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Google's Economic Impact  
United States | 2010

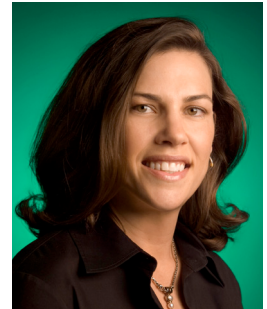
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## Google drives economic growth in all 50 states.

People have come to know Google as a fast and easy way to find the information they want. This is what we set out to do more than 10 years ago, and it's what we continue to work on today.

Many people also know Google as a set of tools they use to make a living. Through our search and advertising programs, businesses find customers, publishers earn money from their content, and non-profits solicit donations and volunteers. These tools are how Google makes money, and they're how over a million of other businesses do, too.



In the pages that follow, we describe Google's economic impact across the U.S. This impact is reflected by the number of advertisers and website publishers in every state, the non-profits we provide with free advertising, and the real-life stories of small businesses that have benefited from using Google.

Like so many American companies, Google began life as a small business that succeeded by putting in long hours and hard work. That's why we want to help as many businesses as we can to grow.

Sincerely,

A handwritten signature in black ink, appearing to read 'Claire Johnson', with a long, sweeping underline.

Claire Hughes Johnson  
Vice President, Global Online Sales

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# Google's Economic Impact

## Where we get the numbers

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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 ad programs, we help many others make a living too. This booklet presents a conservative estimate of Google's economic impact on businesses across the U.S. based on three core parts of our business: Google Search and AdWords, AdSense and Google Grants.

# Google's Economic Impact | Overview

## Google Search and AdWords

www.adwords.com

Google directs many potential customers to businesses for free via our search results. Through a program called AdWords, Google also directs many potential customers to businesses via the sponsored links you see above and to the right of the search results. To use AdWords, businesses create short text ads, and bid in an online auction for the key words they want those ads associated with. So a florist might bid on the phrase "flowers Palo Alto." When someone types those words in to Google, they will see the florist's ad next to the search results.

The screenshot shows a Google search for "flowers palo alto". The results include a map of Palo Alto, CA, with several florists marked. A callout box on the right highlights "Palo Alto Flowers" with the text: "Family owned & operated", "Beautiful flowers freshly delivered", and "www.paloaltoflowers.com".

## Google AdSense

www.adsense.com

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

The screenshot shows a website titled "Jenny's PUPPY NAMES" with a navigation menu including "Home", "Naming Tips", "Dog Articles", and "Puppy Photos". An AdSense ad is displayed, titled "Dog Grooming" and "Dog grooming services at great prices." The ad text includes "Full service grooming, nail clipping, baths" and "SpotOnGrooming.com".

## Google Grants

www.google.com/grants

The Google Grants program offers free advertising to non-profit 501(c)(3) organizations. Grants recipients can spend up to \$10,000 a month on ads that they use to fundraise, educate the public, and more. Since the program began in 2003, Google has supported non-profits worldwide with more than \$700 million in advertising.

# Google's Economic Impact | Overview

## 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 Grants in 2010.

- 1 **Total number of advertisers and website publishers**  
Here we tally the number of advertisers who use Google AdWords and the number of website publishers who use Google AdSense in each state as of 2010.
- 2 **Economic value received by advertisers and website publishers**  
We estimate the total economic value received by advertisers and website publishers in each state by looking at the value of Google Search and AdWords for advertisers together with the value of Google AdSense for website publishers.

### Google Search and AdWords

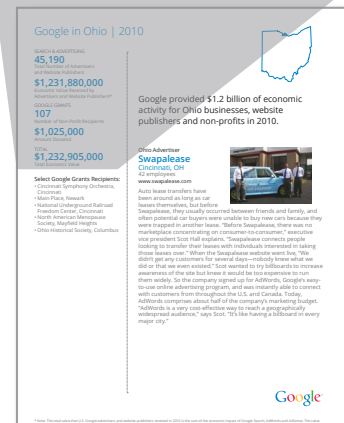
To estimate the economic impact of Google Search and AdWords, we rely on two conservative assumptions. First, that businesses make an average of \$2 in revenue for every \$1 they spend on AdWords – that's \$1 profit. Our Chief Economist, Hal Varian, developed this estimate based on observed cost-per-click 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 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 percent as valuable as ad clicks. This means advertisers receive 8 times the profit that they spend on AdWords, or

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



## Google provided \$64 billion of economic activity for American businesses, website publishers and non-profits in 2010.

Therefore, we conservatively estimate that for every \$1 a business spends on AdWords, they receive an average of \$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 2010 – 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 2010 for placing our ads next to their content.

3

### Number of non-profit recipients

Here we list the number of Google Grants recipients in each state as of 2010.

4

### Amount donated

Here we list the total amount spent by Google Grants recipients in 2010 out of the \$10,000/month awarded to them. This represents the economic impact of Google Grants.

5

### Total economic value

Total economic value for each state is estimated as the economic activity provided for local businesses, website publishers and non-profits by Google Search and AdWords, Google AdSense and Google Grants, respectively, in 2010.

### What's not included

In search and advertising, we've derived a conservative estimate of the impact of our tools on businesses, website publishers and non-profits, but we've left out such estimates as the cost savings for consumers now able to find the information they need more easily than before. We also have not estimated the economic impact our employees provide, or that of other major products like Google Maps and YouTube. So while we're reasonably 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 two cited studies, please visit:  
[www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

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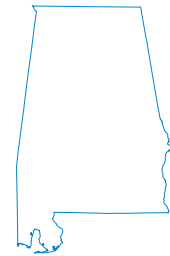
# Google's Economic Impact

by State | 2010

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# Google in Alabama | 2010



## SEARCH & ADVERTISING

**13,760**

Total Number of Advertisers and Website Publishers

**\$138,220,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**17**

Number of Non-Profit Recipients

**\$100,000**

Amount Donated

## TOTAL

**\$138,320,000**

Total Economic Value

### Select Google Grants Recipients:

- Alabama Coastal Foundation, Fairhope
- Alabama Pet Registry, Birmingham
- America's Junior Miss, Mobile
- Greengate School for Dyslexia, Huntsville

Google provided \$138 million of economic activity for Alabama businesses, website publishers and non-profits in 2010.

Alabama Advertiser  
**TicketBiscuit**  
Birmingham, AL  
25 employees  
[www.ticketbiscuit.com](http://www.ticketbiscuit.com)

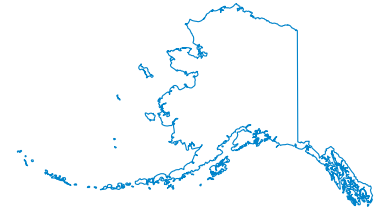


Birmingham-based TicketBiscuit is a primary ticketing provider, working with venues of all sizes across the U.S. to set up and manage their own ticketing systems. "We're like Ticketmaster," says Chief Marketing Officer Eric Housh, "but we pride ourselves on customer satisfaction." Over three years ago, the company, which was named the 2011 Birmingham Tech Business of the Year, turned to AdWords, Google's easy-to-use online advertising program, to more aggressively expand its client list. "We've experimented with print media and tradeshow," Eric reports, "but our efforts with AdWords have yielded by far the highest quantity and quality of new client leads, other than word-of-mouth." From 2009 to 2010, TicketBiscuit added over 200 clients, increased ticket sales by \$10 million and relocated to a new building to house its growing staff. "At its most basic level, AdWords is a completely measurable marketing tactic. I know exactly how much I spend, and I know exactly how many potential clients call into our sales line because of it. What follows that is the ability to make adjustments and tweaks, and see the results almost instantly." Overall, he observes, "AdWords is not that expensive, it's data rich, and there's an undeniable link from it to physical company results. It's indispensable to me."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Alaska | 2010



## SEARCH & ADVERTISING

**3,060**

Total Number of Advertisers  
and Website Publishers

**\$20,030,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**14**

Number of Non-Profit Recipients

**\$96,000**

Amount Donated

## TOTAL

**\$20,126,000**

Total Economic Value

## Select Google Grants Recipients:

- Alaska Conservation Foundation, Anchorage
- National Health Law Program, Bethel
- Operation Homefront Alaska, Wasilla

Google provided \$20 million of economic activity for Alaska businesses, website publishers and non-profits in 2010.

## Alaska Advertiser

**GoodTherapy.org**

Anchorage, AK

21 employees

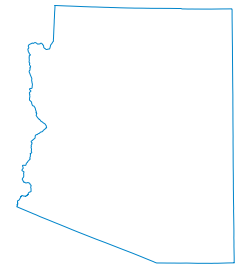
[www.goodtherapy.org](http://www.goodtherapy.org)

An avid Alaska outdoorsman, Noah Rubinstein opened GoodTherapy.org in 2007 to help people find good therapists and educate the public about healthy living. "I knew next to nothing about how to get people to come to our new website," Noah said, recalling the early days of his service. "All I knew is that we had no traffic." To boost the visibility of GoodTherapy.org, Noah turned to AdWords, Google's easy-to-use online advertising program. The results were immediate. "AdWords put us on the map," Noah said. "We're now one of the most popular therapist directories in the world, with hundreds of thousands of visitors every year." Thanks to AdWords, the site's revenue and customer base have grown steadily every month. In the last 12 months alone the site nearly topped two million visitors. This growth, in turn, has enabled the site to more than double its staff and its revenue in the past year. "GoodTherapy.org began as a one-man show," Noah said. "The traffic I get from AdWords has allowed me to bring on a team of full-time employees and subcontractors to help manage and grow the business. And that means I get more time to spend on the tundra."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Arizona | 2010



## SEARCH & ADVERTISING

**39,510**

Total Number of Advertisers  
and Website Publishers

**\$1,431,170,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**83**

Number of Non-Profit Recipients

**\$1,500,000**

Amount Donated

## TOTAL

**\$1,432,670,000**

Total Economic Value

### Select Google Grants Recipients:

- Alliance for Audience/Showup.com, Phoenix
- Humane Society of Southern Arizona, Tucson
- Make-A-Wish Foundation, Phoenix
- National Center for American Indian Enterprise Development, Mesa
- Scottsdale Artists School, Scottsdale

Google provided \$1.4 billion of economic activity for Arizona businesses, website publishers and non-profits in 2010.

Arizona Advertiser  
**eSeats.com**  
Scottsdale, AZ  
4 employees  
[www.eseats.com](http://www.eseats.com)



As a teenager, Bob Bernstein went to a Phoenix Suns game with his father and learned how to buy and sell tickets on the street as a way to earn some extra money. Today, as CEO of eSeats.com, he draws on that experience to run a business selling premium tickets to some of the country's most popular sporting events and concerts. "We cater to customers who are looking for higher-end tickets to events, so it was important for us to reach this specific group," he said. Bob started out with a small budget on AdWords, Google's easy-to-use online advertising program, to make sure it would work for his company – now he dedicates some 80 percent of his marketing budget to AdWords. "Google continues to power the majority of our online marketing efforts," he said. "With the assistance of my Google AdWords team, we've been able to find ways to regionalize our marketing to eliminate the waste."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Arkansas | 2010



## SEARCH & ADVERTISING

**7,940**

Total Number of Advertisers and Website Publishers

**\$247,790,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**11**

Number of Non-Profit Recipients

**\$500,000**

Amount Donated

## TOTAL

**\$248,290,000**

Total Economic Value

## Select Google Grants Recipients:

- Clinton Foundation, Little Rock
- Harding University, Searcy
- Heifer International, Little Rock
- Southern Good Faith Fund, Pine Bluff

Google provided \$248 million of economic activity for Arkansas businesses, website publishers and non-profits in 2010.

## Arkansas Advertiser

### **Brashears Furniture** Berryville, AR

53 employees

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



Founded in 1935, Brashears Furniture has been in business for three generations. Today the company has three retail locations, including a 75,000 square foot showroom and warehouse in Berryville, where it sells a wide variety of home furniture and furnishings. Robert Hodgson, marketing director for Brashears, says the company advertises itself on TV, in newspapers and through the occasional radio spot, but until recently never felt it had a reliable method for finding customers online. "We knew customers were there, but we didn't really have the tools to reach them online," he says. To more directly target people looking for furniture on the Internet, Brashears turned to AdWords, Google's easy-to-use online advertising program, in February of 2009. Robert says it has since tripled both the amount of traffic to the Brashears website and the amount of time customers are spending there. "The time people are spending on our website has gone through the roof because of the qualified leads AdWords is sending to our site," he notes. "It's one of those incredible mediums where you can measure the success as you go." Robert says. "AdWords has been tremendous."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in California | 2010



## SEARCH & ADVERTISING

**287,980**

Total Number of Advertisers  
and Website Publishers

**\$15,225,860,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**1,255**

Number of Non-Profit Recipients

**\$28,000,000**

Amount Donated

## TOTAL

**\$15,253,860,000**

Total Economic Value

### Select Google Grants Recipients:

- Common Sense Media, San Francisco
- Direct Relief International, Santa Barbara
- Gay & Lesbian Alliance Against Defamation, Los Angeles
- Room to Read, San Francisco
- San Diego Asian Film Foundation, San Diego
- Science Buddies, Carmel

### Google Offices In California:

California is home to over 9,000 full-time employees and our headquarters, the Googleplex.

