

A photograph of a man with glasses and a goatee, smiling, in a sewing workshop. He is wearing a dark t-shirt and is positioned in front of a sewing machine. In the background, there is a mannequin wearing a denim jacket, a rack of clothes, and several spools of thread in blue and orange. A desk lamp is visible on the right side of the frame.

Google

Economic
Impact Report

United States
2021



Contents

4	<u>Introduction</u>
5	<u>National numbers</u>
7	<u>Investing in local communities</u>
9	<u>Commitments to cybersecurity</u>
11	<u>Commitments to racial equity</u>
15	<u>How we help Americans</u>
25	<u>Reports by state</u>
131	<u>References</u>

Digital tools are fueling economic transformation. Google is helping.



This past year, Americans have experienced an accelerated change in how they work, learn, and live—including a massive shift to remote work by millions of businesses and their workers, and a surge in online shopping, from ordering groceries for dinner to stocking up on board games and puzzles for family game night. I've been inspired by how Americans have navigated these changes, and I'm proud of the role that Google tools have played throughout the pandemic and now in the recovery.

As the daughter of small business owners, I saw first hand the dedication and ingenuity that it takes to build and grow a business. And at Google, we're dedicated to providing businesses of all sizes with digital tools to help them thrive today, and in the future. I'm especially moved by companies like John and Sherry Hassmann's A Taste of Kentucky, a Louisville-based shop and online store selling confections and gifts that showcase the best of their state. Their e-commerce website drives 40% of their sales, with Google Ads helping to connect them with customers anywhere and everywhere. They recouped their initial Google Ads investment within 90 days, and web sales grew 45% in one year.

Just as our digital tools have helped businesses and local economies during this transition, we are also providing new ways for workers to collaborate. When COVID-19 forced companies to close their offices, the swift pivot to remote work was supported by cloud-based tools such as Google Workspace, which allowed newly-remote companies to remain productive, connected, and collaborative, no matter where colleagues were based. Over 3 billion people globally—including 170 million students and teachers—rely on Google Workspace's cloud-based productivity and collaboration tools to stay engaged and connected, including HeSapa Enterprises, a screen-printing and embroidery business in Rapid City, South Dakota. After supply chain problems interrupted production, Walt Swan Jr. and his sons used Google Workspace to help track orders and inventory on low stock items and used Google Ads to keep customers up-to-date. With the increased sales, they are now looking to expand beyond their rented storefront to buy a larger shop for their growing business.

The growth of the digital economy has also transformed how people gain skills and prepare for new jobs and careers, and Google is helping. We employ more than 94,000 full-time Googlers throughout the U.S., with 10,000+ new full-time jobs added in 2021. And Google's platforms are powerful engines for job creation. The Android app economy alone—including Google Play—helped create 2 million jobs in 2021.¹ And YouTube's creative ecosystem supported 394,000 full-time equivalent U.S. jobs in 2020.²

Creating jobs is only half of the equation. America needs skilled workers to fill these exciting new roles. Since 2017, Grow with Google has trained over 8 million Americans in basic to advanced digital skills—and in 2021 we launched Google Career Certificates in the fields of Data Analytics, Project Management, and User Experience (UX) Design. With 1.3 million jobs open in these fields right now in the U.S.,³ the opportunity is significant.

It's important to us that the benefits of the digital economy are available to everyone. One way we fulfill our ongoing commitment to advancing diversity, equity, and inclusion is through our supplier diversity initiatives. In 2021, Google spent nearly \$1.5 billion with diverse-owned businesses in the U.S., surpassing our annual \$1 billion commitment. In 2022, we will grow our spending with diverse suppliers to \$2.5 billion while expanding to include suppliers from historically underrepresented groups around the world.

I am inspired by the incredible economic progress of small businesses that are turning to digital tools to grow their companies—and I am proud of how Google has helped businesses and job seekers emerge even stronger than before. This past year, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools helped provide \$617 billion of economic activity for millions of American businesses, nonprofits, publishers, creators and developers. In this report, you'll meet businesses, creators, startups, and learners from across the U.S. that are making the most of digital tools to thrive and grow.

A handwritten signature in cursive script that reads "Mary Ellen Coe".

Mary Ellen Coe
Vice President, Google Customer Solutions

Our impact

Google products and investments are helping the U.S. economy transform

\$617 billion
of economic activity

In 2021, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools helped provide \$617 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.

2.4+ billion
monthly direct connections

Every month in 2021, Google helped drive over 2.4 billion direct connections, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.

20+ million
American businesses

In 2021, more than 20 million American businesses received phone calls, requests for directions, messages, bookings, reviews and other direct connections to their customers from Google.

\$7+ billion
invested in data centers and offices

In 2021, Google invested over \$7 billion in data centers and offices across the U.S.

Job creation

Google platforms, YouTube, Android, and Google Play enable entrepreneurs to build new businesses and create new jobs for Americans

2 million
jobs created by Android

In 2021, the Android app economy, including Google Play, helped create 2 million American jobs—from software engineers and developers of mobile applications, to the marketing and human resources teams that support them.⁴

394,000
jobs supported by YouTube

YouTube's creative ecosystem supported 394,000 full-time equivalent jobs in the U.S. in 2020.⁵

94,000+
Google employees

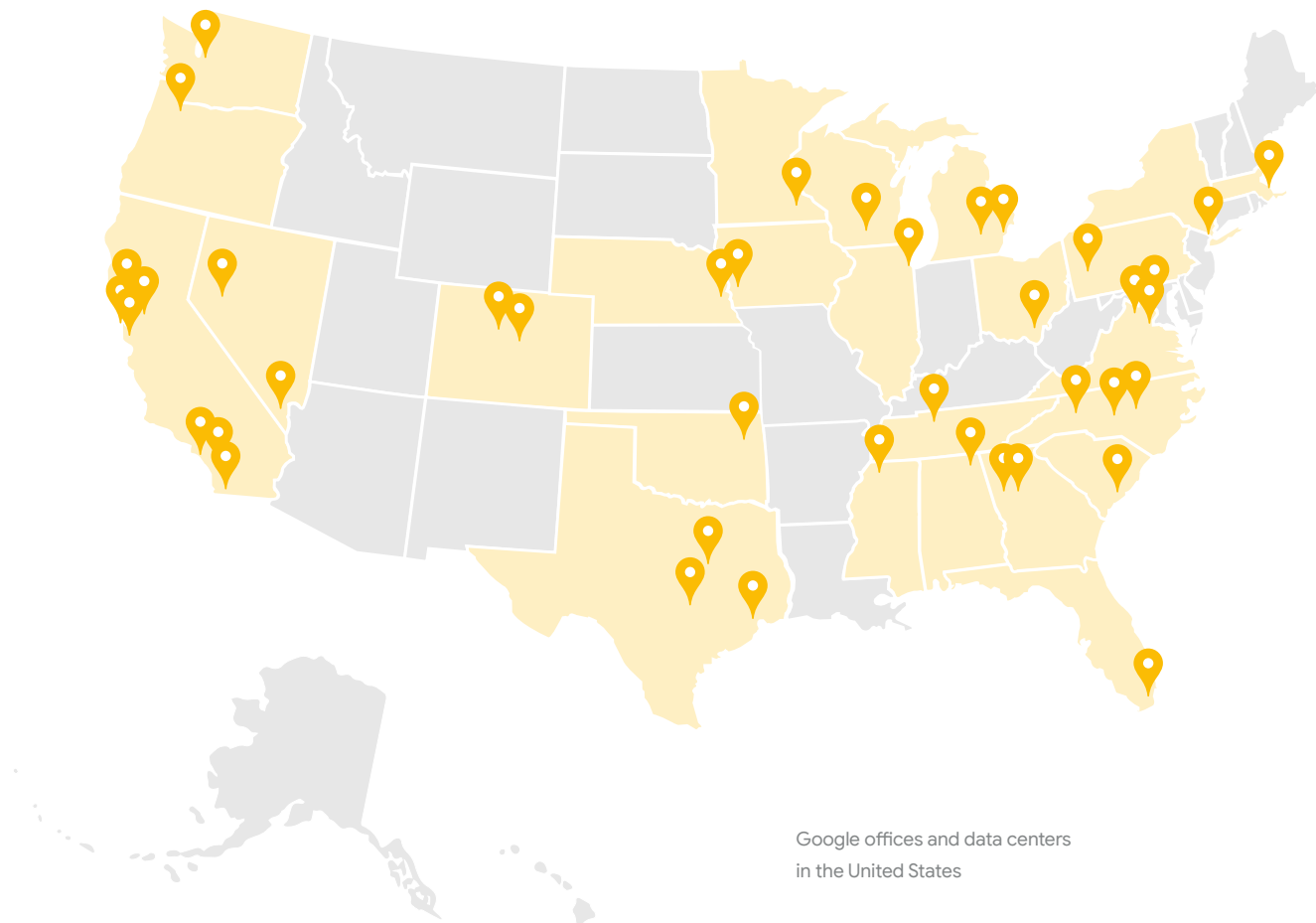
America is our home. Google employs over 94,000 people full-time throughout the U.S. We're proud to have offices and data centers in 26 states and committed to being good neighbors in the cities we call home.



