholesome Sweeteners is a small company making a big impact. “Doing good is essential to everything we do,” says Director of Marketing Sarah Miller. Founded in 2001, when organic and Fair Trade sugars were unheard of in North America, they started out with three simple products: organic sugar, raw sugar, and molasses. They have branched out into value-added products, including Organic Frostings and their allergy-free candy brand, Surf Sweets. Today, Wholesome is a leader in both the retail and bulk ingredient arenas—you can find Wholesome ingredients in popular organic teas, cereals, sodas, and more. “Wholesome is everywhere,” says Sarah. And wherever they go, they bring a strong set of values. “We don’t compromise on delivering absolutely delicious products and doing it in an ethical way,” she adds.

To share their message with a wider audience, Wholesome Sweeteners leverages the power of the Internet. They use Google tools to broadcast and distribute their unique offerings in more targeted ways. “We just launched a video on YouTube about our pesticide-free Organic Honey, and how we protect our supply chain from hives to shelves. It really helps us tell our story in a succinct way,” Sarah explains. To reach customers directly, half of their marketing budget goes to digital, including AdWords, Google’s



SUGAR LAND, TEXAS

Wholesome Sweeteners has 73 employees.

advertising program. They work with a wide suite of Google products, from DoubleClick, to Tag Manager, to Analytics, all of which help them optimize their online presence and boost e-commerce sales. “Through Google’s multiple tools, you can prove that your advertising efforts drive sales, solving the marketer’s dilemma—this is the Holy Grail,” says Sarah.

Seeing the company’s impact is meaningful for Sarah. Her passion comes from their strong commitment to the environment and the wellbeing of farmers they work with around the world. They pay additional Fair Trade premiums to their farmers to invest in schools, healthcare, and other means for improving their lives. “So many global farmers live in poverty,” Sarah notes. “By paying additional Fair Trade premiums, we can help them rise out of that.” Wholesome Sweeteners’ mission also includes their local community, where they support Hurricane Harvey relief efforts, clean oceans, animal rescue, and families in need. In the future, Sarah hopes to bring even more awareness to the goodness of their products. “We’d love to make our organic products more accessible to all Americans.”

TEXAS NUMBERS

\$15.7 billion

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

\$35.5 million

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

141,000

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

550+

Texans are employed full-time by Google. We’re proud to have offices in Austin and Dallas.¹



“It’s been incredible to witness this e-commerce revolution the way I have over the last 20 years.”

JEFF OGZEWALLA, FOUNDER & CEO

Wine Racks America

www.wineracksamerica.com

Jeff Ogzewalla was a digital marketer who had spent years advertising and reselling products online. “For a one-man show in his basement, I was moving quite a lot of merchandise,” he recalls. “But then I realized that when it came to paying the bills, the margins for reselling products weren’t good enough. I needed to sell something that I could make.” Looking around, Jeff ruled out products made from textile, metal, and glass—“anything that needed giant facilities,” he says—before deciding on wooden wine racks. “I had ordered one earlier that year. It wasn’t complicated, not finished very well, and I remember thinking, ‘I could make a better wine rack,’” he shares. In 2002, Jeff launched Wine Racks America, building and selling wooden wine-cellar components out of his two-car garage.

Wine Racks America has always made high-quality products, but for many years, “our edge was that we were first and foremost digital marketers,” says Jeff. The company was an early adopter of AdWords, Google’s advertising program, which they still use to reach customers across the U.S. and Canada. “It is by far the largest revenue generator we have,” he notes. Google Analytics equips them with the customer insights to continually refine their marketing campaigns and online presence. G Suite tools, such as Docs, Sheets, and Drive, keep their internal operations running smoothly. And aside from the occasional trade show, all of their



SALT LAKE CITY, UTAH

Wine Racks America has 50 employees.

marketing budget goes to digital formats. “Google really has created a magic recipe to connect businesses and customers via their platform,” Jeff adds.