#### Google Headquarters

1600 Amphitheatre Parkway  
Mountain View, CA

#### Google Irvine

19540 Jamboree Road, 2nd Floor  
Irvine, CA

#### Google San Francisco

345 Spear Street, 4th Floor  
San Francisco, CA

#### Google Santa Monica

604 Arizona Avenue  
Santa Monica, CA

#### YouTube Headquarters

901 Cherry Avenue  
San Bruno, CA

Google provided \$15.2 billion of economic activity for California businesses, website publishers and non-profits in 2010.

### California Advertiser

**Happy Hound**  
Oakland, CA

30 employees

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



"Those first few days, it was just me and my two dogs in a huge warehouse," Suzanne Gotter says, recalling her early days in the Bay Area trying to start Happy Hound, her canine boarding and dog daycare business. She spent hours on the Internet analyzing her market and searching for potential customers. Suzanne soon found her way to AdWords, Google's easy-to-use online advertising program. "As the founder of a new local business, I had to wear a lot of hats," she says. "AdWords let me do my marketing all by myself." Today, Happy Hound rarely has vacancies, receiving 60 new clients a month with 70-90 percent being referred from AdWords.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Colorado | 2010

## SEARCH & ADVERTISING

**42,580**

Total Number of Advertisers  
and Website Publishers

**\$1,134,550,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**158**

Number of Non-Profit Recipients

**\$2,400,000**

Amount Donated

## TOTAL

**\$1,136,950,000**

Total Economic Value

## Select Google Grants Recipients:

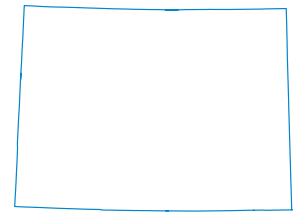
- American Indian College Fund, Denver
- American Solar Energy Society, Boulder
- International Mountain Bicycling Association, Boulder
- Vascular Disease Foundation, Lakewood
- Women's Bean Project, Denver

## Google's Office In Colorado:

Over 100 full-time employees in Colorado focus on engineering, sales and support for Google Apps, and engineering for geographic systems and Google Chrome, our web browser.

### Google Boulder

2590 Pearl Street, Suite 100  
Boulder, CO



Google provided \$1.1 billion of economic activity for Colorado businesses, website publishers and non-profits in 2010.

## Colorado Advertiser

**LGM**

Minturn, CO

5 employees

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

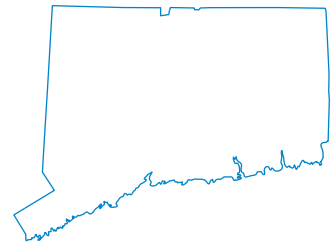


Charles Overy left his job at a large aerospace company in 1992 to found LGM, which provides 3-D printing software and modeling solutions for architects, developers and designers. Before using AdWords, Google's easy-to-use online advertising program, Charles says the company was generally unsuccessful in reaching customers outside of its local Colorado market. "We grew initially by word of mouth alone, and we knew that our website was not performing as it should," he recalls. "AdWords allows us to instantly tune our advertising based on market trends and our budget. It also allows us to reach a global marketplace with specific products that we know are competitive in other countries." For example, with the help of AdWords, LGM is now exporting products that are built in the mountains of Colorado to Europe and Mexico. "AdWords has been critical in helping the company move forward during economic challenges," says Charles.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Connecticut | 2010



## SEARCH & ADVERTISING

**20,610**

Total Number of Advertisers  
and Website Publishers

**\$884,540,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**90**

Number of Non-Profit Recipients

**\$1,600,000**

Amount Donated

## TOTAL

**\$886,140,000**

Total Economic Value

## Select Google Grants Recipients:

- Aid to Artisans, Hartford
- Save the Children, Westport
- Unite For Sight, Newtown
- United Way of Connecticut, Rocky Hill

Google provided \$886 million of economic activity for Connecticut businesses, website publishers and non-profits in 2010.

Connecticut Advertiser  
**Eve's Addiction**  
Deep River, CT  
22 employees  
[www.evesaddiction.com](http://www.evesaddiction.com)



In 2003, Ray Galeotti was looking for inspiration for a new Internet business and found it through his 12-year-old daughter. "She's a great fan of bling," says Ray, "so I researched the silver jewelry market and saw enormous opportunity." From the day he launched Eve's Addiction in April of 2004, he's used AdWords, Google's easy-to-use online advertising program, to drive traffic to his silver jewelry website. "Eve's Addiction was really started based on AdWords," he says. "We knew we didn't have to wait two years to start getting traffic. And sure enough, we were filling orders within 24 hours of going live." Today, Ray is growing his business using a variety of tools including the Google Display Network and re-marketing but a large portion of his business still comes through Google AdWords. "Our sales went up 400 percent from 2004 to 2005," Ray says. "Then they jumped 50 percent from 2006 to 2007. We're pretty thrilled with these numbers. It's all mostly thanks to Google AdWords, which is still our most effective and least costly channel of distribution by far." Despite a challenging economy and a declining retail sales, Eve's Addiction is still growing by double digit numbers year over year.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Delaware | 2010



## SEARCH & ADVERTISING

**4,740**

Total Number of Advertisers  
and Website Publishers

**\$261,150,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**8**

Number of Non-Profit Recipients

**\$350,000**

Amount Donated

## TOTAL

**\$261,500,000**

Total Economic Value

## Select Google Grants Recipients:

- Clean Energy Research & Education Institute, Dover
- Nemours Center For Children's Health Media, Wilmington
- Partnership for the Delaware Estuary, Wilmington

Google provided \$261 million of economic activity for Delaware businesses, website publishers and non-profits in 2010.

## Delaware Advertiser

**DecalGirl**

Lewes, DE

30 employees

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



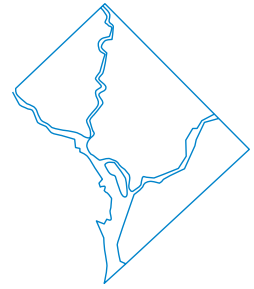
Ryan Peters and his wife Amanda started DecalGirl in 2003 in a single room in their basement, and today they employ 30 people and recently moved into new office space spanning 19,000 square feet. The company creates and manufactures stylish, full-color decals for Xboxes, iPods, cellphones and many other popular gadgets. An Internet company from the start, Ryan used AdWords, Google's easy-to-use online advertising program, to get the word out about DecalGirl and start generating sales. Today, Ryan says AdWords is the largest part of the company's advertising budget, and they even use it to attract customers overseas. "It's so easy to track what kind of response you're getting," says Ryan. He credits AdWords with helping DecalGirl weather the recession in 2009 through effective cost management. "When you look at it, the economy was in tatters, and we gave everyone Christmas bonuses and raises. I really think AdWords was critical."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)



# Google in the District of Columbia | 2010



## SEARCH & ADVERTISING

**5,850**

Total Number of Advertisers and Website Publishers

**\$225,400,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**360**

Number of Non-Profit Recipients

**\$19,100,000**

Amount Donated

## TOTAL

**\$244,500,000**

Total Economic Value

## Select Google Grants Recipients:

- American Red Cross
- Grameen Foundation
- National Alliance for Hispanic Health
- Paralyzed Veterans of America
- U.S. Holocaust Memorial Museum
- World Wildlife Fund

## Google's Office in the District of Columbia:

Over 40 full-time employees in the District of Columbia focus on public policy, advertising and enterprise sales, marketing and public sector engineering.

## Google DC

1101 New York Avenue NW, Second Floor  
Washington, DC

Google provided \$244 million of economic activity for District of Columbia businesses, website publishers and non-profits in 2010.

## District of Columbia Advertiser **Georgetown Frame Shoppe** Washington, DC

4 employees

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



Peter Bortz is the owner of Georgetown Frame Shoppe, a modern and contemporary art gallery and custom frame shop he founded in 1989. With a college degree in economics, Peter decided to combine his business skills with his love of art. "I was 23 years old, and I was always an entrepreneur at heart," he recalls. "We rented a little basement shop in '89 and that was our start." Since then, the company has moved into a larger gallery space at the center of Georgetown in Washington, DC and started a website in 2000. For a while, Peter didn't do much advertising. "I was a non-believer in advertising, and didn't do much for many years - I didn't need to because our business grew by word of mouth." Despite his misgivings about advertising, in 2004 he tried AdWords, Google's easy-to-use online advertising program, to help advertise his gallery's works locally as well as internationally, and drive more customers to his website. "When I started advertising on Google, sales really grew quickly," he recalls. Today, the company spends over 60 percent of its advertising budget on Google, and credits AdWords with helping to double the shop's sales over the past five years. "Thumbs up," Peter says. "It's helped our business immensely."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Florida | 2010



## SEARCH & ADVERTISING

**132,210**

Total Number of Advertisers  
and Website Publishers

**\$3,595,430,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**188**

Number of Non-Profit Recipients

**\$2,700,000**

Amount Donated

## TOTAL

**\$3,598,130,000**

Total Economic Value

### Select Google Grants Recipients:

- Big Cat Rescue, Tampa
- Birth Defect Research for Children, Celebration
- Food for the Poor, Coconut Creek
- National Alliance For Youth Sports, West Palm Beach

Google provided \$3.6 billion of economic activity for Florida businesses, website publishers and non-profits in 2010.

### Florida Advertiser

**BR-111**

Medley, FL

28 employees

[www.br111.com](http://www.br111.com)



At age 19, Ricardo Moraes co-founded BR-111 with a mission to introduce exotic new woods to the domestic hardwood flooring market.

"When we started 20 years ago, exotics just weren't available over here," says Ricardo, now president of the company. "Not only did we educate the market, we helped create it." In 2006, the company signed up with AdWords, Google's easy-to-use online advertising program, to better engage the Internet as a marketing channel. "We saw results immediately," says Ricardo. "Our company was able to very quickly attract a significant number of new customers that greatly boosted our revenue." To BR-111, one of the best features of AdWords is the ability to quickly and directly measure the performance of their ads and make adjustments accordingly. As he notes, "Google AdWords continues to play an integral role in our company's success and expansion."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Georgia | 2010



## SEARCH & ADVERTISING

**56,700**

Total Number of Advertisers  
and Website Publishers

**\$1,358,890,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**125**

Number of Non-Profit Recipients

**\$2,000,000**

Amount Donated

## TOTAL

**\$1,360,890,000**

Total Economic Value

## Select Google Grants Recipients:

- Boys & Girls Clubs of America, Atlanta
- Carter Center, Atlanta
- Coaches Curing Kids' Cancer, Marietta
- Habitat for Humanity, Americus

## Google's Office in Georgia:

Over 50 full-time employees in Georgia focus on engineering for Google advertising products and sales for travel, financial services and the Southeast.

## Google Atlanta

Millennium at Midtown  
10 10th Street NE, Suite 600  
Atlanta, GA

Google provided \$1.3 billion of economic activity for Georgia businesses, website publishers and non-profits in 2010.

## Georgia Advertiser

**CouponMom.com**  
Marietta, GA

14 employees

<http://www.couponmom.com/>

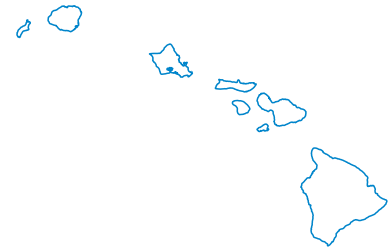
CouponMom.com, was established in 2001, by Stephanie Nelson, who wanted to make it easier and more affordable for people to buy food to give to charity. "I started to teach people how to use coupons to donate to charity," said Stephanie. "It felt good."