Investing in local communities

America is our home. Google employs over 94,000 people full-time throughout the U.S. We're proud to have offices and data centers in 26 states and committed to being good neighbors in the cities we call home. In 2021, Google employees volunteered over 247,000 hours and donated over \$263 million (with Google matching) to local nonprofits, which includes raising funds to help vaccinate more than 1 million people in at-risk communities around the world.

As part of our local commitment, we're supporting the economic recovery through our infrastructure expansion, which is also helping to grow local economies. In 2021, Google invested over \$7 billion in data centers and offices across the U.S.



Google offices and data centers in the United States

Kapa Nui Nails
Kamuela, HI
PG. 47-48



Commitments to cybersecurity

Working toward a safer, more secure internet

As our world becomes more and more digital, cyber attacks pose an increasing danger to valuable data and critical infrastructure. Keeping data and infrastructure safe is essential to the continuing health and viability of consumers, citizens, businesses and organizations in every corner of the economy. Google is committed to creating a safer internet for everyone. By making all of our products and services secure by default, we keep more people safe online than anyone else in the world.

Over the next five years, we're investing \$10 billion globally to strengthen cybersecurity, secure the software supply chain, and enhance open-source security. And, because robust cybersecurity depends on people to implement it, we're training Americans for jobs in data privacy and security, and have pledged to help 100,000 Americans earn Google Career Certificates in IT Support and Data Analytics.

We look forward to continuing to work with others across the private and public sectors to define and drive a new era in cybersecurity. Our collective safety, economic growth, and future innovation depend on it.



Biloxi Shrimp Co.
Biloxi, MS
PG. 73-74

Commitments to racial equity

Racial equity is linked to economic opportunity, and we continue to support Americans with diverse backgrounds and circumstances as they enter the digital economy. We've invested in racial equity and social justice organizations, and funded new digital job skilling initiatives that support underserved small businesses, startups, and creators.

To learn more, visit <https://belonging.google>



Increasing access to capital

\$185 million
to enable support for
underrepresented businesses

Google's commitment of \$185 million in loans and grants enabled Opportunity Finance Network (OFN) to establish the Grow with Google Small Business Fund and OFN's Grant Program funded by Google.org. The loans were disbursed to over 50 community development financial institutions (CDFIs), which in turn provided loans to tens of thousands of diverse, underserved small businesses. The grants to OFN enabled CDFIs to increase their capacity to support these businesses.

\$75 million
in venture capital raised by underrepresented startup founders

The Google for Startups Black Founders Fund and Latino Founders Fund help high-potential founders grow their businesses by providing them with \$100,000 in non-dilutive cash awards, paired with extensive hands-on mentorship, community support, and resources like Google Cloud credits. The first \$10 million in awards created a powerful halo effect, helping those Black founders raise an additional \$75 million in venture capital.

Supporting business growth

\$1.5 billion
to diverse suppliers

In 2021, Google spent nearly \$1.5 billion with diverse-owned businesses in the U.S., surpassing our annual \$1 billion commitment. In 2022, we will grow our spending with diverse suppliers to \$2.5 billion while expanding to include suppliers from historically underrepresented groups around the world.

100,000+
small business owners trained

Grow with Google Digital Coaches offer Black- and Latino-owned small businesses free, hands-on digital skills training with local marketing experts. Our Digital Coaches have trained over 100,000 business leaders through 1,800+ workshops.

Commitments to racial equity

Preparing students and job seekers for the digital economy

\$50 million

in funding to HBCUs

Google committed \$50 million in funding to 10 historically Black colleges and universities (HBCUs) to support scholarships, in-class and remote learning, and curriculum and career support programs.

250,000

students being trained

Google is partnering with the Thurgood Marshall College Fund (TMCF), Hispanic Association of Colleges and Universities (HACU) and Partnership with Native Americans (PWNA) to bring digital skills and workforce training to 250,000 underrepresented students through the Grow with Google Career Readiness program.

\$20 million

to support the military community

Google.org provided \$20 million in grant funding and in-kind product donations to support economic empowerment for veterans and the military community. This funding includes a \$10 million cash grant to Hiring Our Heroes to launch Career Forward, and \$10 million in Ad Grants to veteran-serving organizations.

\$100 million

Google Career Certificates Fund

The Google Career Certificates Fund aims to drive over \$1 billion in aggregate wage gains by enabling nonprofit Social Finance to support economic mobility for tens of thousands of underserved American workers.

170,000

Americans placed into jobs

Through Google's skilling programs and Google.org grantee programs, nearly 170,000 Americans have been placed into new jobs with an average salary increase of 57%. Of these Americans, 67% are from underrepresented groups, including 44% women. 80% are from a lower-income background.

100,000

scholarships for Google

Career Certificates

Google has committed to providing 100,000 scholarships for Google Career Certificates, online training that prepares people for in-demand jobs in data analytics, IT support, project management, and user experience (UX) design.



Brittany Hoover,
Google UX Design Certificate Graduate
Digital Designer at Deloitte

Digital tools create new opportunities for Americans

In the hands of small business owners, digital technologies have helped the U.S. economy rebound and become more resilient. Small businesses are critical to any economic recovery, and while COVID-19 challenged many of them as never before, they turned to digital tools to enable remote work, connect with customers from anywhere, and get more done every day.

Digital technologies have revolutionized the way that small businesses run, giving even the smallest family-owned business access to powerful tools once reserved for large companies.

Perhaps that's why, in 2021, about 30% more Americans started new businesses than before the pandemic. American businesses aren't just thriving with digital tools; they're increasing in record numbers.⁶

78%
of small businesses report digital adoption

78% of small business leaders reported that adopting digital tools over the last two years created new opportunities for their business.⁷

73%
of small business leaders feel more optimistic due to digital

73% of all small business leaders—and 83% of Black-led and 81% of Hispanic-led businesses—have felt more optimistic about their business during the pandemic because of digital tools.⁹

87%
of small business leaders find new customers via digital

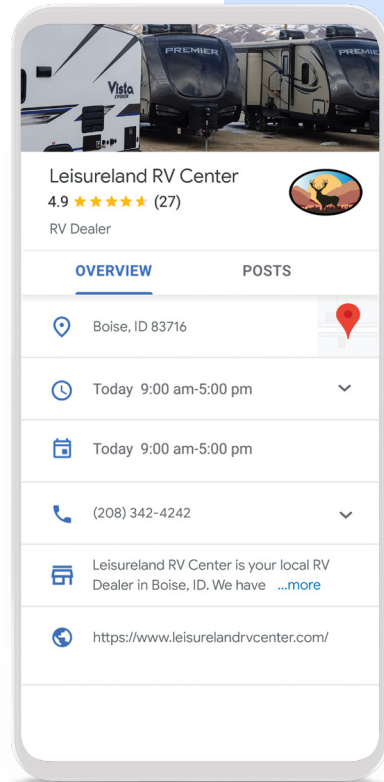
87% of small business leaders say that using digital tools to find new customers is an important part of their business.⁸

82%
of small business leaders use digital tools for operations

82% of small business leaders—and 85% of Black-led and 88% of Hispanic-led businesses—use digital tools as an important and valuable part of their business operations.¹⁰

Prados Beauty
Las Cruces, NM
PG. 87-88





“Leisureland attracted nearly 29,000 customers in a single month through our Google Business Profile, where we post inventory, communicate with customers, and utilize reviews.”

LEISURELAND RV CENTER
BOISE, ID
JOHN DEHOFF, CO-FOUNDER AND PARTNER

Search, Business Profile, Shopping
Leisureland RV Center
PG. 49-50

Searches for "near me in stock" have grown in the U.S. by over 90% year over year. Many people begin their journeys online and complete them in-store, and Google helps local businesses make those connections, turning searchers into customers along the way.