Today, Wine Racks America is a 50-person team operating out of a 29,000-square-foot manufacturing facility. They have grown at a double-digit rate in recent years and, on average, fulfill 1,500 orders per month. The company has also expanded their product line to include complementary products, such as wine-cellar cooling systems. “When I started this business, I was just a digital marketer looking for a product to sell. I didn’t really understand how special wine cellars were to our customers,” Jeff shares. “But now I do. It’s one of those things people want to do. They think about it for years, and plan for it, and save up. Then they find us through this magical thing called the Internet. We never meet the person. We don’t really know each other, but we have this bond.”

UTAH NUMBERS

\$4.13 billion

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

\$4.55 million

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

20,000

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



“We’re committed to crafting digital experiences that parallel the passion and thoughtfulness we put into every one of our products.”

DAVID TYLER, DIRECTOR OF DIGITAL COMMERCE

Darn Tough Vermont

www.darntough.com

The Cabot family has been making premium wool socks in the Green Mountain State for three generations. Until the early 2000s, they manufactured socks for other brands. But as business began to leave the country, the family found themselves at a crossroads. “Times were tough,” says Founder and CEO Ric Cabot. “The mill went from two shifts a week, 401(k)s were cut, and the company was close to insolvency. We had to seriously ask ourselves whether it was still viable to be an American manufacturer of premium socks.” They decided that it was, and in 2004 the family shifted business models and launched their own brand, Darn Tough Vermont. “The world said we didn’t need another sock brand,” Ric recalls. “But we believed in our product so strongly, we chose to unconditionally guarantee our socks for life—a commitment we carry on to this day.”

When the Cabots shifted business models, their digital strategy changed with it. “We now share our story and commitment to quality with consumers around the world,” explains David Tyler, Director of Digital Commerce. Darn Tough Vermont uses AdWords, Google’s advertising program, to reach customers looking for what David describes as “the most comfortable, durable, and best-fitting socks you can own.” They share the mill’s history and values on social media and YouTube. “Video is an



NORTHFIELD, VERMONT

Darn Tough Vermont has 235 employees.

ideal medium for bringing customers closer to our brand, and YouTube is a strategic platform for reaching and engaging the modern consumer,” David adds. And with insights from Google Analytics, they can better understand what resonates with their customers and improve their marketing accordingly.

Today some 1,800 retailers in the U.S. carry Darn Tough socks, and the company’s international distribution is growing in Canada, Europe, and Asia. “We’ve had nearly 30 straight quarters of growth, with double-digit growth in recent years,” says David. All of this is good news for Darn Tough’s home in Northfield. To keep up with demand, the company has expanded to a nearby 47,000-square-foot mill and doubled their workforce over the past three years. “We feel very strongly about reinvesting in this community and creating opportunities for the people here,” Ric explains. And they plan to do so for many years to come. “That willingness to never give up, to never be satisfied, to always go for that next peak—that’s what we’re all about.”

VERMONT NUMBERS

\$1.89 billion

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

\$1.88 million

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

10,000

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



“Google makes it so easy for people to find our business, and that’s huge for growth.”

SUZIE MILLS, FOUNDER & CEO

Honest Soul Yoga

www.honestsoulyoga.com

Suzie Mills bravely served her country in the U.S. Air Force for eight years. While deployed to Afghanistan, she decided she wanted to offer veterans and civilians alike a more holistic way to keep their bodies and spirits in healthy shape. Back home in Northern Virginia, she founded Honest Soul Yoga in 2013 to give yoga newcomers a judgement-free place to explore the practice. “Our focus is on welcoming people. We want to create a community, especially for military families,” Suzie says. With this special mission in mind, she has grown Honest Soul Yoga into one of the most popular yoga studios in the area.

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



ALEXANDRIA, VIRGINIA

Honest Soul Yoga has 30 employees.

them. They know we’re the right fit before they ever step into the studio.” Internally, they use G Suite tools, such as Gmail, Docs, and Drive, to collaborate from anywhere and stay on top of business.