What started as a small project grew rapidly into a surprisingly successful business and even a nationwide trend. For the first three years of business the company didn't make a dime, and Stephanie didn't intend to. It wasn't until a friend convinced her to try Google AdSense in 2004 that the business took off. "When that first check came in, I was shocked," recalls Stephanie. Since 2004, her site traffic has increased from one million during that entire year to over 5 million during just the month of June 2011. Now AdSense makes up 75% of CouponMom.com's overall revenue, and she has been able to hire five full-time employees and nine part-time employees, and is currently looking to hire four to five additional part-time people in 2011. "It's amazing. I don't have to hire a sales force, or worry about sponsors and investors. I just use Google Ads."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Hawaii | 2010



## SEARCH & ADVERTISING

**7,660**

Total Number of Advertisers  
and Website Publishers

**\$65,970,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**20**

Number of Non-Profit Recipients

**\$360,000**

Amount Donated

## TOTAL

**\$66,330,000**

Total Economic Value

## Select Google Grants Recipients:

- Earthtrust, Kailua
- Honolulu Academy of Arts, Honolulu
- National Tropical Botanical Garden, Kalaheo
- Save Our Seas (SOS), Hanalei

Google provided \$66 million of economic activity for Hawaii businesses, website publishers and non-profits in 2010.

Hawaii Advertiser  
**Hawaiian Airlines**  
Honolulu, Oahu, HI

4,020 employees  
[www.hawaiianair.com](http://www.hawaiianair.com)



Is it really that hard to convince people to visit Hawaii? At first glance, Hawaiian Airlines' core service would seem to sell itself. "Actually, it's a complex market and not quite as easy as you might imagine," observes Reid Ichiki, senior manager of Internet marketing at Hawaiian Airlines. "It's very competitive, and we have to counter the perception that getting to Hawaii is a lengthy – and expensive – flight." Reid considers AdWords, Google's easy-to-use online advertising program, a mainstay of Hawaiian Airlines' online strategy and uses it to place ads not only on Google sites, but on the thousands of quality websites that are part of Google's network. In fact, in a recent year, Reid was able to use Google's AdWords network to increase ticket orders and revenues by 3 percent, even while the rest of the industry was contracting. "That summer was a challenging time," Reid recalls. "Record-high fuel prices impacted the economy, changing the vacation mindset. We were trying to do more with less, while keeping ROI as high as possible. But, even in that tough climate, based on our results with AdWords, we never considered pulling back our online advertising." Today, Hawaiian Airlines, which has 4,020 employees, spends more than 15 percent of its total advertising budget with Google.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Idaho | 2010



## SEARCH & ADVERTISING

**8,550**

Total Number of Advertisers and Website Publishers

**\$85,580,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**9**

Number of Non-Profit Recipients

**\$175,000**

Amount Donated

## TOTAL

**\$85,755,000**

Total Economic Value

## Select Google Grants Recipients:

- Advocates for the West, Boise
- Discovery Center of Idaho, Boise
- Idaho Rivers United, Boise
- Western Watersheds Project, Boise

Google provided \$85 million of economic activity for Idaho businesses, website publishers and non-profits in 2010.

## Idaho Advertiser

**KNG**

Nampa, ID

50 employees

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



Founded in 1965 in California and purchased by Bob McDonagh in 1992, KNG has been in business for over 45 years. What began

as a small printing shop that focused on restaurant menus has evolved to offer restaurant owners just about all they need for their business, minus the food. Today, KNG operates out of Nampa, ID with 50 employees where they sell everything from aprons and chef uniforms to leather menu covers and service trays. For many years, KNG focused on selling merchandise through catalogs. In 2000, the company launched their website ([www.kng.com](http://www.kng.com)) and began selling all merchandise on their website. Interested in increasing revenue, Bob started using Google AdWords in 2002 and never looked back. "AdWords totally changed the game," says Ryan Gordon, Content Specialist for KNG. Since they began using AdWords, KNG's internet sales growth has easily outpaced the rest of their marketing efforts. "AdWords got us ahead of the curve. It brought new people to the site and increased our sales," says Ryan. Today, AdWords remains a large part of the company's advertising strategy and they look forward to the business it will continue to provide in years to come.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Illinois | 2010



## SEARCH & ADVERTISING

**64,700**

Total Number of Advertisers  
and Website Publishers

**\$4,174,510,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**236**

Number of Non-Profit Recipients

**\$4,155,000**

Amount Donated

## TOTAL

**\$4,178,665,000**

Total Economic Value

### Select Google Grants Recipients:

- American Library Association, Chicago
- Frank Lloyd Wright Preservation Trust, Oak Park
- Rotary International, Evanston
- U.S. Hispanic Leadership Institute, Chicago
- Wilderness Classroom Organization, Western Springs

### Google's Office in Illinois:

Over 300 full-time employees in Illinois focus on advertising sales, and engineering related to developer relations, open source and the "Data Liberation Front," which builds tools to help users export their data from Google.

### Google Chicago

20 West Kinzie Street  
Chicago, IL

Google provided \$4.1 billion of economic activity for Illinois businesses, website publishers and non-profits in 2010.

### Illinois Advertiser

**TSS-Radio**

15 employees  
[www.tss-radio.com](http://www.tss-radio.com)

Founded in 2004, TSS-Radio sells a wide variety of satellite radio parts and accessories from its headquarters in Chicago. "My business partner Taylor Mitchell and I were early adopters of satellite radio," says co-founder Sean Harper, recalling the time when "Taylor's radio antennae broke, and we couldn't find a replacement anywhere." The two saw a business opportunity in the incident, and in the growth of satellite radio, and started selling parts from their warehouse, which at the beginning was Taylor's studio apartment. Born as a web business, the company turned to AdWords, Google's easy-to-use online advertising program, to attract customers looking for replacement parts. Over the past few years the company has expanded from 2 to 15 employees, with over 300,000 customers, and in 2009 the company made it to the Inc. 500 list. "AdWords has been key to growing our business," Taylor says. He loves the fact that spending on AdWords can be easily tracked, and says the company generates \$9 in sales through AdWords for every \$1 spent. "AdWords is our largest marketing expense and we get a very, very good ROI on it," he notes. "We never would have made it here without AdWords."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Indiana | 2010



## SEARCH & ADVERTISING

**22,350**

Total Number of Advertisers  
and Website Publishers

**\$407,370,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**46**

Number of Non-Profit Recipients

**\$260,000**

Amount Donated

## TOTAL

**\$407,630,000**

Total Economic Value

## Select Google Grants Recipients:

- Hearts In Motion, Highland
- Peace Learning Center, Indianapolis
- Stepping Stones for Veterans, Anderson

Google provided \$407 million of economic activity for Indiana businesses, website publishers and non-profits in 2010.

## Indiana Advertiser

**Better World Books**

Mishawaka, IN

400 employees

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

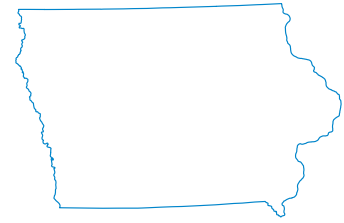


Better World Books collects and sells new and used books online, with each sale generating funds for literacy initiatives around the world. Founded in 2003 by three friends from the University of Notre Dame, Better World Books has converted more than 55 million donated books into \$9.6 million in funding for literacy and education, and in the process saving many of those books from ending up in landfills. When Better World Books wanted to expand its presence online and drive more traffic to its website, the company turned to AdWords, Google's easy-to-use online advertising program. Says performance marketing specialist Eddie Porrello, "AdWords is our biggest marketing effort, and we've used it to acquire a large number of customers who would have never heard of us." Eddie notes that for every \$1 the company spends on AdWords it receives about \$4 in revenue, and that they've used AdWords to expand their offerings worldwide. What Eddie likes best about AdWords is its measurability. "As far as the business we're in, it's very important to track lifetime value and track customer value from different sources, and AdWords has been a steady stream of traffic that's very measurable and very consistent. It's just really easy to use."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Iowa | 2010



## SEARCH & ADVERTISING

**9,790**

Total Number of Advertisers and Website Publishers

**\$129,980,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**23**

Number of Non-Profit Recipients

**\$170,000**

Amount Donated

## TOTAL

**\$130,150,000**

Total Economic Value

### Select Google Grants Recipients:

- Gems of Hope, Cedar Rapids
- Nishna Productions, Shenandoah
- Paws of Life Foundation, Ames
- U.S. Center for Citizen Diplomacy, Des Moines

### Google's Office in Iowa:

Data center running Google services such as the Google search engine, Gmail and Google Maps.

### Google Council Bluffs

1430 Veterans Memorial Hwy, Suite 2 Council Bluffs, IA

Google provided \$130 million of economic activity for Iowa businesses, website publishers and non-profits in 2010.

### Iowa Advertiser

**Mobile Demand**

Hiawatha, IA

18 employees

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



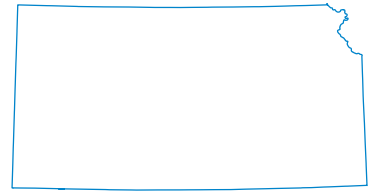
Not all business can be done in the safety of an air-conditioned office, so Matt Miller's company, MobileDemand, makes tablet PCs designed to handle the business world's more unforgiving working conditions. Matt describes his company's products as "tablet computers that can take an unbelievable amount of abuse – surviving falls, extreme temperatures, and, yes, beer spills." In its early stages, MobileDemand focused on selling devices to the brewing industry, but turned to AdWords, Google's easy-to-use online advertising program, when Matt decided to expand. Today, MobileDemand tablets are used by mobile workers in industries ranging from food distribution and agriculture to retail and manufacturing to government and the military. The company receives 85 percent of its new business leads through AdWords, and in the past couple of years, MobileDemand secured at least a dozen contracts through Google.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)



# Google in Kansas | 2010



## SEARCH & ADVERTISING

**11,850**

Total Number of Advertisers  
and Website Publishers

**\$352,800,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**29**

Number of Non-Profit Recipients

**\$640,000**

Amount Donated

## TOTAL

**\$353,440,000**

Total Economic Value

## Select Google Grants Recipients:

- American Foundation for Children with AIDS, Lawrence
- Heartspring, Wichita
- Kids And Cars, Leawood
- Trees for Life, Wichita

Google provided \$353 million of economic activity for Kansas businesses, website publishers and non-profits in 2010.

## Kansas Advertiser **Mission Repair** Olathe, KS

20 employees

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

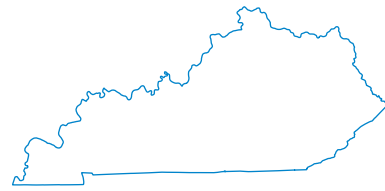


"It was just Kyle and me in a small office space, getting our hands dirty repairing laptops, trying to get our fledgling business off the ground," Ryan Arter recalls, remembering the early days of his electronics repair company, Mission Repair. Ryan and his partner, Kyle Baccus, soon expanded their business, offering repair services for popular devices like iPods and iPhones. While they did so, they also turned to AdWords, Google's easy-to-use online advertising program, to help them reach people across the country in need of these services. They saw positive results immediately, and can now attribute 45 percent of their inbound traffic to the program. "Our business is going strong and has become a very big competitor in the market, due in no small part to AdWords," says Ryan. "Adwords is the way to go to get a relatively 'unknown' site on the map, a fantastic option for new businesses!"



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Kentucky | 2010



## SEARCH & ADVERTISING

**12,600**

Total Number of Advertisers and Website Publishers

**\$209,480,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**28**

Number of Non-Profit Recipients

**\$250,000**

Amount Donated

## TOTAL

**\$209,730,000**

Total Economic Value

### Select Google Grants Recipients:

- Adopt!, Lexington
- Disabled American Veterans, Cold Spring
- Nursing Home Ombudsman Agency, Lexington
- Thomas Edison House, Louisville

Google provided \$209 million of economic activity for Kentucky businesses, website publishers and non-profits in 2010.

Kentucky Publisher  
**AutomotiveForums.com**  
Georgetown, KY  
[www.automotiveforums.com](http://www.automotiveforums.com)

In the year 2000, when he was just 14, Igor Sushko founded AutomotiveForums.com because of his enthusiasm for cars and desire to spread knowledge to others. Today, the site receives about 1.5 million unique visitors each month on more than 1,500 forums, where car buffs discuss virtually every car make and model with more than 150 expert moderators and thousands of other enthusiasts. To earn revenue from the resource he created, Igor began to explore running advertisements on his site, but he wanted to make sure they wouldn't turn off his audience. In 2003, he signed up for Google AdSense, which helps website publishers make money by placing relevant ads on their sites, and Google immediately began filling his ad space without any effort on his part. He was impressed with the revenues that came streaming in, but even more important for Igor, his users kept coming back to the site. "AdSense is a win-win for all entities," he says. "It adds value to my website, and not just from a revenue standpoint. The ads are useful to our users."