To help businesses reach more customers, we've made it easier for them to add phone numbers, chat with customers, and enable bookings directly from their Business Profile on Search and Maps. Google Business Profile also empowers customers to find, support, and interact with local businesses through reviews, online food ordering and service appointments.

We've also developed tools to better help businesses make important and strategic decisions. Google's Best Seller Report, Price Competitiveness Report, and Price Insights help businesses to keep a pulse on changing customer behavior and industry trends, and unlock new areas of growth and opportunity for their business.

Every month in 2021, Google helped drive over 2.4 billion direct connections, including phone calls, direction requests, messages, bookings, and reviews for American businesses.

Putting local businesses on the map and connecting them with customers

Providing businesses, learners, and creators a platform to tell their stories

Every day, YouTube helps people start new businesses, gain skills, and enrich their lives. During COVID-19, many used YouTube to learn new job skills and advance their careers. And parents, students, teachers, and adult learners alike recognize YouTube's educational benefits. In 2020, 89% of users reported that they gathered information and gained knowledge via YouTube.¹¹

Business owners also use YouTube to reach a wider audience and share their creative passions, from farmers and financial planners to woodworkers and media companies. Some 71% of business owners using YouTube agreed that it helped their organization adapt to pandemic-driven changes.¹² And 80% of small and medium businesses with a YouTube channel agreed that YouTube has helped them reach more customers.¹³

The expansion of the creator economy during these uncertain times demonstrates the flexibility, creativity, and resourcefulness of creators. We're continuing to invest in new tools to help creators build stronger businesses—including by providing ten different ways to make money on YouTube.

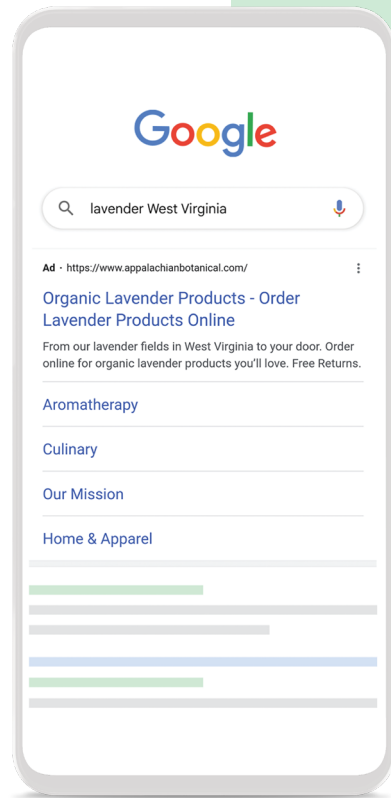
YouTube's creative ecosystem supported 394,000 full-time equivalent jobs in the U.S. in 2020.¹⁴ And, over 50% of watch time on content produced by channels in the U.S. comes from outside of the U.S.

YouTube and YouTube Ads
Millennial Farmer
PG. 71-72



“When I started this, I had no idea that actually making money on YouTube would ever be a thing for me. We ended up making more money through YouTube than through the actual farm. Biggest shocker of my life.”

ZACH JOHNSON
CREATOR, MILLENNIAL FARMER
LOWRY, MN



“We’re using Google Ads to find geographic clusters of our ideal customers nationwide so we can grow efficiently.”

JOCELYN SHEPPARD
 FOUNDER, APPALACHIAN BOTANICAL CO.
 FOSTER, WV

Google Ads
 Appalachian Botanical Co.
PG. 125-126

People have long used Google to find answers, discover new places, get shopping help, watch their favorite videos, and more. In 2021, even while people returned to in-store shopping at pre-pandemic levels, their use of digital channels didn’t subside. It actually increased.¹⁵

Google Ads are helping more businesses show up in these moments to connect with potential customers in useful and relevant ways. That’s more important than ever, as 74% of people say they only want relevant ads.¹⁶ Google Ads deliver real results to businesses, helping to increase their website visits, online sales, phone calls, store visits, and app installs.

Louisiana Crawfish reached new customers with the help of Google Ads when their wholesale channels shut down during the pandemic. By updating their messaging and product offerings to be relevant to home cooks, the company was able to pivot to sell directly to consumers and increased their revenue 31% year over year.¹⁷

Helping businesses find more customers

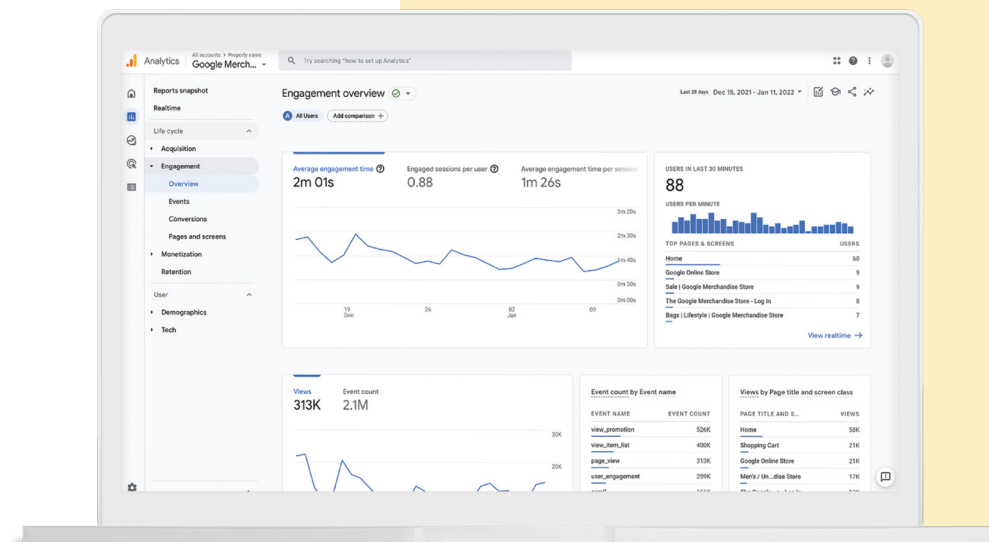
Providing actionable customer insights

With consumer spending increasing dramatically, Google Analytics gives business owners and creators fast access to vital metrics to help them make savvy decisions about their digital presence. These reports tell companies how people engage and interact with their websites and mobile apps, which marketing campaigns and channels generate the most traffic, and how to improve the path from discovery to conversion.

As the economy quickens, increasingly busy small business owners need easy access to key insights about how and where to spend their budget. That’s why businesses are using Google Analytics to learn how to drive more traffic and sales, and to strengthen customer relationships for the future.

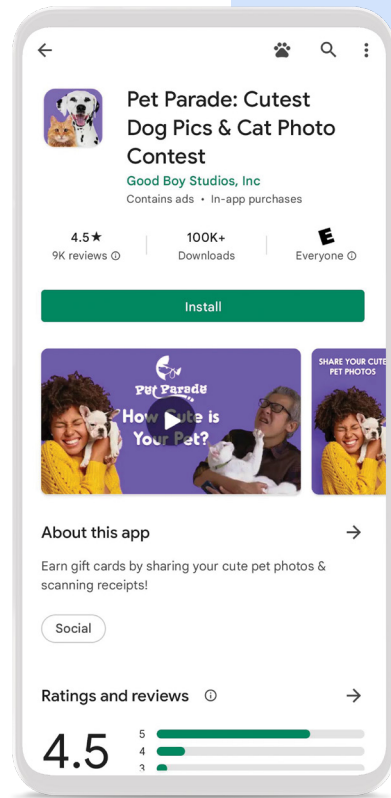
Google Analytics is an easy way for business owners to gain the insights they need to improve their customer experience and make confident, data-driven decisions that drive better business results.

Google Analytics
 Crew Supply Co.
PG. 95-96



“Google Analytics allows us to peek behind the curtain of our website to see which search queries are performing, and use those queries to better inform future SEO strategies.”

KYLE MCELFRISH
 BRAND DIRECTOR, CREW SUPPLY CO.
 COLUMBUS, OH



“We reach over 6.5 million pet owners in the U.S., with 50% of our users on Android. The support of Google Play has made it easy for our development team to fine-tune the apps, and understand how users are engaging.”

VIVA CHU
CO-FOUNDER CEO, GOOD BOY STUDIOS
GREENWICH, CT

Google Play
Good Boy Studios (Pet Parade)
PG. 39-40

As the economy springs back to life, Google Play’s online store for apps, games, and digital content continues to be an important channel for developers to reach their audiences. It provides millions of apps and games to more than 2.5 billion people around the world who choose Google Play because it’s a safe place to find the best apps and games. This global reach is a major boon for U.S. developers and businesses: In 2021, international users drove 45% of U.S. developer earnings on Google Play.