Today, nothing is too great a stretch for Honest Soul Yoga. Seventy percent of customers continue to find them online, and their entire marketing budget is now committed to digital. They have tripled the size of their studio to 3,600 square feet and expanded to include a 500-square-foot retail space. They employ 30 people, over half of whom are veterans and military spouses, and plan to open a second studio in 2018. For Suzie, however, the real victory is being able to create a strong community for the veterans and their families who comprise over half of her clients. “We’ve been offering yoga twice a week at Fort Belvoir for military families for two years,” she says. “We’re proud to give back to the military community in any way.”

VIRGINIA NUMBERS

\$3.96 billion

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

\$22.5 million

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

43,000

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

100+

Virginians are employed full-time by Google. We’re proud to have an office in Reston.¹



“While the sport of running is definitely an in-real-life pursuit, the web connects us directly to our community and customers in a valuable way.”

SALLY BERGESEN, FOUNDER & CEO

Oiselle

www.oiselle.com

After giving birth to her second child, Sally Bergesen was eager to get back into running. Having been a competitive runner since her early 20s, it was natural to get back into the groove of an athlete’s lifestyle. What she couldn’t find, however, were running shorts that weren’t poofy and baggy. “The shorts on the market were poor quality, poor fitting, and the prints and colors were dated,” Sally recalls. “So, with the naive heart of the entrepreneur, I stepped forward with the idea of doing something new and different.” She decided to combine her love for running with her background in brand strategy and design. In 2007, Sally founded Oiselle (French for “female bird”), launching a small apparel collection. “I knew from my own story, and others, that running has the power to change lives. I wanted to create an apparel line that honored that meaning and helped others find the same joy,” she says.

In 2011, Sally launched Oiselle’s e-commerce website. She uses AdWords, Google’s advertising program, and Google My Business to bring customers to the site and their flagship store in Seattle’s University Village. “We find that a lot of the acquisition tools available to us tend to do great on our digital channels,” Sally notes. In addition, “Google Analytics is a great tool for us to understand, in real time, how customers are reacting to the designs we put online,” she says. “That data is incredibly important to



SEATTLE, WASHINGTON

Oiselle has 30 employees.

many decisions related to our customer base: enthusiastic runners around the world.” Oiselle also creates and posts videos to their YouTube channel to share their brand story. And within the company they use G Suite tools, such as Gmail, Docs, and Sheets, to manage their day-to-day operations.

Oiselle now sells a full line of running gear, accessories, and apparel—designed by and for women athletes who exercise outside, in every climate. They also expanded their business to include a team-based model, with women joining Oiselle to race together in a shared uniform, but perhaps more importantly, to simply connect with each other. To give back to their community and help young girls stay involved in sports, the company founded The Bras for Girls Program, donating sports bras to middle school girls in need. Online marketing has helped build the brand beyond Seattle. “We feel pretty fortunate to ride the rise of e-commerce using digital tools and technology,” Sally says. “The web allows us to be connected directly to our community of women athletes in a way that companies 50 years ago couldn’t dream of.”

WASHINGTON NUMBERS

\$13.2 billion

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

\$17.8 million

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

44,000

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

3,400+

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



“When you talk about the effect of the Internet on our organization, you’re talking about stability and a phenomenal increase in resources.”

ALICIA HORTON, EXECUTIVE DIRECTOR

Thrive DC

www.thrivedc.org

Positive change is happening in the nation’s capital, and Thrive DC is at the heart of it. Founded in 1979 as a dinner program for homeless women, the nonprofit today is a comprehensive, professionally staffed organization that serves more than 2,000 men, women, and children every year. Based out of Columbia Heights, they are the neighborhood’s only “one-stop shop” for people experiencing homelessness, unemployment, housing instability, and food insecurity. They provide a variety of services, including meals, showers, laundry, re-entry support, job training, and substance-abuse counseling. In short, “we work to provide stability,” explains Alicia Horton, Executive Director at Thrive DC. “And with our help, clients can take their first steps toward independence and self-sufficiency.”