Photo: Richard Prince



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Louisiana | 2010



## SEARCH & ADVERTISING

**11,140**

Total Number of Advertisers  
and Website Publishers

**\$102,460,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**18**

Number of Non-Profit Recipients

**\$65,000**

Amount Donated

## TOTAL

**\$102,525,000**

Total Economic Value

## Select Google Grants Recipients:

- Alzheimer's Services of The Crescent City, Marrero
- Idea Village, New Orleans
- Louisiana Public Health Institute, New Orleans
- Rebuilding Together, New Orleans

Google provided \$102 million of economic activity for Louisiana businesses, website publishers and non-profits in 2010.

Louisiana Advertiser

**ShoppersChoice.com**

Baton Rouge, LA

50 employees

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

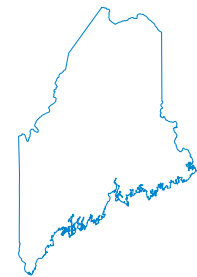


ShoppersChoice.com, an online store for outdoor equipment for entertaining, indoor appliances and sporting goods, was originally opened in 1998 by owners Michael and Ladina Hackley as a small chain of brick-and-mortar stores in Baton Rouge called The Grill Store & More. In 2000, the company hired Corey Tisdale to take them online, and in 2004, the trio officially launched ShoppersChoice.com, offering over two million products ranging from high-end grills to kitchen appliances to baby blankets. Though the brick-and-mortar stores are now gone, the company's online presence is thriving. In 2004, when they wanted to increase traffic to their new online store and stimulate sales, ShoppersChoice.com turned to AdWords, Google's easy-to-use online advertising program. By 2005, Internet Retailer magazine ranked ShoppersChoice.com as the seventh fastest-growing e-commerce site in the U.S., a feat that marketing director Jason Stutes credits in part to AdWords. He is particularly impressed by AdWords' detailed reporting, which he says helps the company learn how to run more effective advertising campaigns. "You know, we're still a small company, but we like to run with the big dogs," Jason explains. "Google helps us to be better prepared and do it smarter."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Maine | 2010



## SEARCH & ADVERTISING

**6,640**

Total Number of Advertisers  
and Website Publishers

**\$140,140,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**32**

Number of Non-Profit Recipients

**\$270,000**

Amount Donated

## TOTAL

**\$140,410,000**

Total Economic Value

## Select Google Grants Recipients:

- Coalition Against Trafficking in Women, North Amherst
- Fulbright Academy of Science & Technology, Cape Elizabeth
- Kitchen Gardeners International, Scarborough
- Sustainable Harvest International, Surry

Google provided \$140 million of economic activity for Maine businesses, website publishers and non-profits in 2010.

## Maine Advertiser

**Crescent Harbor**  
Kennebunk, ME

6 employees

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



Photo: Riley Photographic

Crescent Harbor is the new online presence of The Lighthouse, a 36-year-old business that Tim and Beth Fossett took over from Beth's parents in 2006. The company specializes in lighting fixtures and today makes a majority of its sales online. Shortly after Beth and Tim began taking orders online in early 2008, they started using AdWords, Google's easy-to-use online advertising program, to get the word out about Crescent Harbor and gain new customers. Beth and Tim say they appreciate how easy it is to measure their results. "We spend close to 70 percent of our advertising budget on AdWords, and we manage it ourselves," says Beth. "It's easy to track and see where our money is going." For the couple, the best thing about AdWords is that it has enabled them to run a national business and still live in the small town they call home. "Selling to a national audience through AdWords has increased our business and required us to hire new staff," Beth says, noting that the company has recently added the websites [www.DoorbellDirect.com](http://www.DoorbellDirect.com) and [www.TowelWarmerOutlet.com](http://www.TowelWarmerOutlet.com) and grown to six employees. Says Tim, "AdWords opens a world of opportunity. We can live in an ideal coastal town, make a good living, and grow our business beyond the borders of Maine."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Maryland | 2010



## SEARCH & ADVERTISING

**33,210**

Total Number of Advertisers  
and Website Publishers

**\$833,510,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**138**

Number of Non-Profit Recipients

**\$4,500,000**

Amount Donated

## TOTAL

**\$838,010,000**

Total Economic Value

## Select Google Grants Recipients:

- Carbonfund.org, Silver Spring
- Catholic Relief Services, Baltimore
- Cystic Fibrosis Foundation, Bethesda
- Goodwill Industries International, Rockville
- NAACP, Baltimore

Google provided \$838 million of economic activity for Maryland businesses, website publishers and non-profits in 2010.

## Maryland Advertiser

**123Print**

Frederick, MD

60 employees

[www.123print.com](http://www.123print.com)

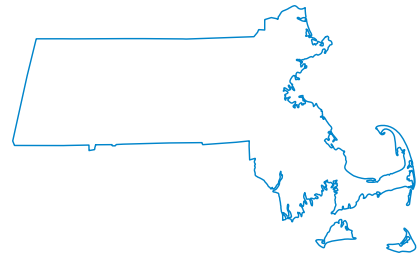


Frederick-based 123Print bills itself as a “one-stop print shop,” offering customers and businesses creative, customizable print solutions from business cards to personalized pens to yard signs and more. Founded in 2006, 123Print began using AdWords, Google’s easy-to-use online advertising program, almost immediately. 123Print spends more than 70 percent of its marketing budget on AdWords and sees it as the most effective way to spur sales. Clark Taylor with 123Print notes that “Using Google Adwords is the best way for us to reach the population of people looking for our products.” With such a successful start in the U.S., in 2008 123Print decided to expand its offerings to the United Kingdom as well.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian’s “Online Ad Auctions,” (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, “Investigating customer click through behaviour with integrated sponsored and non-sponsored results,” (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google’s GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Massachusetts | 2010



## SEARCH & ADVERTISING

**48,250**

Total Number of Advertisers  
and Website Publishers

**\$2,781,070,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**326**

Number of Non-Profit Recipients

**\$7,500,000**

Amount Donated

## TOTAL

**\$2,788,570,000**

Total Economic Value

### Select Google Grants Recipients:

- Facing History and Ourselves, Brookline
- Learning Disabilities Worldwide, Weston
- Oxfam America, Boston
- Stop It Now!, Northampton

### Google's Office in Massachusetts:

Over 200 full-time employees in Massachusetts focus on advertising sales, and engineering related to Google search quality, mobile products and Google infrastructure.

### Google Cambridge

5 Cambridge Center, Floors 3-6  
Cambridge, MA

Google provided \$2.7 billion of economic activity for Massachusetts businesses, website publishers and non-profits in 2010.

### Massachusetts Advertiser

**Grasshopper**  
Needham, MA

50 employees

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



After starting and selling his first company by the age of 21, Siamak Taghaddos understood the plight of the entrepreneur. "The challenges are numerous," he says, "but above all, an entrepreneur needs to project a professional image." In 2003, this insight led him to co-found Grasshopper, a virtual phone system for entrepreneurs and small businesses that allows them to connect callers to employees no matter where those employees are or what type of phone they're using. "For an entrepreneur, the ability to have the professional sound and feel of a big company without the big company price tag and resource requirements is invaluable," says Siamak. The idea has grown into a sound business, and Grasshopper has received accolades from the business world for its innovative approach. AdWords, Google's easy-to-use online advertising program, has played a significant role in the company's success. "AdWords has helped us be profitable from our second month in existence," Siamak reports. "To date, tens of thousands of entrepreneurs and small businesses have signed up for Grasshopper, and AdWords is still our main source of sales."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Michigan | 2010



## SEARCH & ADVERTISING

**43,290**

Total Number of Advertisers  
and Website Publishers

**\$1,277,920,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**217**

Number of Non-Profit Recipients

**\$2,750,000**

Amount Donated

## TOTAL

**\$1,280,670,000**

Total Economic Value

### Select Google Grants Recipients:

- Michigan Equality, Lansing
- Michigan Innovators, Ann Arbor
- Pug Rescue Network, Wixom
- Wright Museum of African-American History, Detroit

### Google Offices in Michigan:

Over 200 full-time employees in Michigan focus on advertising sales and support for small and medium-sized businesses across the country and on advertising sales and support for automotive clients.

#### Google Ann Arbor

201 S. Division Street, 5th Floor  
Ann Arbor, MI

#### Google Detroit

114 Willits Street  
Birmingham, MI

Google provided \$1.2 billion of economic activity for Michigan businesses, website publishers and non-profits in 2010.

#### Michigan Advertiser

### Zingerman's Mail Order Ann Arbor, MI

500 employees

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

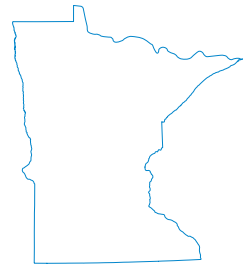


When it comes to unique specialty foods, Zingerman's is one of the most recognized names in the country. Founded in 1982, the company built a loyal and devoted following in Ann Arbor, and in 1992 decided to go national with a mail order catalog, and then in 1998, with a website. By 2006, Zingerman's Mail Order offered hundreds of traditional foods online, and the challenge became putting these offerings in front of people searching for them, whether or not they had heard of Zingerman's. To reach these new customers, the company turned to AdWords, Google's easy-to-use online advertising program, and found that for every dollar they invested in the program, they received almost four dollars back in sales. "We like to think we're relatively well-known in the food world, but now our name isn't the only thing we have going for us," says Mo Frechette, founder and co-managing partner of Zingerman's Mail Order. "Until we used AdWords, almost everyone who shopped with us had to know about Zingerman's first. No longer. Now, all they need to know is that they want the food."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Minnesota | 2010



## SEARCH & ADVERTISING

**28,050**

Total Number of Advertisers and Website Publishers

**\$1,067,560,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**126**

Number of Non-Profit Recipients

**\$2,500,000**

Amount Donated

## TOTAL

**\$1,070,060,000**

Total Economic Value

## Select Google Grants Recipients:

- American Public Media, St. Paul
- Cheerful Givers, Eagan
- Global Volunteers, St. Paul
- International Wolf Center, Plymouth

Google provided \$1 billion of economic activity for Minnesota businesses, website publishers and non-profits in 2010.

## Minnesota Publisher

**Curbly**  
Saint Paul, MN  
[www.curbly.com](http://www.curbly.com)



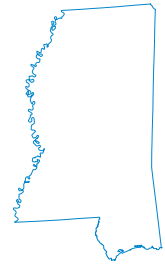
"After years of fixing, mending, patching and decorating my first home," Curbly founder Bruno Bornsztein writes, "I wanted to create a place online where people can celebrate all the hard work they put into their homes." Bruno founded Curbly, an online community for "do-it-yourself" home designers in 2006, and today the website receives over 1.2 million visitors per month. Since the very beginning, Bruno has used Google AdSense to place advertisements on his website so he can earn money and keep the community humming. "The coolest thing about AdSense," Bruno says, "is that Google matches the ads really tightly to the content on the page, so it provides an incentive for me to create high-quality content." Today, Bruno says AdSense is still his largest source of revenue, allowing him to expand his team of regular contributors and a managing editor. "It's really gratifying for me to be able to pay people to write. AdSense allows me and other people to be creative and get some money back for our hard work."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)



# Google in Mississippi | 2010



## SEARCH & ADVERTISING

**5,210**

Total Number of Advertisers  
and Website Publishers

**\$37,970,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**3**

Number of Non-Profit Recipients

**\$46,000**

Amount Donated

## TOTAL

**\$38,016,000**

Total Economic Value

## Select Google Grants Recipients:

- Friends of the Mary C. O'Keefe Cultural Center, Ocean Springs
- Hope Haven Children's Shelter, Bay St. Louis

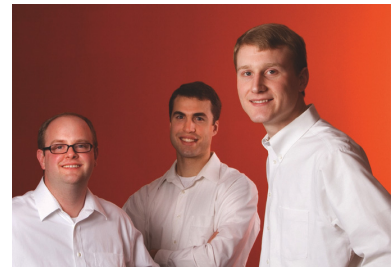
Google provided \$38 million of economic activity for Mississippi businesses, website publishers and non-profits in 2010.

## Mississippi Advertiser

**Bomgar**  
Ridgeland, MS

170 employees

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



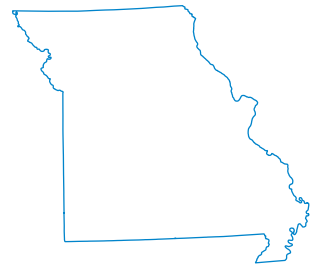
For founder Joel Bomgar, Google did more than just help his company with advertising.