Through Google Play, app developers can do many things like access tools to manage their app releases and performance, as well as free training like Google Play Academy that helps them grow their businesses. And 97% of developers pay no service fees for the benefits they receive from Google Play.

Google Play also helps to make it possible for Google to offer Android as a free and open operating system. This means that consumers can choose where they get their apps and games. In fact, most Android devices come with two or more app stores.

The Android app economy, including Google Play, helped create 2 million American jobs—from software engineers and mobile app developers, to the marketing and HR teams that support them.¹⁸

Helping American app developers build their businesses

Enabling Americans to digitally transform their organizations

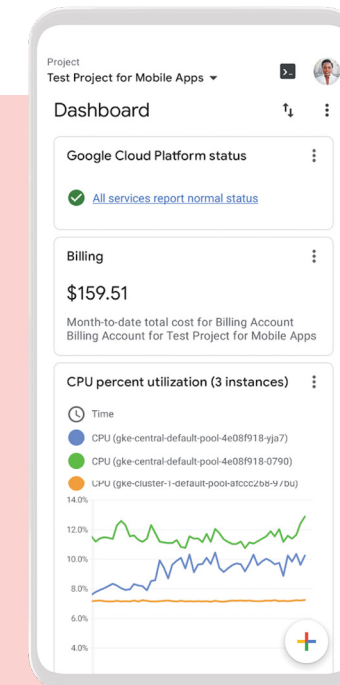
Google Cloud helps organizations of all sizes digitally transform through data-driven innovations using the same infrastructure and security Google uses for our operations. As COVID-19 forced remote work and video meetings spiked by 30x, Google’s infrastructure was able to seamlessly and securely handle the unprecedented demand of 100 million daily Google Meet video conferencing attendees.

The State of Oklahoma used Google Cloud to unify 23 petabytes of data across multiple agencies to rapidly identify needs and services, launch targeted social programs, and personalize services recommendations for residents.

The Google Cloud ecosystem is creating economic opportunities, advancing productivity and professional development. In 2021, Google Cloud Partners could achieve an 86% ROI and Google Workspace has been estimated to improve efficiency by saving 21 workdays per employee annually. In addition, Google Cloud technologists carry the top two highest-paying IT certifications.¹⁹

Over 3 billion individuals globally, including 170 million students and teachers, rely on Google Workspace’s cloud-based productivity and collaboration tools to stay engaged and connected.

Google Cloud, Google Workspace
Sign-Speak
PG. 89-90



“We use Google Cloud to support our app, and since implementation, we’ve seen improved reliability and lower costs.”

YAMI PAYANO
CO-FOUNDER, SIGN-SPEAK
ROCHESTER, NY



“I was introduced to a Google Digital Coach who spoke to us about creating an effective Google Business Profile and online presence, as well as creating Google Ads. Ultimately, these presentations helped to change the course of my business and my life.”

PATRICIA BEDFORD
FOUNDER, SUGA'S CAKERY
PFLUGERVILLE, TX

Grow with Google
Suga's Cakery
PG. 113-114

Helping Americans grow their businesses and startups

At Google, we believe in the power of small businesses and startups to do big things in their communities and beyond. That's why we provide access to resources and networks that help small businesses and startups grow and thrive. Through Grow with Google, we offer online tools and digital skills training—including workshops and 1:1 coaching in all 50 states, Washington, D.C., and Puerto Rico—so that Americans can boost their skills, careers, and businesses.

Google for Startups supports emerging companies that are solving some of the world's greatest challenges with agility, innovative technology, and determination. We connect startups with the right people, products, and best practices to help them on their journey. Through our network, U.S. startups created over 20,000 new jobs in 2021 and raised \$1.4 billion in funding.

Whether they're just starting out, building their local presence, or scaling to meet their customers' needs, Grow with Google and Google for Startups focus on helping startups and small businesses succeed so that our communities and economy succeed, too.

Since 2017, Grow with Google has trained over 8 million Americans in digital skills, with the help of more than 8,500 partner organizations.

Providing American job seekers with new ways to prepare for and find jobs

With 70,000 graduates and counting, Google Career Certificates provide job seekers with access to in-demand online training in data analytics, IT support, project management, and user experience (UX) design. These certificates, which don't require a college degree or previous experience, give learners the skills they need to apply to more than 1.3 million in-demand jobs.²⁰

Each course is developed and taught by Google employees with decades of field experience and is rigorous, practical, and hands-on by design. The certificates can be completed in under six months of part-time study, and graduates have access to a network of over 150 employers that are committed to considering Google Career Certificate graduates for entry-level jobs.

75% of program graduates report a positive career impact (e.g., new job or career, promotion, or raise) within 6 months of certificate completion.²¹



“It only took me a month to land a job after graduating from the program. Now I'm making a salary and really enjoying collaborating with my colleagues.”

KARRIM OMER
GOOGLE DATA ANALYTICS
CERTIFICATE GRADUATE
ASSOCIATE ANALYST, INFOSYS
CHARLOTTE, NC

Reports by state



Leisureland RV Center
Boise, ID
PG. 49-50



Mixtroz

BIRMINGHAM, AL

[MIXTROZ.COM](https://mixtroz.com)

212% INCREASE IN SITE TRAFFIC
IN Q4 2021

[G.CO/ECONOMICIMPACT/AL](https://g.co/economicimpact/al)

In 2015, after attending a string of conferences where people stared at their phones rather than talk to each other, Ashlee Ammons and her mom, Kerry Schrader, started Mixtroz: a digital platform that uses those same phones to help event attendees interact. “Most networking is inefficient, ineffective, and awkward,” explains Ashlee. The Birmingham-based company, whose name combines “mixer” and “introduction,” is woman- and Black-led, and helps people meet through a simple process they call “engineered serendipity.” Event attendees download the Mixtroz app, which has been hosted on Google Play since 2016, and answer 5-10 custom questions from the organizer. Based on their responses, they then get sorted into small groups of 3-10 to chat in person. It’s a win-win: Participants get help with mingling, and event organizers get streams of custom data to help improve their programs.

Mixtroz refines its digital marketing effectiveness from insights from Google Analytics. Its six-person staff also uses Google Workspace, especially Docs for real-time collaboration on marketing materials; Sheets for house research and customer outreach; and Forms to collect client and attendee feedback. When live events were curtailed due to the COVID-19 pandemic, Mixtroz sped up its plans for a virtual version of its app—and there’s now a version for hybrid events, too. In November, the company began running Google Ads to take customers directly to its website for pricing and purchase; the move increased traffic 212 percent in Q4 2021 alone. Mixtroz’s future looks bright, and its founders have already achieved a milestone: They’ve challenged ideas of who can be a tech entrepreneur. “Kerry and I break those barriers of race, sex, and age. It gets people to recalibrate what is possible.”

Alabama

“Google Analytics has helped us refine our messaging. We can see where people are going on our site, what they’re clicking, and what’s driving them to make that purchase.”

ASHLEE AMMONS
CO-FOUNDER & PRESIDENT



ALABAMA BY THE NUMBERS

\$1.55 billion
of economic activity

In 2021, Google helped provide \$1.55 billion of economic activity for thousands of Alabama businesses, nonprofits, publishers, creators and developers

276,000
Alabama businesses

More than 276,000 Alabama businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$4.9 million
of free advertising

In 2021, Google provided \$4.9 million of free advertising to Alabama nonprofits through the Google Ad Grants program

230+
jobs created by Google

In Alabama, Google creates jobs for over 230 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Fishe

ANCHORAGE, AK [FISHEWEAR.COM](https://www.fishewear.com) 272% SALES INCREASE SINCE 2017 [G.CO/ECONOMICIMPACT/AK](https://www.g.co/economicimpact/ak)

Linda Leary grew up in Maine and relocated to Alaska, experiencing both ends of the country in all its rugged beauty. As president of a trucking company, she enjoyed inviting clients to join in her favorite pastime—fly fishing. Linda loved being in nature and introducing other women to the sport, but was exasperated by the ill-fitting men’s waders and drab-colored clothing available for women. “I wanted to design fly-fishing apparel for women that would be colorful and functional—that could go from the river to dinner or shopping,” Linda reflects. After 30 years in trucking, Linda switched gears and founded Fishe® (pronounced “fishy”) in 2015, selling leggings, jackets, and belts out of her trunk. She hired women artists to create eye-catching, piscine-themed fabric designs, such as “troutrageous rainbow.” Google Ads helped Linda get her business and her e-commerce website off the ground. By 2017, Fishe had a flagship store in Anchorage and retailers carrying the brand across the U.S. Since then, sales have increased 272 percent.