Thrive DC maximizes impact with digital tools. They use AdWords, Google’s advertising program, to bring visitors to their website, spread the word about their mission, and attract both donors and volunteers. “We really saw our outreach grow dramatically with AdWords,” Alicia says. “We went from 2,000 website visitors a year to over 12,000,” a six-fold increase. “Fast forward to today, and we have more volunteers than we can handle,” she adds. The organization now has sufficient volunteers to organize mail delivery for over a thousand clients without home addresses. They also take advantage of G Suite tools, such as Gmail and Google Calendar,

Thrive DC has 12 full-time employees and 3 part-time employees.

to efficiently manage their volunteer operations. And with insights from Google Analytics, they can optimize their online presence, including their donation pages. “In 2017, our end of the year online giving increased by 61 percent!” Alicia notes.

Thrive DC is determined to prevent and end homelessness in the nation’s capital, and the team shows no signs of slowing down. In-kind donations have doubled year-over-year, allowing the organization to further scale their operations. They currently provide life-changing support to 250 people every day and serve over 150,000 meals each year. “We’re committed to addressing the real challenges of our client community,” Alicia affirms. “At Thrive DC, we provide our clients real hope and a real chance at getting back on their feet.”



WASHINGTON, D.C.

WASHINGTON, D.C. NUMBERS

\$1.87 billion

of economic activity Google helped provide for Washington, D.C. businesses, website publishers, and nonprofits in 2017.¹

\$41.7 million

of free advertising was provided to Washington, D.C. nonprofits through the Google Ad Grants program in 2017.¹

5,300

Washington, D.C. businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“We embraced technology and the web, and amazing growth soon followed.”

TIM HANLON, CO-OWNER

Grogg’s Home Services

www.groggs.com

In 1996, Tim Hanlon and his wife, Carma, took a leap of faith in purchasing Grogg’s Home Services, a heating-and-air-conditioning business founded by her father, Leon Grogg. Operating first out of their home, Tim learned the trade while working a second job, and Carma juggled phone calls and scheduling with raising their children. They dispatched service calls from their kitchen, and on one occasion, the neighbor’s dog stole a pair of their employee’s work boots off the porch. “He had to get to the job, so I gave him \$50 to buy a pair of boots on his way to the customer’s house,” Tim recalls. Their hard work and philosophy of exceeding expectations have made Grogg’s Home Services a success.

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



PARKERSBURG, WEST VIRGINIA

Grogg’s Home Services has 60 employees.

Adam. “And having that online presence to say we now provide these other services has been huge.”

Grogg’s Home Services has long since outgrown the Hanlons’ kitchen, adding a Clarksburg branch to their location in Parkersburg. They service nearly 10,000 customers a year, and have expanded into electrical, plumbing, and other services. Despite their growth, Adam says, “Grogg’s is still very much a family environment.” They offer extensive training—75 to 100 hours a year—to their employees. “We invest in them because we want them to stay here, and to have the tools they need to be successful,” he explains. They also give back to the community by donating to charities and supporting local families in need. “We always try to do the right thing, even if it costs us money to do so,” Tim says, which has earned Grogg’s a reputation for providing reliable, quality service, and for doing right by customers and employees alike.

WEST VIRGINIA NUMBERS

\$196 million

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

\$924,000

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

2,400

West Virginia businesses, website publishers, and nonprofits benefited from using Google’s advertising tools, AdWords and AdSense, in 2017.¹



“Through the web, customers can experience our family traditions and values from anywhere.”