"Google AdWords was the fuel – it's what helped get the company off the ground," he said. His company, Bomgar, provides innovative remote support solutions for IT departments. In early 2003, when the company's website went live, Joel needed a way to start driving customers to the site. "My entire advertising budget consisted of my personal debit card," he recalls. "How could I possibly compete with all the billion-dollar corporations out there?" In June 2003, Joel signed up for AdWords, Google's easy-to-use online advertising program, and began seeing traffic almost immediately. Joel credits AdWords with generating a majority of the company's initial revenue, and says when the company first launched, it consistently earned \$3 for every dollar spent on AdWords. Today, more than 5,000 customers around the world use Bomgar's products. "With Google, an entrepreneur in Jackson, Mississippi was able to take advantage of AdWords and suddenly the world was open to him," Joel says. "That just doesn't happen with traditional media."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Missouri | 2010



## SEARCH & ADVERTISING

**24,790**

Total Number of Advertisers and Website Publishers

**\$731,570,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**57**

Number of Non-Profit Recipients

**\$800,000**

Amount Donated

## TOTAL

**\$732,370,000**

Total Economic Value

### Select Google Grants Recipients:

- International Institute of St. Louis, St. Louis
- Kansas City Ballet, Kansas City
- National Autism Association, Nixa
- Outreach International, Independence

Google provided \$732 million of economic activity for Missouri businesses, website publishers and non-profits in 2010.

### Missouri Advertiser

**Dancewear Solutions**

St Louis, MO

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

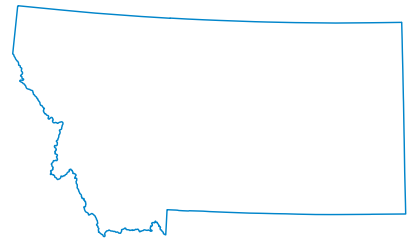


St. Louis-based Dancewear Solutions is a leading designer and supplier of dance costumes, shoes and accessories for students and teachers, manufacturing most of its products on site. The company is a division of Weissman's Theatrical Supplies, and president and CEO Howard Weissman has been working for the 50-year-old company since it was owned by his parents. In 2005, the company decided to expand its efforts online and focused on AdWords, Google's easy-to-use online advertising program, to attract new customers. Sharon Newman, director of Internet marketing, says about half of the company's online visitors come via Google AdWords. "Google has been a great driver of qualified traffic and we plan to expand our marketing efforts with Google to grow our online sales even more," says Sharon.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Montana | 2010



## SEARCH & ADVERTISING

**4,530**

Total Number of Advertisers and Website Publishers

**\$40,880,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**26**

Number of Non-Profit Recipients

**\$425,000**

Amount Donated

## TOTAL

**\$41,305,000**

Total Economic Value

## Select Google Grants Recipients:

- Camp Patriot, Libby
- Ecology Project International, Missoula
- Montana Conservation Corps, Bozeman
- National Institute on Money in State Politics, Helena

Google provided \$41 million of economic activity for Montana businesses, website publishers and non-profits in 2010.

Montana Advertiser  
**Sprout Pouch**  
Missoula, MT  
[www.sproutpouch.com](http://www.sproutpouch.com)

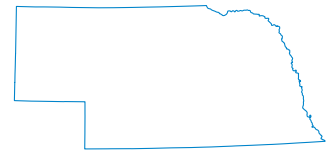


Caitlin Derry founded Missoula based Sprout Pouch in 2005 to help mothers like her keep their babies close by carrying them in stylish, comfortable baby slings. At first, Caitlin made a few slings for family and friends, but when people kept stopping her in the grocery store and asking about her sling, she realized there was a real market for the product. Caitlin paid a local designer to help her start a website and also began selling slings in a few local retail stores. Eighteen months after she launched the website, Caitlin's sister-in-law urged her to try AdWords, Google's easy-to-use online advertising program, to help spread the word about Sprout Pouch. Sales went up by 400 percent the first month, and today Caitlin still runs almost the entire business herself, outsourcing only her manufacturing to another company in Missoula. "I would say my business has been a success," Caitlin says. With AdWords taking care of her marketing, Caitlin is able to raise her kids and attend business school classes at the University of Montana, while still contributing about 20 percent of the family's income. "AdWords has certainly been my single largest marketing strategy, both in terms of budget and effectiveness at reaching customers."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Nebraska | 2010



## SEARCH & ADVERTISING

**6,580**

Total Number of Advertisers and Website Publishers

**\$503,820,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**23**

Number of Non-Profit Recipients

**\$795,000**

Amount Donated

## TOTAL

**\$504,615,000**

Total Economic Value

### Select Google Grants Recipients:

- Hearts United for Animals, Auburn
- National Arbor Day Foundation, Lincoln
- Native American Public Telecommunications, Lincoln
- Omaha Healthy Kids Alliance, Omaha

Google provided \$504 million of economic activity for Nebraska businesses, website publishers and non-profits in 2010.

### Nebraska YouTube Partner

**Dan Brown**

Lincoln, NE

[www.youtube.com/pogobat](http://www.youtube.com/pogobat)



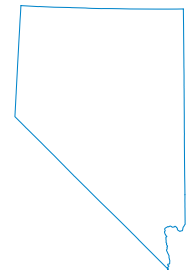
By now, most people have heard the term “going viral” – it’s what happens when a YouTube video becomes an Internet sensation.

While most creators of these videos are just pleased to receive the attention, many don’t know that going viral can be lucrative – and in some cases, launch careers. Dan Brown’s YouTube fame started when he made a video about how to solve a Rubik’s Cube for a friend. People loved it, and before he knew it, millions had watched it. Dan enrolled in YouTube’s Partner Program, which allows him and other partners to make money from advertising shown next to their videos. Today, he produces videos on topics ranging from food and footwear to politics and current events, and his original Rubik’s Cube video now has almost 20 million views. Dan told the Lincoln Journal Star, “I look at YouTube now really as a career. There’s lots and lots of room to grow.”



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian’s “Online Ad Auctions,” (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, “Investigating customer click through behaviour with integrated sponsored and non-sponsored results,” (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google’s GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Nevada | 2010



## SEARCH & ADVERTISING

**18,600**

Total Number of Advertisers and Website Publishers

**\$619,290,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**20**

Number of Non-Profit Recipients

**\$115,000**

Amount Donated

## TOTAL

**\$619,405,000**

Total Economic Value

### Select Google Grants Recipients:

- Davidson Institute for Talent Development, Reno
- Goldwell Open Air Museum, Beatty
- Opportunity Village, Las Vegas

Google provided \$619 million of economic activity for Nevada businesses, website publishers and non-profits in 2010.

Nevada Advertiser  
**VEGAS.com**  
Las Vegas, NV  
[www.vegas.com](http://www.vegas.com)

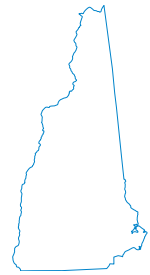


No one knows Vegas like VEGAS.com, a company with a mission to provide the most customer-friendly, innovative and comprehensive Vegas travel services on the planet. Since 2003, VEGAS.com has been using AdWords, Google's easy-to-use online advertising program, to drive a steady stream of traffic to the site, and today the company spends a majority of its online marketing budget on Google. Because the deals VEGAS.com promotes rotate fairly often, the company's Internet marketing team requires a flexible advertising tool that allows them to make changes to their account quickly. Dan Hippler, head of the Internet marketing team, appreciates how easily he can make edits and additions to the ads. "Google has always provided advertisers with the tools needed to manage accounts more efficiently and effectively," says Dan. Having achieved a high degree of success with AdWords, VEGAS.com decided to use Google to run ads on mobile phones. As Dan observes, "Customers still need information after they have arrived in Vegas and many will turn to their mobile device." This led to experimenting with Google's mobile ads and impressive results, including users clicking on ads as much as 20 percent of the time they were exposed to them. "So far, we are completely satisfied with both the increased exposure and ROI that we're seeing from the mobile ads," says Dan



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in New Hampshire | 2010



## SEARCH & ADVERTISING

**9,440**

Total Number of Advertisers and Website Publishers

**\$182,790,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**28**

Number of Non-Profit Recipients

**\$215,000**

Amount Donated

## TOTAL

**\$183,005,000**

Total Economic Value

## Select Google Grants Recipients:

- BreastCancerStories.org, Portsmouth
- NOAH (Albinism & Hypopigmentation), East Hampstead
- Project Laundry List, Concord
- Squam Lakes Natural Science Center, Holderness

Google provided \$183 million of economic activity for New Hampshire businesses, website publishers and non-profits in 2010.

## New Hampshire Advertiser

**Duncraft**  
Penacook, NH

60 employees  
[www.duncraft.com](http://www.duncraft.com)



Started in 1952, Duncraft builds and sells high-quality bird feeding products out of a shop in Penacook, New Hampshire. The company began computerizing its business in the '70s and opened its first website in 1997. President and CEO Michael Dunn says the company started using AdWords, Google's easy-to-use online advertising program, more than three years ago to help attract new customers online. "We were able to reduce the circulation of our print catalog because of all of the new customers coming from AdWords," Michael says. "It's our biggest tool for acquiring new customers." He also notes that his favorite thing about AdWords is that it showed his company wasn't just a seasonal business but that he could maintain sales throughout the year. "With AdWords, you're on all the time." Michael adds that in large part due to AdWords, he has been able to expand his product line and create 60 exclusive Bird-Safe products made in NH for Duncraft's 60th year in the catalog industry (1952 - 2012). "Due to AdWords, we have more customers creating the demand for new products."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in New Jersey | 2010



## SEARCH & ADVERTISING

**55,160**

Total Number of Advertisers  
and Website Publishers

**\$1,872,000,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**120**

Number of Non-Profit Recipients

**\$2,700,000**

Amount Donated

## TOTAL

**\$1,874,700,000**

Total Economic Value

### Select Google Grants Recipients:

- Hopeworks, Camden
- Multiple Sclerosis Association of America, Cherry Hill
- National Women's Health Resource Center, Red Bank
- Where Peace Lives, Red Bank

Google provided \$1.8 billion of economic activity for New Jersey businesses, website publishers and non-profits in 2010.

New Jersey Advertiser  
**IFA Auto Insurance**  
Clark, NJ  
150 employees  
[www.ifaauto.com](http://www.ifaauto.com)

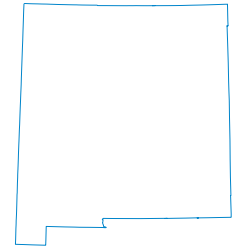


Joe Del Sordo has always been a computer guy. After leaving his job as a computer trainer, he stepped in as the director of information technology at IFA Auto Insurance, a New Jersey auto insurance company. There he has helped the company establish a presence online to take advantage of the increasing number of drivers turning to the web to find auto insurance policies. At first, Joe struggled to generate traffic to the new direct-quote website, so in 2006, he decided to try AdWords, Google's easy-to-use online advertising program. "The results were extremely positive. We not only drove traffic to our website, but we also generated more business for our independent sales agents," he reports. By advertising its website through AdWords, IFA has helped its independent sales agents increase business by 40 percent. Today, over 60 percent of IFA's traffic comes through AdWords. "AdWords is a focal point of how we drive business to our direct-quote website," says Joe. "It's a sure thing for us, and we'll use it extensively in the future."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in New Mexico | 2010



## SEARCH & ADVERTISING

**6,960**

Total Number of Advertisers  
and Website Publishers

**\$44,510,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**22**

Number of Non-Profit Recipients

**\$685,000**

Amount Donated

## TOTAL

**\$45,195,000**

Total Economic Value

## Select Google Grants Recipients:

- Los Alamos Historical Society, Los Alamos
- Mountain Fund, Albuquerque
- Museum of New Mexico Foundation, Santa Fe
- Nicodemus Wilderness Project, Albuquerque

Google provided \$45 million of economic activity for New Mexico businesses, website publishers and non-profits in 2010.