Business kept growing during the pandemic as people sought refuge in the great outdoors, and Fishe now employs seven women. Their Google Business Profile informs customers of store hours, while showcasing new products and featuring reviews. Google Analytics and Google Data Studio let Fishe reel in their best performing products and web pages. “It’s really important for us to understand our audience better,” Linda says. Around 15 percent of sales now comes from Google traffic. Fishe also supports causes like Casting for Recovery and Covenant House with themed collections and donations. They plan to further expand internationally (they currently ship to 30+ countries), and Google tools will help them get there. “I love that our products inspire women to get on the water and to know that they are welcome in the fishing world,” says Linda.

“We’ve been able to reach a much wider audience with Google, helping our team grow our community of fishing women here in the U.S. and around the world.”

LINDA LEARY
FOUNDER & CEO



ALASKA BY THE NUMBERS

\$126 million
of economic activity

In 2021, Google helped provide \$126 million of economic activity for thousands of Alaska businesses, nonprofits, publishers, creators, and developers

49,000
Alaska businesses

More than 49,000 Alaska businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$471,000
of free advertising

In 2021, Google provided \$471,000 of free advertising to Alaska nonprofits through the Google Ad Grants program



Exclusive Tents

Arizona

TUSCON, AZ [EXCLUSIVETENTS.COM](https://www.exclusivetents.com) 50 EMPLOYEES

[G.CO/ECONOMICIMPACT/AZ](https://www.g.co/economicimpact/az)

Growing up in a city didn't keep Paul Zway, a former game ranger and founder of Exclusive Tents, away from nature. As a child in South Africa, he had a menagerie that included a jackal, monitor lizards, an owl, and over 200 snakes. "My mother was a saint," he recalls. Paul started Exclusive Tents in 2005 so that others could connect to nature without sacrificing luxury. "Glamping was unknown outside of Africa," Paul says. "So we developed a market and a name for ourselves." The Tucson-based company—a partnership since 2018 with the Johan Maree family—designs and creates quality tents that are four-season "alternate living structures." Customers range from large resorts to celebrities to people using the tents as temporary homes during renovations. "Tent living is gaining traction. It gives people the ability to have a movable asset," Paul says. He and his wife have themselves been living in a tent for nine years.

An avid traveler, Paul designed the business to be virtual and mobile. When sons Zane and Anders Zway and Brian Grisham joined the company, it was crucial to be able to collaborate from anywhere. "They all take off, into the desert, on site visits, but we work no matter where we are," Paul explains. Brian conferences with clients via Google Meet, and the team works together with Google Docs and Sheets. To reach customers around the world—including the fast-growing U.S. glamping market—they've used Google Ads since 2006. "It brings us exposure and leads," Brian says. "We're able to get creative with keywords to find customers in different ways." Their website now garners over 30,000 views a month, but the company's priority remains connecting clients with nature and conserving the natural assets of a site. "Our whole thing," Paul says, "is to effectively integrate your living space with your natural environment, without harming that natural environment."

"Google Ads brings us exposure and leads. We're able to get creative with keywords to find customers in different ways."

BRIAN GRISHAM
MARKETING AND SALES SPECIALIST



ARIZONA BY THE NUMBERS

\$10.06 billion
of economic activity

In 2021, Google helped provide \$10.06 billion of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators, and developers

402,000
Arizona businesses

More than 402,000 Arizona businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$15.04 million
of free advertising

In 2021, Google provided \$15.04 million of free advertising to Arizona nonprofits through the Google Ad Grants program



White River Hardwoods

Arkansas

FAYETTEVILLE, AR WHITERIVER.COM DOUBLE-DIGIT YOY GROWTH G.CO/ECONOMICIMPACT/AR

When Joan and Bruce Johnson got into the Arkansas hardwood business in 1977, they never imagined a future with major international resort clients. Their family-owned business was supplying lumber for the southwest construction boom when they discovered a budding market for ornate mouldings. “Mouldings at that time weren’t very important, and we just started running them and decided to make them important,” says Joan, founder and president of White River Hardwoods. “We didn’t have computer aided drafting, so I would draw every profile by hand.” The combination of Joan’s steady drawing hand and sharp business mind turned White River into a national distributor of mouldings in just five years. As the internet arrived, they bought the domain Mouldings.com for consumer sales and added their own WhiteRiver.com as a B2B site. In today’s world of online shopping, the two sites act more like an omnichannel. “We were selling online years before other people,” Joan says. “And we were on the cutting edge of design. This was an ignored industry that we brought up and gave it value.”

Richard Enriquez, White River’s director of marketing and e-commerce, says that Google Ads and Google Analytics make it easy to find potential buyers and keep their websites on point. White River has been using Google Ads since 2013; in 2021, their Ads generated over 800 orders. “Our return is great: four to one for every dollar we spend,” Richard says. “Google tools have played an important role in growing our online and offline businesses.” Today White River Hardwoods employs 35 people—including the Johnson’s sons, Ben and Jesse—and sells around the world. And Joan has seen progress in more than just the business. “When I started, there were no other women I came in contact with in the lumber industry,” she points out. “Now you’ve got women spread throughout millwork, building, and construction.”

“Google Ads allows us to reach customers we never could reach through traditional channels.”

JOAN JOHNSON
FOUNDER & PRESIDENT



ARKANSAS BY THE NUMBERS

\$2.03 billion
of economic activity

In 2021, Google helped provide \$2.03 billion of economic activity for tens of thousands of Arkansas businesses, nonprofits, publishers, creators, and developers

171,000
Arkansas businesses

More than 171,000 Arkansas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.17 million
of free advertising

In 2021, Google provided \$2.17 million of free advertising to Arkansas nonprofits through the Google Ad Grants program



nēdl

SANTA MONICA, CA

[NEDL.COM](https://nedl.com)

1.5 MILLION LIVE KEYWORD AUDIO SEARCH QUERIES TO DATE

[G.CO/ECONOMICIMPACT/CA](https://g.co/economicimpact/ca)

When Ayinde Alakoye noticed how challenging it can be to distinguish your voice on social media, he decided to do something about it. In 2017, he founded the mobile platform nēdl. Named for the “needle in the haystack,” nēdl lets anyone create a live call-in radio show using their own mobile phone—and then helps listeners find them by offering immediate transcriptions that can be searched in real time. Want to know who’s talking about health care or elections (or even chili recipes) right this moment? nēdl can show you. “It democratizes access to information,” Ayinde says. “So that everybody’s voice counts.”

To find out just how its customers like to use nēdl, Ayinde and his team turn to Google Analytics. The detailed data and insights help guide them as they design their product roadmap and innovate for the future. “Google Analytics helps us see in real time what our users think of new features, so we can make truly informed product decisions,” Ayinde says. nēdl was invited to join the Google for Startups Accelerator Voice AI program, a three-month digital session where they met and collaborated with other innovators—a process that helped them “put all this amazing information and technology into our product,” says Ayinde. Another turning point for nēdl was when the Google for Startups Black Founders Fund awarded \$100,000 in non-dilutive capital. “It was such a big, big moment for us,” says Ayinde. “It enabled us to implement features, fix bugs, and stabilize our platform. It put us in a position to keep building for our big launch this summer.” Listeners seem to like what they’re hearing: they’ve searched nēdl more than 1.5 million times to tune into new conversations and broaden their horizons.

California

“Google Analytics helps us see in real time what our users think of new features, so we can make truly informed product decisions.”

A YINDE ALAKOYE
FOUNDER AND CEO



CALIFORNIA BY THE NUMBERS

\$147.82 billion
of economic activity

In 2021, Google helped provide \$147.82 billion of economic activity for hundreds of thousands of California businesses, nonprofits, publishers, creators, and developers

2.42 million
California businesses

More than 2.42 million California businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$311.17 million
of free advertising

In 2021, Google provided \$311.17 million of free advertising to California nonprofits through the Google Ad Grants program

54,000+
Google employees

More than 54,000 Californians are employed full-time by Google



Friction Labs

DENVER, CO [FRICTIONLABS.COM](https://frictionlabs.com) 14 EMPLOYEES

Sometimes, you just need to get a grip. And when Colorado climbers Kevin Brown and Keah Kalantari found themselves slipping off difficult rock climbs, they took the chalk they were using into a laboratory and discovered it was mostly cheap filler. “We wanted to help athletes everywhere accomplish more. We believe that no one should be held back by bad grip,” says Keah. So Kevin and Keah sourced a supply of high-quality, pharmaceutical-grade magnesium carbonate and founded Friction Labs in 2013. From their humble e-commerce beginnings selling just a few dollars of merchandise per month, today Friction Labs sells their grip products to climbers, weightlifters, and other athletes in 1,000+ retail locations in more than 25 countries worldwide. And along the way, they’ve been using Google products to help them reach new heights.