ERIC OLESEN, PRESIDENT

O&H Danish Bakery

www.ohdanishbakery.com

If you've ever been to Racine, chances are good you've had a kringle from O&H Danish Bakery. Founded in 1949 by a Danish immigrant, Christian Olesen, O&H has been in the same family for four generations. Father-son team Eric and Peter Olesen, along with Eric's son-in-law Matt Horton, currently run the business. They serve up hundreds of scratch-made indulgences every day, and their specialty is the traditional Danish kringle, “a pastry unlike any other,” Eric describes. They make eighteen varieties of the sweet delicacy and ship their products to thousands of customers in and outside of Wisconsin. “Whether you're right here in Racine, or you moved away and are missing a taste of home, we're here to help you celebrate the most important moments of your life with a delicious slice of kringle,” says Eric.

O&H Danish Bakery has always used technology to reach more customers, pioneering mail-order delivery for their kringles back in the early 1960s. “That culture of using new technology to grow and meet the demands of our customers has always been embraced by O&H, and continues to this day,” Eric says. They use G Suite tools, including Docs and Drive, to share inventory and order information instantly between their five Wisconsin locations. Their Google My Business listings attract local customers with appetizing photos and glowing customer reviews. And AdWords, Google's advertising program, helps bring in new customers beyond state borders. “Not that many people



RACINE, WISCONSIN

O&H Danish Bakery has 200 employees.

outside of Wisconsin know about kringle, so AdWords is a critical tool for getting our name out there. Now people can find us from anywhere when they search for unique gifts or specialty baked goods,” Matt says.

Even after six decades in business, O&H Danish Bakery continues to enjoy double-digit annual growth. They operate stores in Racine, Sturtevant, and Oak Creek, and deliver their pastries to dozens of countries around the world. “Our kringle has reached all seven continents, even Antarctica,” Peter muses. Amidst their growth, O&H remains committed to the same family traditions on which they were founded. They source their cherries, cream cheese, and cranberries from local dairies and farms, their apples from Michigan, and their blueberries from Maine, all in pursuit of the finest fruits and nuts they can find. They also make everything, including the icing and filling, completely from scratch. “This is the way we've done it ever since we were founded,” says Eric. “It's how we make food in our own kitchen. It's how we do things in our bakeries. It's a way of life for us, and we've never considered doing it another way.”

WISCONSIN NUMBERS

\$3.73 billion

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

\$7.03 million

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

16,000

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



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

ADAM LACKNER, CO-OWNER

BrushBuck Wildlife Tours

www.brushbucktours.com

Ezra Peters, his wife, Amber, and her brother, Adam Lackner, were young military veterans in 2007. The couple served in the U.S. Navy, and Adam was a U.S. Marine who had been deployed to Iraq. As civilians, they wanted to work for themselves, leveraging the focus and discipline they learned during their service. Together, they founded BrushBuck Wildlife Tours, living on a budget so tight they thought twice before ordering fries with their burgers. Their goal was to stand out in the local tourism industry by being prompt, professional, and courteous. The first season they led fewer than 50 wildlife tours with two vehicles. “At first, we thought this might be our first and last season, but we became the number one company in our area within a very short time,” Amber recalls. “We changed the expectations for a tour guide here in Jackson.”

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

BrushBuck Wildlife Tours has 30 employees during peak season.

out reviews and photos. Adventurers considering a tour can also watch dozens of videos on the company’s YouTube channel, which Adam calls “a very powerful tool.” Gmail, Calendar, Drive, and other G Suite tools help everyone stay in touch and on time.

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

JACKSON, WYOMING

WYOMING NUMBERS

\$218 million

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

\$598,000

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

2,100

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

References

1. Google, "Economic Impact," 2017

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2017 is the sum of the economic impact of Google Search, AdWords, AdSense, and Ad Grants. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising: Hal Varian's "Online Ad Auctions" (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink's "Investigating customer click through behavior with integrated sponsored and nonsponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2017 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2017. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, please visit: www.google.com/economicimpact/methodology

Note: We measured the total number of clicks on ads posted by U.S. advertisers in 2017 and observed that when a business puts an ad on Google, on average over 30 percent of clicks on that ad come from outside the country.

2. Google/Deloitte, "Connected Small Businesses," 2017

Front cover: Lange General Store | Steelville, Missouri

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