## New Mexico Advertiser

**Rich Ford**  
Albuquerque, NM  
[www.rich-ford.com](http://www.rich-ford.com)



For more than 48 years, the Rich Ford dealership has been a familiar part of the landscape in Albuquerque, New Mexico. And despite operating in a metro market of less than a million people, "last year we moved up to 28th in the nation in new car and new truck volume for Ford Motor Company," says vice president Darin Wade. While the dealership ran prominent advertisements on radio and TV, Darin sought to diversify into online advertising and turned to AdWords, Google's easy-to-use online advertising program. Traffic to the Rich Ford website immediately spiked, as did leads. "When we included AdWords and left our other media the same, we saw a huge increase in website traffic," Darin recalls. And while sales at the dealership's top competitors were down about 18 percent following the recent economic downturn, Rich Ford's sales were down only 5 percent. "The only thing that we did differently was to add this online spending piece to our traditional buy. Our lease volumes went up, our requests for information went up, and so did our overall sales appointments. Yes, I think you have to say AdWords made a difference."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)



# Google in New York | 2010

## SEARCH & ADVERTISING

**124,530**

Total Number of Advertisers  
and Website Publishers

**\$8,547,290,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**811**

Number of Non-Profit Recipients

**\$23,390,000**

Amount Donated

## TOTAL

**\$8,570,680,000**

Total Economic Value

### Select Google Grants Recipients:

- March of Dimes, White Plains
- Natural Resources Defense Council, New York
- National Black Programming Consortium, New York
- Statue of Liberty–Ellis Island Foundation, New York
- Teach For America, New York
- WITNESS, Brooklyn

### Google Offices in New York:

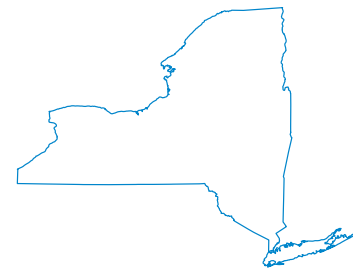
Over 1,500 full-time employees in New York focus on advertising and enterprise sales, and product engineering, engineering research, marketing and communications.

#### Google New York

76 Ninth Avenue, 4th Floor  
New York, NY

#### Google New York – Chelsea Market

75 Ninth Avenue, 2nd and 4th Floors  
New York, NY



Google provided \$8.5 billion of economic activity for New York businesses, website publishers and non-profits in 2010.

### New York Advertiser

## Grandma's Secrets

New York, NY

1 employee

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

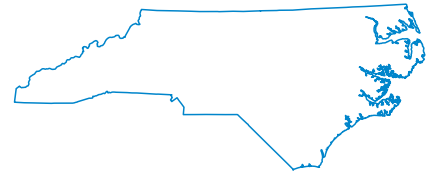


"When I was a young girl, I used to sit in my Grandma's kitchen and listen to her hum gospel music as she baked," recalls Regina McRae, owner of New York-based Grandma's Secrets. "As I smelled the yeast in the rising breads, and the cinnamon and butter in the pies, I would be filled with a warm feeling of peace, contentment and love." Regina brought these sentiments to her baking as she founded Grandma's Secrets in 1995; she specializes in custom cakes and desserts for birthdays, weddings and other special occasions. In 2001, after seven years of print advertising, Regina built a website for Grandma's Secrets and began using AdWords, Google's easy-to-use online advertising program, to gain new customers. As a one-woman shop, Regina is very conscious of the money she spends, but by targeting her Google advertisements to the New York City area, Regina has been able to turn a monthly Google advertising budget of a \$25 into about \$4,000 a month in revenue. Regina was able to use this revenue to purchase her first home and fulfill a lifelong dream of taking her daughter to Paris. Through exposure gained via Google AdWords, Grandma's Secrets was named Parents' Pick 2009 by Nickelodeon, and Regina has been able to expand to other efforts such as publishing her first book, "Taking the Cake," a guidebook on ethnic wedding cakes.



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# Google in North Carolina | 2010



## SEARCH & ADVERTISING

**43,700**

Total Number of Advertisers and Website Publishers

**\$976,710,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**120**

Number of Non-Profit Recipients

**\$1,400,000**

Amount Donated

## TOTAL

**\$978,110,000**

Total Economic Value

### Select Google Grants Recipients:

- American Social Health Association, Durham
- Creative Wilmington, Wilmington
- Philanthropy Journal, Raleigh
- Water Project, Charlotte

### Google Offices in North Carolina:

Employees in North Carolina focus on engineering related to our open source mobile platform, Android, and they manage a data center which runs Google services such as the Google search engine, Gmail and Google Maps.

#### Google Chapel Hill

410 Market Street, Suite 415  
Chapel Hill, NC

#### Google Lenoir

708 Lynhaven Street  
Lenoir, NC

Google provided \$978 million of economic activity for North Carolina businesses, website publishers and non-profits in 2010.

### North Carolina Advertiser

**Twiddy**

Duck, NC

100 employees

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

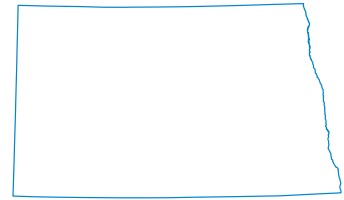


People said Douglas Twiddy was crazy when he started renting vacation homes in the Outer Banks community of Duck, North Carolina. "There wasn't much here when Twiddy was started in 1978," explains his son, Ross, who now serves as director of marketing for Twiddy & Company Realtors. Since then, the Outer Banks has become a major tourist destination. Twiddy recognized that the rise of the Internet had fundamentally altered the way people plan their vacations. In 2002, the firm began advertising online with AdWords, Google's easy-to-use online advertising program, and found its quick setup process and robust measurement capabilities compelling. "AdWords worked immediately," Ross recalls. "Other advertising methods haven't produced results like AdWords. You can't tell how well they're working." Ross says that AdWords has continued to bring growth to Twiddy over the years. "AdWords has enabled Twiddy to organically grow our business. Twiddy now manages over 903 rental homes and the more vacations we book, the more support Twiddy needs. In 2002, when we first started experimenting with AdWords, we didn't even have a marketing team. Now we have a full-time team of five, and the main focus of this team is on Google and AdWords," Ross says. "We're huge fans."



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# Google in North Dakota | 2010



## SEARCH & ADVERTISING

**1,650**

Total Number of Advertisers and Website Publishers

**\$23,400,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**1**

Number of Non-Profit Recipients

**\$95,000**

Amount Donated

## TOTAL

**\$23,495,000**

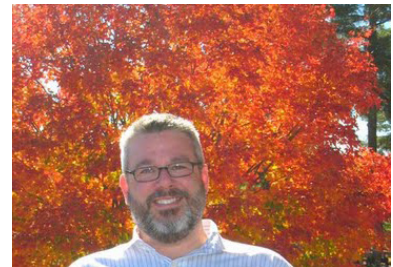
Total Economic Value

## Select Google Grants Recipients:

- Abused Adult Resource Center, Bismarck
- International Music Camp, Minot

Google provided \$23 million of economic activity for North Dakota businesses, website publishers and non-profits in 2010.

North Dakota Advertiser  
**MedicalCoding.Net**  
Bismarck, ND  
[www.medical-coding.net](http://www.medical-coding.net)



Entrepreneur Darren Carter, M.D., launched e-commerce site Medical Coding.Net in 2001 to provide medical coding books, data files and billing software at discount prices. "In my industry, people are out looking for a variety of services and products," Darren observes. In order to grow his e-commerce business, his online marketing strategy includes Google AdWords, which helps businesses find customers interested in their products, and Google AdSense, which helps businesses earn money from their websites by placing relevant ads on them. "AdWords sends qualified leads my way," says Darren. For those visitors who don't find what they need on his site, "the AdSense program seems to offer them what they need." While he was initially concerned that the AdSense ads on his discussion forums would not be relevant to his readers, Darren says he has been pleased by how relevant they are. With AdSense, "every ad that shows is a complement to my site." Aside from his work on the Google Ads Platform, Darren has started using other Google products to help him run his business more efficiently. "The webmaster tools provide a lot of insight about our site, and we upload our products to Google shopping, which has been great."



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# Google in Ohio | 2010



## SEARCH & ADVERTISING

**45,190**

Total Number of Advertisers and Website Publishers

**\$1,231,880,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**107**

Number of Non-Profit Recipients

**\$1,025,000**

Amount Donated

## TOTAL

**\$1,232,905,000**

Total Economic Value

## Select Google Grants Recipients:

- Cincinnati Symphony Orchestra, Cincinnati
- Main Place, Newark
- National Underground Railroad Freedom Center, Cincinnati
- North American Menopause Society, Mayfield Heights
- Ohio Historical Society, Columbus

Google provided \$1.2 billion of economic activity for Ohio businesses, website publishers and non-profits in 2010.

Ohio Advertiser  
**Swapalease**  
Cincinnati, OH  
42 employees  
[www.swapalease.com](http://www.swapalease.com)

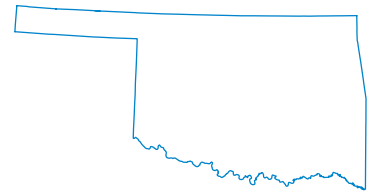


Auto lease transfers have been around as long as car leases themselves, but before Swapalease, they usually occurred between friends and family, and often potential car buyers were unable to buy new cars because they were trapped in another lease. "Before Swapalease, there was no marketplace concentrating on consumer-to-consumer," executive vice president Scot Hall explains. "Swapalease connects people looking to transfer their leases with individuals interested in taking those leases over." When the Swapalease website went live, "We didn't get any customers for several days – nobody knew what we did or that we even existed." Scot wanted to try billboards to increase awareness of the site but knew it would be too expensive to run them widely. So the company signed up for AdWords, Google's easy-to-use online advertising program, and was instantly able to connect with customers from throughout the U.S. and Canada. Today, AdWords comprises about 75% of the company's marketing budget. "AdWords is a very cost-effective way to reach a geographically widespread audience," says Scot. "It's like having a billboard in every major city."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Oklahoma | 2010



## SEARCH & ADVERTISING

**12,130**

Total Number of Advertisers and Website Publishers

**\$139,140,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**17**

Number of Non-Profit Recipients

**\$145,000**

Amount Donated

## TOTAL

**\$139,285,000**

Total Economic Value

### Select Google Grants Recipients:

- Adrenoleukodystrophy Foundation, Tulsa
- Feed The Children, Oklahoma City
- Institute for Economic Empowerment of Women, Oklahoma City

### Google's Office in Oklahoma:

Data center running Google services such as the Google search engine, Gmail and Google Maps.

### Google Mayes County

4581 Webb Street  
Pryor, OK

Google provided \$139 million of economic activity for Oklahoma businesses, website publishers and non-profits in 2010.

### Oklahoma YouTube Partner

**Zack Scott**

Oklahoma City, OK

[www.youtube.com/zackscott](http://www.youtube.com/zackscott)

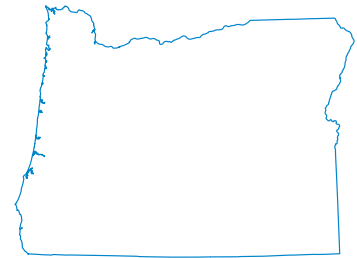


Being a YouTube celebrity is a part-time job for Oklahoma City native Zack Scott, who earns some money each month from advertisements shown next to his funny and irreverent videos as part of the YouTube Partner Program. That extra money, which Zack says justifies his indulgence in his video hobby, often goes toward new tools and software that fuel his creativity. His most popular video, "Another Giant Garage Spider," has been viewed over 4 million times, and Zack's YouTube channel has over 234,000 subscribers. But like most YouTube personalities, making people laugh a little bit every day is something he would do in his spare time anyway. "I like having the notoriety and the ability to produce a video and have instant feedback – positive or negative," Zack told The Oklahoman. Many of his videos are about commonplace things in his life, like his Chihuahua and two cats, or a spider he found lurking in his garage. His most popular are his "Amazing Facts" videos, where he spouts facts about different topics that may or may not be true, just to provoke his audience. "I like the reactions I get," Zack said. For someone making videos just for the fun of it, that may be all he needs.



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# Google in Oregon | 2010



## SEARCH & ADVERTISING

**31,860**

Total Number of Advertisers and Website Publishers

**\$512,690,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**116**

Number of Non-Profit Recipients

**\$1,500,000**

Amount Donated

## TOTAL

**\$514,190,000**

Total Economic Value

## Select Google Grants Recipients:

- CCI Enterprises, Milwaukie
- Mercy Corps, Portland
- National Psoriasis Foundation, Portland
- Organic Materials Review Institute, Eugene

## Google's Office In Oregon:

Data center running Google services such as the Google search engine, Gmail and Google Maps.

## Google The Dalles

4200 Columbia Road  
The Dalles, OR

Google provided \$514 million of economic activity for Oregon businesses, website publishers and non-profits in 2010.