From the beginning, Kevin and Keah have used free Google Workspace tools like Sheets and Docs to manage their operations without breaking the bank on expensive business software. And during the pandemic, Google Analytics helped them uncover a growing demand for ways to make gyms safer for athletes, leading to their introduction of a new hand-sanitizing hygienic liquid chalk. “When you’re a small business, you’ve got to be scrappy. Google gives us cost-effective ways to do that,” Kevin says. Today, Friction Labs is enjoying 25-percent annual sales growth, and they’re using that money to help introduce hundreds of underserved kids to climbing at gyms across the country. Over 500,000 athletes have trusted Friction Labs products to date—or as Kevin and Keah like to put it, one million hands. “Starting a small business is one of the last great adventures that exist in the world,” Kevin says. And coming from two guys who climb mountains for fun, that’s really saying something.

[G.CO/ECONOMICIMPACT/CO](https://g.co/economicimpact/co)

“If you’ve got the drive, Google has the scalable tools to make your small business dreams work.”

KEVIN BROWN
CO-FOUNDER & CEO



COLORADO BY THE NUMBERS

\$9.23 billion
of economic activity

In 2021, Google helped provide \$9.23 billion of economic activity for tens of thousands of Colorado businesses, nonprofits, publishers, creators, and developers

425,000
Colorado businesses

More than 425,000 Colorado businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$21.73 million
of free advertising

In 2021, Google provided \$21.73 million of free advertising to Colorado nonprofits through the Google Ad Grants program

1,600+
Google employees

More than 1,600 Coloradans are employed full-time by Google



Good Boy Studios

GREENWICH, CT

[GBS.PETS](#)

16 EMPLOYEES

Connecticut

[G.CO/ECONOMICIMPACT/CT](#)

When Viva Chu adopted his labradoodle, Coder, he was the typical proud dog dad, oversharing photos of his fur baby on social media. Ever the entrepreneur and with a background in gaming and coding, Viva came up with an idea to gamify the experience, and Pet Parade was born. The app lets users create a profile for any pet, share photos, and enter cuteness contests to earn gift cards. But Viva soon realized that his idea had greater potential. “As we started talking with sponsors, we understood that there was a much bigger opportunity around data,” Viva explains. “We launched Good Boy Studios in 2017 as the world’s first Pet Demographics Audience Platform, so marketers can reach pet owners and fine-tune their advertising spend based on demographics like size and age.” Today, Good Boy Studios is rapidly growing its advertising base, with major brands like Purina and Zoetis among its clients.

On the end-user side, Pet Parade Android users make up approximately 50% of its user base. The company has been using Google Ads from the beginning to help drive app installs, and they A/B test to optimize the app using Google Firebase and Google Analytics data. “Google has been a great partner for us, and they make their tools easy to self-manage and fund at our own pace,” Viva says. About a quarter of Pet Parade’s user acquisition comes from Google Ads, and Viva conservatively estimates that 20 to 25 percent of the company’s overall growth comes through Google channels. Good Boy Studios is now focused on its second app, Pet Star, a subscription-based service that lets users create music videos starring their pets. “Whereas Pet Parade is only available in the U.S., Pet Star is our international app,” says Viva, “so we’re excited to grow our user base and take our Pet Demographics Audience Platform global.”

“We reach over 6.5 million pet owners in the U.S., with 50% of our users on Android. The support of Google Play has made it easy for our development team to fine tune the apps, and understand how users are engaging.”

VIVA CHU
CO-FOUNDER & CEO



CONNECTICUT BY THE NUMBERS

\$11.66 billion
of economic activity

In 2021, Google helped provide \$11.66 billion of economic activity for tens of thousands of Connecticut businesses, nonprofits, publishers, creators, and developers

246,000
Connecticut businesses

More than 246,000 Connecticut businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$7.49 million
of free advertising

In 2021, Google provided \$7.49 million of free advertising to Connecticut nonprofits through the Google Ad Grants program



The Frozen Farmer

Delaware

BRIDGEVILLE, DE THEFROZENFARMER.COM 2,143% SALES GROWTH IN 2021 G.CO/ECONOMICIMPACT/DE

When Katey and Kevin Evans married and began working together on Kevin's 3,000-acre grain, fruit, and vegetable farm, Katey was in for a few surprises. The biggest one? How many "misfit" fruits and veggies were wasted. "Grocery stores have very high cosmetic standards," Katey says. Buyers reject 20 percent of produce that doesn't conform to strict size or cosmetic ideals. Katey's mom, Jo Ellen Algier, always made ice cream at home, so the two women launched Frozen Farmer in 2015 to create frozen desserts as a tasty outlet for the misfits. They've used Google Workspace products like Docs and Sheets from the start; sharing data in real time with harvest and logistics teams keeps the operation running smoothly. Sales exploded after an appearance on the reality show "Shark Tank" in 2020, and Katey turned to Google Ads to make the most of the publicity. "The show helped us gain initial national grocery distribution, but the Google Ads we've placed have helped our flavors sell now that we're on the shelf," Katey explains.

Frozen Farmer started with ice cream and sorbet, but after combining the two for their trademarked Frobert, which is creamy but low-fat, they really came into their own. The company has seen eye-popping growth in 2021: Both dollar and unit sales jumped over 2,100 percent. "A year ago we were a small business in fewer than 200 regional locations," Katey says. "Now we're in more than 8,000 stores across the U.S. We're working on sustaining sales and growth, and improving that year on year." She uses Google Analytics to track the metrics for orders and advertising, as well as to generate data for investors, and her Google Ads pay off in increased sales. "It's a matter of gaining brand recognition and product recognition for Frobert. We raise awareness with Google Ads, and we ultimately gain loyal customers," Katey says.

"The Google Ads we've placed have helped give us brand awareness and ultimately loyal customers."

KATEY JO EVANS
CO-FOUNDER & CEO



DELAWARE BY THE NUMBERS

\$5.15 billion
of economic activity

In 2021, Google helped provide \$5.15 billion of economic activity for tens of thousands of Delaware businesses, nonprofits, publishers, creators, and developers

65,000
Delaware businesses

More than 65,000 Delaware businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.93 million
of free advertising

In 2021, Google provided \$2.93 million of free advertising to Delaware nonprofits through the Google Ad Grants program



Thermaband

Florida

FORT LAUDERDALE, FL

[THERMABAND.COM](https://thermaband.com)

RAISED \$1.5M FOR PRE-SEED ROUND

[G.CO/ECONOMICIMPACT/FL](https://g.co/economicimpact/fl)

At 51, I had my first hot flash,” says Debbie Dickinson the creator of the Thermaband Zone menopause bracelet. “I was not anticipating, nor did I understand, menopause.” Frustrated with the low-tech cooling techniques she found, Debbie teamed up with her daughter Markea—a supply-chain expert who was finishing her MBA at Yale—to build a more modern solution. The result was Thermaband Zone, a “smart, personal thermostat” worn on the wrist like a watch. When it detects a hot flash, Thermaband produces a cooling sensation to the wrist similar to the feel of an ice pack. Markea says she and her mother make great partners: “She’s the visionary and more the creative side. I’m focused on the execution and on how to bring an idea to life.” Using a blend of support from friends and family plus venture capital, the Dickinsons have raised \$1.5 million toward their launch in late 2022.

In 2021, Thermaband was a recipient of a \$100,000 award from the Google for Startups Black Founders Fund. “That added quite a bit of credibility to our brand,” says Markea. “It helped with recruiting top talent.” With the award came valuable mentoring by the Google for Startups team. The Dickinsons use Google Ads to steer people toward their blog and website, and Markea believes that the combination of the Ads and the data generated by Google Analytics were a driving force behind their successful pre-order campaign—the first batch of Thermaband Zones offered for presale sold out in hours. The Dickinsons are getting ready for their full retail launch, and are already planning for the future, says Markea: “Integrating with Google Nest to control the air conditioning unit automatically when a hot flash is detected will be a game changer for our app.” Debbie adds, “We are excited about getting our product in the hands of women and their families across the country.”

“Google Ads helps us understand what people are actively searching for, so we can tweak our website to align with terms people are using in their daily lives.”

MARKEA DICKINSON
COO



FLORIDA BY THE NUMBERS

\$31 billion
of economic activity

In 2021, Google helped provide \$31 billion of economic activity for hundreds of thousands of Florida businesses, nonprofits, publishers, creators, and developers

1.55 million
Florida businesses

More than 1.55 million Florida businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$34.14 million
of free advertising

In 2021, Google provided \$34.14 million of free advertising to Florida nonprofits through the Google Ad Grants program

70+
Google employees

More than 70 Floridians are employed full-time by Google



EyeGage

Georgia

ATLANTA, GA EYEGAGE.COM 10,000 EYES IN PHOTOGRAPHIC DATA SET

G.CO/ECONOMICIMPACT/GA

Eyes may be the window to the soul, but for LaVonda Brown, founder and CEO of EyeGage, they're also an excellent source of empirical data. Her PhD work used eye tracking to measure educational engagement, and her postdoc studies correlated specific eye metrics with Alzheimer's disease. Then LaVonda turned her focus to substance impairment, developing EyeGage—an app that measures drug and alcohol levels by analyzing a person's eyes. Launched in 2020, the app's goal is to prevent accidents by providing a free and simple way to assess someone's degree of impairment before operating vehicles or equipment. EyeGage is hosted on Google Firebase, and is currently in beta testing while the team builds a photographic data set of 10,000 eyes. They use Google Ads to recruit test subjects. "Our photographic data set is our main focus right now," LaVonda says. "The more eye scans we have in the data set, the more accurate our algorithms will be."

EyeGage got a boost in 2021 when they were accepted into the Google for Startups Founders Academy, which offers training and mentorship to entrepreneurs. Soon after, LaVonda was awarded \$100,000 from the Google for Startups Black Founders Fund. "Raising money is difficult as a pre-revenue company, and we had a lot of research to do. The award provided us with bridge funding, and also acts as a stamp of approval," LaVonda says. EyeGage was able to move into a bigger space, hire more employees, and attract investors. They're now revamping their website, using insights from Google Analytics to learn which pages are most engaging for visitors. LaVonda also finds time for ProfBrown's STEMulation, a program she founded to expose underrepresented youth to STEM-related careers. "I've been in a lot of workplaces where I was the only woman and the only Black person. I call it the 'only, only,'" LaVonda says. "By creating STEMulation, I hope to change that for future generations."

"Google Analytics helps us see the most visited pages on our website. We're now using that information to update our site to be even more relevant."

LAVONDA BROWN
FOUNDER & CEO



GEORGIA BY THE NUMBERS

\$13.21 billion
of economic activity

In 2021, Google helped provide \$13.21 billion of economic activity for tens of thousands of Georgia businesses, nonprofits, publishers, creators, and developers

660,000
Georgia businesses

More than 660,000 Georgia businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$17.73 million
of free advertising

In 2021, Google provided \$17.73 million of free advertising to Georgia nonprofits through the Google Ad Grants program

1,000+
Google employees

More than 1,000 Georgians are employed full-time by Google



Kapa Nui Nails

Hawaii

KAMUELA, HI KAPANUINAILS.COM 50% YOY GROWTH

G.CO/ECONOMICIMPACT/HI

Partners in business and life for 27 years, Terry and Dr. Lyn Lam raised a family together and ran a successful women’s healthcare center on the island of Hawaii. Beauty products were never in their wheelhouse, until they learned of the harmful effects of traditional nail lacquers from a polymer chemist friend. “Taking care of women all our lives, we know how important it is that women feel good about themselves,” says Lyn. “Nail polish can empower women, but that’s often compromised by guilt and anxiety about what you are doing to yourself, your nails, your kids. For us, creating something better for women and the planet was a no-brainer.” They launched Kapa Nui Nails in 2019 as a full line of nail care products and water-based polishes that are completely non-toxic, odor-free, and environmentally friendly.

Terry and Lyn used Google Ads from the outset to gain traction, turning to Google Analytics to help fine-tune their e-commerce campaigns. “It’s really helped us to hone in on our audience, and the demographics have helped us to target our marketing more efficiently,” says Terry. Approximately 80 percent of Kapa Nui Nails’ traffic comes from online sources, helping to drive 50-percent growth year-over-year (YoY). Terry attributes about one-third of that growth to Google Ads. The Lams hope their success inspires other Hawaiians to start small businesses and promote exports as a bigger part of the state’s industry. “Hawaii is heavily based on tourism, and many of us are trying to branch out,” explains Lyn. “We are proud to represent rural, outer-island Hawaii and what can be accomplished just about anywhere with internet access.” As they begin to pursue more retail opportunities, the Lams feel prepared to scale. “Bottom line is we want to spread the word,” Lyn says. “We want as many polish users as possible to know that chemical-free nail care is an option.”

“Google Analytics helps us to continue to optimize our ad campaigns and our marketing efforts to make our dollar spending go much further.”

TERRY LAM
CO-FOUNDER



HAWAII BY THE NUMBERS

\$320 million
of economic activity

In 2021, Google helped provide \$320 million of economic activity for tens of thousands of Hawaii businesses, nonprofits, publishers, creators, and developers

87,000
Hawaii businesses

More than 87,000 Hawaii businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$1.77 million
of free advertising

In 2021, Google provided \$1.77 million of free advertising to Hawaii nonprofits through the Google Ad Grants program



Leisureland RV Center

Idaho

BOISE, ID [LEISURELANDRVCENTER.COM](https://www.leisurelandrvcenter.com) 518% GROWTH IN 2021 [G.CO/ECONOMICIMPACT/ID](https://www.g.co/economicimpact/id)

It all started with a beat up 1979 Fleetwood Wilderness languishing in Carina DeHoff's backyard. Carina was busy running her water systems company, her then-boyfriend and now-husband John DeHoff was active duty in the military, and neither had any experience with RVs. "It took us about a year to get this thing functioning and somewhat restored," says John. "Then it sold in two days." The two fell in love with flipping RVs, and what began as a hobby morphed into Leisureland RV Center, which they founded in November 2014. Purchasing pre-owned RVs at auction and repairing them to the highest standard, John, Carina, and what's grown to 27 team members serve around 500 customers a year all over the Western U.S.

The independent dealership is located on a secondary road, so the DeHoffs miss out on the drive-by-traffic that nearby dealerships on Highway 84 rely upon. Instead, they've turned to Google tools to help support a new model. "We are at least 80 to 90 percent internet traffic," says John. "The internet is our Highway 84." Leisureland attracted nearly 29,000 customers in a single month through their Google Business Profile where they post inventory, communicate with customers, and utilize reviews. Meanwhile, Google Ads helps Leisureland increase brand awareness, particularly in surrounding states, driving around 30 percent of sales. Nearly all new customers come from online leads, propelling 518 percent growth in 2021 and consistent 20 to 50 percent growth year-over-year since the company's inception. The DeHoffs envision opening another location or two within the next five years. "We are going to continue to grow this company using the power of the internet," says John, "and we don't need that Highway 84."

"We're not a big conglomerate, but the internet and Google have allowed us to extend our reach all over the Western United States."

JOHN DEHOFF
CO-FOUNDER & PARTNER



IDAHO BY THE NUMBERS

\$1.11 billion
of economic activity

In 2021, Google helped provide \$1.11 billion of economic activity for thousands of Idaho businesses, nonprofits, publishers, creators, and developers

119,000
Idaho businesses

More than 119,000 Idaho businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.2 million
of free advertising

In 2021, Google provided \$2.2 million of free advertising to Idaho nonprofits through the Google Ad Grants program



30Seconds.com

GLENCOE, IL

[30SECONDS.COM](https://www.30seconds.com)

SITE TRAFFIC INCREASED 2X+
IN 2ND HALF OF 2021

[G.CO/ECONOMICIMPACT/IL](https://www.g.co/economicimpact/il)

Elisa Schmitz got the idea for 30Seconds.com, a Latina-led lifestyle site with content that takes half a minute to read or watch, when working as a digital-media executive. “I saw the impact of mobile on moms and how it created a sea change in their consumption of media,” explains the mother of three. “They needed information quickly, because mobile devices are interrupted all the time” by calls or texts. Since founding the site in 2011, Elisa and her staff of five, along with their team of 1,000 editorial contributors, have used Google Analytics to fine-tune content and expand it beyond parenting to cooking, wellness, and more. It was especially useful when people changed habits during the pandemic; Elisa could see, for example, that food and health content was outperforming travel content. “Google Analytics helped us make sense of it all,” Elisa says. “We used it to pivot toward what our consumers wanted and needed.”