Oregon Advertiser  
**Clive Coffee**  
Portland, OR  
5 employees  
[www.clivecoffee.com](http://www.clivecoffee.com)

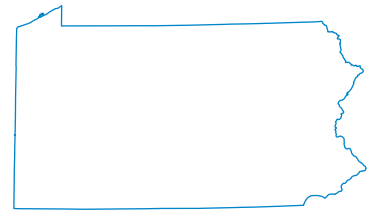


Mark Hellweg has been a coffee lover since age 15 and says he's always had the entrepreneurial bug. Inspired to help people make and share coffee at home, Mark founded Clive Coffee in 2008 with the goal of providing both small batch coffees and high quality minimalist equipment. At the same time he launched the company's website, Mark began advertising with AdWords, Google's easy-to-use online advertising program. "AdWords was crucial to getting off the ground, and continues to be a primary driver of traffic," says Mark. He manages the account himself, and says the company spends 75 percent of its marketing budget with Google. Because of the company's growth, Mark is planning to move Clive Coffee into a bigger, more prominent location. "AdWords has allowed me to focus on roasting amazing coffee and finding the best brewing equipment available for home use. I've created demand for my business by promoting it online, and I'm finding customers across the country." Even better, Mark notes that the ease of advertising with AdWords allows him to spend more time with his wife, Heather, their 5-year-old daughter, and their 10-month old son.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Pennsylvania | 2010



## SEARCH & ADVERTISING

**54,220**

Total Number of Advertisers and Website Publishers

**\$1,617,270,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**207**

Number of Non-Profit Recipients

**\$3,550,000**

Amount Donated

## TOTAL

**\$1,620,820,000**

Total Economic Value

### Select Google Grants Recipients:

- Big Brothers Big Sisters, Philadelphia
- BreastCancer.org, Ardmore
- Greater Philadelphia Cultural Alliance, Philadelphia
- Kyle's Treehouse Foundation, Newtown Square
- National Alliance of African American Athletes, Harrisburg

### Google's Office In Pennsylvania:

Over 100 full-time employees in Pennsylvania focus on engineering related to advertising quality, product search, and Google infrastructure as well as 20 percent projects such as Google Sky.

### Google Pittsburgh

Collaborative Innovation Center  
4720 Forbes Avenue, Lower Level  
Pittsburgh, PA

Google provided \$1.6 billion of economic activity for Pennsylvania businesses, website publishers and non-profits in 2010.

Pennsylvania Publisher  
**LocalWineEvents.com**  
Malvern, PA

5 employees

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

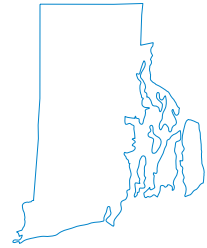


As a wine wholesaler for many years, Eric Orange is well aware of how difficult it can be to get information out about wine events and recruit interested guests. Thus, in 2000, Eric started LocalWineEvents.com, billed as "the world's largest calendar of food, wine, beer and spirits events," and shortly thereafter began using Google AdSense to place relevant ads on his site and earn money from the community he was building. Accounting for a quarter of his revenue (his other sources being ticket sales and small ad sales), AdSense allowed Eric to quit his job and be a stay-at-home dad with his two kids. "In those early days, I could not have quit my job without Google. It's been 11 years since I've been without a 'real' job, and I've been able to pay off some really important bills and be completely involved with my kids." Since the site started, LocalWineEvents.com has received mentions in Time magazine, The New York Times and the Wall Street Journal. In the past year, the site introduced a Wine Events App to the Android market, which helps their customer find food and wine related events in their local area. "Google rules, and there isn't anything they come out with that I don't use," says Eric.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Rhode Island | 2010



## SEARCH & ADVERTISING

**5,330**

Total Number of Advertisers  
and Website Publishers

**\$111,580,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**17**

Number of Non-Profit Recipients

**\$160,000**

Amount Donated

## TOTAL

**\$111,740,000**

Total Economic Value

## Select Google Grants Recipients:

- International Tennis Hall of Fame, Newport
- Little Compton Education Foundation, Little Compton
- Plan USA, Warwick
- Prevent Child Abuse Rhode Island, Pawtucket

Google provided \$111 million of economic activity for Rhode Island businesses, website publishers and non-profits in 2010.

## Rhode Island Advertiser

**Big Fitness**

North Kingston, RI

14 employees

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



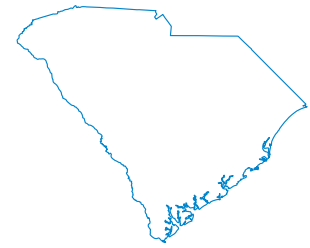
"In the early days of Big Fitness, it was just me and a room full of gym equipment," recalls Chris Soucie, founder of Big Fitness. "My father owned a gym, and I started buying his old equipment, fixing it up, and then reselling it to other gyms." To help spread the word about his new business selling new and reconditioned gym equipment, Chris at first distributed flyers to local gyms. But with the rise of the Internet, Chris taught himself how to build a website and created BigFitness.com to help sell his equipment online. Thanks to a business acquaintance, Chris then discovered AdWords, Google's easy-to-use online advertising program, and began using it to find new customers. "With AdWords, you get what you pay for," Chris says. "You're not throwing away money because you can see every day what your money is getting you. If you're not getting the results you want, then you can immediately make changes to your advertising campaign." Chris has been using AdWords since 2001. "Today, AdWords accounts for about 200 to 300 of my sales every month," he says.



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)



# Google in South Carolina | 2010



## SEARCH & ADVERTISING

**16,820**

Total Number of Advertisers  
and Website Publishers

**\$399,040,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**46**

Number of Non-Profit Recipients

**\$315,000**

Amount Donated

## TOTAL

**\$399,355,000**

Total Economic Value

## Select Google Grants Recipients:

- Charleston Food & Wine Festival, Charleston
- Dictionary Project, Charleston
- Wings for Kids, Charleston

## Google's Office In South Carolina:

Data center running Google services such as the Google search engine, Gmail and Google Maps.

## Google Berkeley County

1669 Garrott Avenue  
Moncks Corner, SC

Google provided \$399 million of economic activity for South Carolina businesses, website publishers and non-profits in 2010.

## South Carolina Advertiser

**SmithGear**

Bluffton, SC

2 employees

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

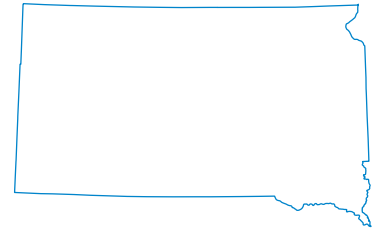


Andrew Smith started his e-commerce business, SmithGear, in January 2007. The website was well stocked with great merchandise – phones, radios, and other electronics – but because it was so new, Andrew needed a way to attract customers. He turned to AdWords, Google's easy-to-use online advertising program, and started acquiring new customers right away. "We launched on a Friday afternoon," Andrew said. "By Saturday evening, we had 150 new customers, driven almost solely from AdWords. During the first 12 months, 80 to 90 percent of our traffic and business were driven by AdWords." Three years after starting SmithGear, Andrew continues to use AdWords, spending about 80 percent of his online marketing budget on the program. "AdWords is simple to learn, and it drives consumers who are searching for products like the ones I'm selling to my website," he says. "I wouldn't be doing the volume of sales I'm doing now without AdWords – AdWords provides the oxygen for my online business."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in South Dakota | 2010



## SEARCH & ADVERTISING

**2,480**

Total Number of Advertisers  
and Website Publishers

**\$27,980,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**7**

Number of Non-Profit Recipients

**\$80,000**

Amount Donated

## TOTAL

**\$28,060,000**

Total Economic Value

## Select Google Grants Recipients:

- Adams Museum & House,  
Deadwood
- Children's Care Hospital and  
School, Sioux Falls
- Laura Ingalls Wilder Memorial  
Society, De Smet

Google provided \$28 million of economic activity for South Dakota businesses, website publishers and non-profits in 2010.

## South Dakota Advertiser

**Kitchen Tune-Up**  
Aberdeen, SD

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



Kitchen Tune-Up is one of the nation's leading remodeling service companies, with 170 franchises across the country.

Founded over twenty years ago, the company specializes in cabinet refacing, new kitchen cabinets, restoration and wood reconditioning. Though services are provided by its franchises, Kitchen Tune-Up provides online marketing nationally, using AdWords, Google's easy-to-use online advertising program, to drive new customers to each of its locations. The company employs an agency called Media Two Interactive to manage its AdWords account, and saw their revenues through AdWords double in 2009. "In 2010, AdWords was one of our top lead generators," says Heidi Morrissey, vice president of marketing and sales. "With Google and sound account management from Media Two, we are helping our franchise owners secure the best quality leads at an affordable rate."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Tennessee | 2010

## SEARCH & ADVERTISING

**25,480**

Total Number of Advertisers  
and Website Publishers

**\$493,540,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**50**

Number of Non-Profit Recipients

**\$560,000**

Amount Donated

## TOTAL

**\$494,100,000**

Total Economic Value

## Select Google Grants Recipients:

- Community Foundation of Middle Tennessee, Nashville
- Ducks Unlimited, Memphis
- St. Jude Children's Research Hospital, Memphis
- Stuttering Foundation of America, Memphis



Google provided \$494 million of economic activity for Tennessee businesses, website publishers and non-profits in 2010.

Tennessee Advertiser  
**Smart Furniture**  
Chattanooga, TN  
30 employees  
[www.smartfurniture.com](http://www.smartfurniture.com)

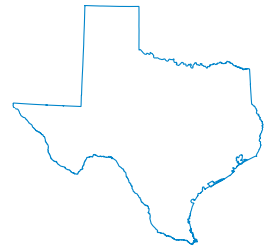


Smart Furniture is the industry leader in what it calls "design on demand" furniture and interiors, and prides itself on customer service. Founded by Stephen Culp in a professor's woodshop at Stanford University, Smart Furniture created its first patented designs and online design tools nearly a decade ago. In 2001, Smart Furniture started using AdWords, Google's easy-to-use online advertising program, to attract new customers. To this day, Smart Furniture entrusts AdWords with an increasing share of its online sales and marketing. "SmartFurniture.com increased its staff by 10% last year, and grew revenues by 80%, which tops off 10 straight years of revenue growth," Stephen said. "Perhaps not coincidentally, we have been an Adwords customer for those same amount of years..." Stephen's use of Google's Tools is not limited to just AdWords, or Smart Furniture. "We have also added Google features such as your display network, Google Commerce Search, and deepened our use of Google Analytics," he said. "We even launched a new company, Delegator.com. to help other companies get on board with Google Adwords and Analytics."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Texas | 2010



## SEARCH & ADVERTISING

**114,920**

Total Number of Advertisers  
and Website Publishers

**\$3,640,500,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**215**

Number of Non-Profit Recipients

**\$2,630,000**

Amount Donated

## TOTAL

**\$3,643,130,000**

Total Economic Value

### Select Google Grants Recipients:

- American Botanical Council, Austin
- American Heart Association, Dallas
- Bread of Life Homeless Project, Houston
- PrideRock Wildlife Refuge, Terrell
- Susan G. Komen Breast Cancer Foundation, Dallas

### Google's Office In Texas:

Over 50 full-time employees in Texas focus on sales and support for Google Enterprise applications.

#### Google Austin

9606 North MoPac Expressway  
Suite 400  
Austin, TX

Google provided \$3.6 billion of economic activity for Texas businesses, website publishers and non-profits in 2010.

#### Texas Advertiser

**ANICO Direct**

League City, TX

42 employees

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

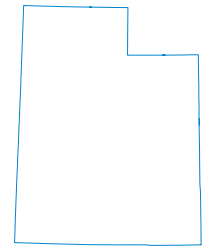


Michael Musselman insists he never intended to be an online guru. An actuary by trade, when he first joined Houston area-based American National Insurance Company, Michael expected to work on experience and profitability studies. He was soon asked to help manage the company's online advertising for its direct marketing division, ANICO Direct. After an initially disappointing attempt at online marketing, Michael decided to try AdWords, Google's easy-to-use online advertising program, and started experimenting with setting up and running new advertising campaigns himself. Since its first campaign in 2006, AdWords has generated a larger percentage of ANICO Direct's revenue each year since. "As a company, we have a strong pedigree in television and direct mail advertising," explains Michael, "and were particularly impressed with how quickly AdWords had a positive impact on our business."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Utah | 2010



## SEARCH & ADVERTISING

**25,050**

Total Number of Advertisers and Website Publishers

**\$768,980,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**31**

Number of Non-Profit Recipients

**\$605,000**

Amount Donated

## TOTAL

**\$769,585,000**

Total Economic Value

## Select Google Grants Recipients:

- A Child's Hope Foundation, Springville
- Ascend: A Humanitarian Alliance, Holladay
- Tread Lightly!, Ogden

Google provided \$769 million of economic activity for Utah businesses, website publishers and non-profits in 2010.

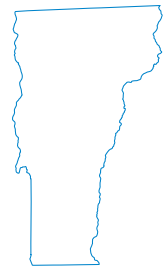
Utah Advertiser  
**Batteryheads**  
Logan, UT  
6 employees  
[www.batteryheads.com](http://www.batteryheads.com)

"We are a small business, but we don't have a small inventory," Scott Gibbons says, describing the scale of his company's product offerings. His company, Batteryheads, sells batteries and electronic accessories at affordable prices. To keep up with the demand for his products, Scott looked for areas in the business that he could easily automate so that he could run the company with only a few employees. Scott turned to AdWords, Google's easy-to-use online advertising program, to help drive a steady flow of visitors to the website and increase revenue. Before AdWords, only about 150 visitors came to his site daily. With AdWords and a newly re-tooled website, he saw an increase in traffic almost immediately. "AdWords has been successful in driving customers to our site who are purchasing our products."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Vermont | 2010



## SEARCH & ADVERTISING

**3,800**

Total Number of Advertisers and Website Publishers

**\$96,800,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**30**

Number of Non-Profit Recipients

**\$395,000**

Amount Donated

## TOTAL

**\$97,195,000**

Total Economic Value

## Select Google Grants Recipients:

- Global Health Council, White River Junction
- International Professors Project, Proctor
- New England Center for Circus Arts, Brattleboro

Google provided \$97 million of economic activity for Vermont businesses, website publishers and non-profits in 2010.

## Vermont Advertiser Vermont Teddy Bear Company Shelburne, VT

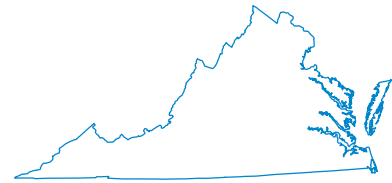
200 employees  
[www.vermontteddybear.com](http://www.vermontteddybear.com)

Founded in 1981, the Vermont Teddy Bear Company got its start when John Sortino searched for the perfect teddy bear for his son. Unable to find a personalized bear made in the U.S., John decided to make his own. What began as a very small venture – he sold teddy bears from a peddler’s cart – eventually turned into the nation’s biggest and best-known teddy bear company. In 2002, Vermont Teddy Bear Company turned to AdWords, Google’s easy-to-use online advertising program, when they wanted to expand their presence on the Internet. The company already did a lot of traditional advertising via television, radio, and catalogs, and with AdWords, it was able to make sure that customers who saw its traditional ads could easily find them when they went online to find “that teddy bear company.” AdWords has been especially useful to the company during the holidays, helping them attract new customers in the market for a personalized gift, says Liz LaVallee, digital marketing manager. She also notes that last year more than 20 percent of their holiday shoppers came from AdWords, adding, “It helps us ensure that we have a presence online where customers are looking for our products.”



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian’s “Online Ad Auctions,” (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, “Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google’s GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Virginia | 2010



## SEARCH & ADVERTISING

**44,400**

Total Number of Advertisers  
and Website Publishers

**\$1,254,100,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**186**

Number of Non-Profit Recipients

**\$6,600,000**

Amount Donated

## TOTAL

**\$1,260,700,000**

Total Economic Value

## Select Google Grants Recipients:

- Conservation International, Arlington
- EQUI-KIDS Therapeutic Riding Program, Virginia Beach
- National Center for Missing & Exploited Children, Alexandria
- National Wildlife Federation, Reston
- Operation Smile, Norfolk

## Google's Office In Virginia:

Over 40 full-time employees in Virginia focus on engineering and sales for Google Enterprise applications.

## Google Reston

1818 Library Street, Suite 400  
Reston, VA

Google provided \$1.2 billion of economic activity for Virginia businesses, website publishers and non-profits in 2010.

## Virginia Advertiser

**Carrot Top Clothes**  
Hampton, VA

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

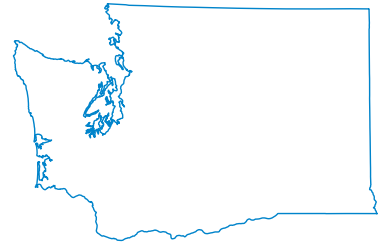


Just after Brooks Lively had her second child, she opened Hamptonbased Carrot Top Clothes early 2007. Her idea came from her observation, when shopping for her first child, that she wasn't able to find clothes in the particular styles she liked. She counted herself among a long list of "frustrated moms who want to love the clothes they buy for the child they love so dearly." As a former retail buyer with eight years of experience, Brooks decided to start her own child clothing company online, giving her the stay-at-home flexibility she had always wanted. Since the beginning, Brooks has used AdWords, Google's easy-to-use online advertising program, to find customers looking for her brand of "traditional southern clothing with a fun twist." Although she originally intended the website as a hobby, it is now responsible for driving 25 percent of the family's annual income. Brooks spends about \$200 a month advertising through AdWords, and credits the program with driving the majority of their online business. And, she notes, "AdWords is especially useful for new businesses. It has allowed us to create a customer base, and now we have returning customers."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour 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 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)

# Google in Washington | 2010



## SEARCH & ADVERTISING

**50,740**

Total Number of Advertisers  
and Website Publishers

**\$3,706,470,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**189**

Number of Non-Profit Recipients

**\$3,440,000**

Amount Donated

## TOTAL

**\$3,709,910,000**

Total Economic Value

### Select Google Grants Recipients:

- ArtRod, Tacoma
- Community Voice Mail, Seattle
- International Snow Leopard Trust, Seattle
- Tronie Foundation, Olympia

### Google Offices In Washington:

Over 600 full-time employees focus on engineering research and development related to Google's core search and advertising platforms, Google infrastructure and applications such as Google Maps. Employees also focus on advertising sales for travel and retail customers.

#### Google Kirkland

747 Sixth Street South  
Kirkland, WA

#### Google Seattle

Waterside Building  
651 North 34th Street  
Seattle, WA

Google provided \$3.7 billion of economic activity for Washington businesses, website publishers and non-profits in 2010.

### Washington Advertiser **Totally Chocolate** Blaine, WA

150 employees

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



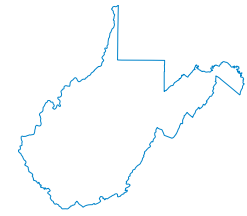
For the past 20 years, Totally Chocolate has taken the best Belgian chocolate and worked wonders with it. The company creates custom gifts for a wide variety of businesses, engraving corporate logos, photos, and just about anything else into fine chocolate. Kenneth Strong, Totally Chocolate's president and CEO, personally manages the company's AdWords campaigns because of their importance to his business. Kenneth especially values the flexibility AdWords gives him to start, stop, or modify campaigns by the hour, and likens it to having a "gas pedal and a brake at our full disposal" to run special campaigns for holidays and to market limited-stock items. Kenneth has also been able to generate "huge online growth" during what he says was expected to be a tough year. "We have a clear view of what's going on by the hour and can play around to drive it in favorable directions," Kenneth observes. "Our return on investment on Words compared to direct mail campaigns is about tenfold, and I fully intend to ramp up further this year."



\* Note: The total value that U.S. Google advertisers and website publishers received in 2010 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (*American Economic Review*, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behaviour with integrated sponsored and non-sponsored results," (*International Journal of Internet Marketing and Advertising*, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2010 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: [www.google.com/economicimpact/methodology.html](http://www.google.com/economicimpact/methodology.html)



# Google in West Virginia | 2010



## SEARCH & ADVERTISING

**3,790**

Total Number of Advertisers and Website Publishers

**\$62,590,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**14**

Number of Non-Profit Recipients

**\$190,000**

Amount Donated

## TOTAL

**\$62,780,000**

Total Economic Value

## Select Google Grants Recipients:

- Appalachian Trail Conservancy, Harpers Ferry
- EdVenture Group, Morgantown
- Future Generations, Franklin

Google provided \$62 million of economic activity for West Virginia businesses, website publishers and non-profits in 2010.

## West Virginia Advertiser

**OVIS**

Millwood, WV

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



Chip Wimbauer owns OVIS, a 20-year-old cabinet hardware and woodworking supplier based in Millwood. OVIS sells to professionals, hobbyists and homeowners alike. When the company started accepting orders online, it was a regional distributor facing competitive pressures from much larger suppliers. Ten years after launching a website, the company now does all of its sales and transactions online. Chip attributes much of his company's online success to AdWords, Google's easy-to-use online advertising program, which he uses to attract new customers. "It's made running our company much simpler and much more profitable," says Chip, adding that he has increased his spending on AdWords ten-fold in the past six years. "We went from a distributor that serviced a 100-mile radius to a distributor that covers all of the U.S., and now we do about as much business in Hawaii as we do in our own state." Chip says he has tried other forms of advertising such as placing ads in hobbyist magazines, but that the results are never as good as AdWords. "We've never found anything that can generate the return on investment that AdWords can." Best of all, Chip says, "AdWords is the best way for a small business to compete and look like a big company. It's easy to manage, and it works."



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# Google in Wisconsin | 2010



## SEARCH & ADVERTISING

**22,310**

Total Number of Advertisers and Website Publishers

**\$642,120,000**

Economic Value Received by Advertisers and Website Publishers\*

## GOOGLE GRANTS

**52**

Number of Non-Profit Recipients

**\$785,000**

Amount Donated

## TOTAL

**\$642,905,000**

Total Economic Value

## Select Google Grants Recipients:

- A Greater Gift, Madison
- Association of Family and Conciliation Courts, Madison
- Ecological Internet, Green Bay
- Midwest Renewable Energy Association, Custer

## Google's Office In Wisconsin:

Employees in Wisconsin focus on hardware and systems software engineering related to improving the performance, utilization and energy efficiency of Google's datacenters.

## Google Madison

301 S. Blount Street, Suite 301  
Madison, WI

Google provided \$642 million of economic activity for Wisconsin businesses, website publishers and non-profits in 2010.

Wisconsin Publisher

**EzineArticles.com**  
Green Bay, WI

75 employees

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

Founded in 1999 by Christopher Knight, EzineArticles.com is a leading distribution platform that

allows experts to upload original articles to share their knowledge, and receive traffic back to their websites and businesses in return.

Newsletter writers and distributors are then able to use these articles to supplement their content for free, and thus help their readers be better informed. Christopher and his team have built the site to feature millions of quality articles written by more than 400,000 experts, with over 1 million unique visitors daily. To capitalize on this traffic, earn money to support his team's efforts, and keep the site free for its members, Christopher uses Google AdSense to place relevant ads next to the articles and content. He has tried other advertising solutions, but finds that Google is able to deliver more advertisements and more variety. "Google AdSense gives me more unique ads per page than any other program," he explains. "Because of the rich inventory of ads it delivers, AdSense helps us earn income on our site better than I ever could by recruiting advertisers on my own, especially the long tail of content that makes up our ad inventory." While he doesn't disclose specific revenues, Christopher says his readers actively engage with the ads on the site. "AdSense lets our team focus on editorial and making our sites better and faster," he says. "We can obsess about the user experience because we don't have to obsess about ad revenues."



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# Google in Wyoming | 2010

## SEARCH & ADVERTISING

**2,000**

Total Number of Advertisers  
and Website Publishers

**\$32,160,000**

Economic Value Received by  
Advertisers and Website Publishers\*

## GOOGLE GRANTS

**2**

Number of Non-Profit Recipients

**\$560**

Amount Donated

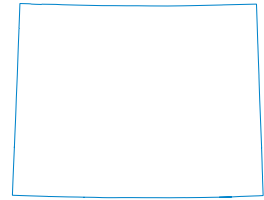
## TOTAL

**\$32,160,560**

Total Economic Value

## Select Google Grants Recipients:

- CLIMB Wyoming, Cheyenne
- Grand Teton National Park Foundation, Moose



Google provided \$32 million of economic activity for Wyoming businesses, website publishers and non-profits in 2010.

## Wyoming Advertiser **Sierra Trading Post** Cheyenne, WY

650 employees

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



Founded 25 years ago in Reno, Nev., Sierra Trading Post has grown into a popular brick-and-click e-tailer known for "Great Deals. Great Brands." Sierra Trading Post purchases overstock gear, clothing, shoes, sporting goods, and décor from name brands and saves customers 35–70% every day. In 1999, the company built its first website, SierraTradingPost.com, and three years later turned to AdWords to bring in more customers. In 2010, AdWords helped attract more than 370,000 customers to the company's website each month. "Adwords has become a cornerstone in our web marketing strategy," says Jason Hammock, Search Marketing Manager for Sierra Trading Post. "AdWords' constant innovation has provided us with the ability to reach customers in number of new ways and positively affect our bottom line."



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