As an entrepreneur, Elisa was juggling so much—from growing the site’s audience to forming partnerships with experts—that she struggled to set up a fully viable ad program. In the fall of 2020, she enlisted Google AdSense, which matches ads to site content based on relevance, to help. The result was “a huge aha moment,” Elisa says. “With one line of code, I was able to monetize our ad inventory in a way that I couldn’t do on my own.” In the second half of 2021, the site’s revenue more than quadrupled. AdSense has freed up time for Elisa to collaborate with her global team using Google Workspace, and respond to insights from Google Analytics, producing more of the content consumers are demanding—and even to write a book. Traffic on the site has more than doubled to nearly 3 million unique users a month. “I don’t have to worry about ad revenue,” she says. “I can pour my heart, my energy into what I do best: creating compelling content and building community.”

Illinois

“The insights and resources provided by Google tools made a huge impact on our ability to better serve our audience and grow our business, all at once.”

ELISA SCHMITZ
FOUNDER & CEO



ILLINOIS BY THE NUMBERS

\$24.48 billion
of economic activity

In 2021, Google helped provide \$24.48 billion of economic activity for hundreds of thousands of Illinois businesses, nonprofits, publishers, creators, and developers

763,000
Illinois businesses

More than 763,000 Illinois businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$28.58 million
of free advertising

In 2021, Google provided \$28.58 million of free advertising to Illinois nonprofits through the Google Ad Grants program

1,800+
Google employees

More than 1,800 Illinoisians are employed full-time by Google



Smoking Goose

Indiana

INDIANAPOLIS, IN [SMOKINGGOOSE.COM](https://smokinggoose.com) 43 EMPLOYEES

[G.CO/ECONOMICIMPACT/IN](https://g.co/economicimpact/in)

High school sweethearts Chris and Mollie Eley are committed to tradition. In 2011, Smoking Goose was hatched in Indianapolis out of their gourmet grocery, Goose The Market, to showcase Chris's expertise in traditional butchery and charcuterie. What began as a local wholesale supplier of cured and smoked meats, salumi, and sausages now offers unique delicacies like blackberry duck salame or pig and fig terrine in all 50 states. Goose's Narration Director Corrie Cook says traditional techniques and humanely raised animals set them apart: "Seam butchering by hand, curing without compound nitrates, smoking over real wood, and letting time and salt work their magic mean a lot to our customers." The team uses Google Ads and Google Maps to spread the word about their products. "We make a public map with our wholesale restaurant and market partners on it, so people can zoom in and find what's closest," Corrie says.

Smoking Goose eventually invested in a website for public sales, and Public Smokehouse—their new retail shop—joined the Goose flock in 2019. This offset a pandemic-related slump in wholesale orders, and positioned them nicely for the meteoric rise in charcuterie board popularity. Retail sales jumped 85-90 percent from 2019 to 2020, as customers discovered their 40+ meat varieties, and over 500 pairing items like cheese, pickles, and jam. Goose informs folks about specials, hours, and hiring with their Business Profile on Google; Corrie calls it "the go-to spot for all tidbits of information." Amid the surge in orders and queries, Gmail aliases—separate email addresses that forward to a central account—keep the team organized so they can focus on what matters most: offering quality, artisanal charcuterie. "It takes more training, time, and patience," Corrie says, "but customers value the flavor that's only possible because we respect tradition and don't cut corners."

"Being able to add Products and Updates to our Business Profile on Google that will then come up in people's searches has been really, really helpful."

CORRIE COOK
NARRATION DIRECTOR



INDIANA BY THE NUMBERS

\$4.82 billion
of economic activity

In 2021, Google helped provide \$4.82 billion of economic activity for tens of thousands of Indiana businesses, nonprofits, publishers, creators, and developers

353,000
Indiana businesses

More than 353,000 Indiana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$8.37 million
of free advertising

In 2021, Google provided \$8.37 million of free advertising to Indiana nonprofits through the Google Ad Grants program



Rada Cutlery

Iowa

WAVERLY, IA RADACUTLERY.COM 98 EMPLOYEES

G.CO/ECONOMICIMPACT/IA

As WWII came to an end, an enterprising family in Iowa began to use the steel and aluminum no longer needed for the war effort to make aluminum-handled kitchen knives. Nearly 75 years later, Rada Cutlery is still family-owned and American-made—selling quality, affordable knives and kitchenware. But you won't find Rada products in big-box stores. "Our products are primarily sold through thousands of school, church, and civic fundraising groups," explains Dan Kielman, VP of Sales & Advertising. "Fundraising has been integral from the start," adds Andrea Ramker, VP of Business Development, "but individuals soon discovered our products and began selling them at flea markets, fairs, and eventually online." The company also sells to independent retailers and direct-to-consumer.

The COVID-19 pandemic put many of these sales channels on hold as people avoided in-person encounters. Still, the company has achieved double-digit growth since the start of the pandemic by pivoting to online fundraising and sales with help from Google Shopping and Google Ads. "Part of what makes Google Shopping work for us is that we have a recognizable brand name and reputation," says Dan. "Someone may search for a Rada paring knife, and they'll see results for us from multiple sellers across the web." Dan estimates that 15 percent of Rada sales now come from Google Ads or Google Search. As its online business grows, Rada Cutlery uses Google Workspace to share product imagery with its resale customers so they all have access to the best marketing resources. "We're always providing new tools to help make their jobs as easy as possible," says Andrea. "We'll be adding new products and amplifying our brand through our websites, social tools, and advertising as we continue to grow." By keeping manufacturing in America and continuing to employ local Iowans, that growth stands to make quite an impact.

"We're using a variety of strategies with Google Shopping to grow our business. Part of what makes Google Shopping work for us is that we have a recognizable brand name and reputation."

DAN KIELMAN
VP OF SALES & ADVERTISING



IOWA BY THE NUMBERS

\$1.45 billion
of economic activity

In 2021, Google helped provide \$1.45 billion of economic activity for thousands of Iowa businesses, nonprofits, publishers, creators, and developers

187,000
Iowa businesses

More than 187,000 Iowa businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$3.41 million
of free advertising

In 2021, Google provided \$3.41 million of free advertising to Iowa nonprofits through the Google Ad Grants program

900+
jobs created by Google

In Iowa, Google creates jobs for over 900 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Prairiewood

MANHATTAN, KS [PRAIRIEWOOD.COM](https://prairiewood.com) 110% GROWTH YOY [G.CO/ECONOMICIMPACT/KS](https://g.co/economicimpact/ks)

At Prairiewood—a boutique retreat with first-class accommodations, event space, and community programs—it’s all about connections. “We want people to retreat, rest, connect with themselves, connect with each other, and connect with the land,” says Beck Katzenmeier, who founded the retreat with her husband, Kail, in 2010. Prairiewood lies in the shadow of Kansas’ Flint Hills on nearly 500 acres of privately preserved tallgrass prairie; the couple takes active measures to protect and restore the plants and wildlife native to the fragile prairie ecosystem. They used Google Ads from the start to spread the word about lodging and recreational options on the preserve, and they post YouTube videos so prospective guests can explore the property. Kail points out, “We don’t need to present ourselves as anything more than what we are, we just need a way to tell the story that already exists.”

Their revenue and guest numbers increased 110 percent year-over-year (YoY) in 2021, outpacing the double-digit YoY growth the retreat had seen for the past five years. The Katzenmeiers own other properties under their parent company, Capstone3D, and they store everything on Google Drive to stay organized. They use Google Workspace products like Google Meet, Calendar, which syncs with online booking platforms, and Sheets, to share event notes among team members. Since opening the retreat, the pair has added an art gallery, a bar, and a resident artist program, and created Prairiewood Connect, which features speakers, music, hiking, and other events that allow the public to explore the preserve. “Everything we do, we’re trying to connect to place and people on a local level—there’s a very missional aspect to it,” Kail says. “At the end of the day, we’re trying to find joy.” Beck adds, “Prairiewood is where we live. This is about who we are, and what gifts we have to share with the world.”

“I take care of every guest from every property, and use Google Calendar to track everything and Google Drive to store it all.”

BECK KATZENMEIER
CO-FOUNDER



KANSAS BY THE NUMBERS

\$1.92 billion
of economic activity

In 2021, Google helped provide \$1.92 billion of economic activity for tens of thousands of Kansas businesses, nonprofits, publishers, creators, and developers

181,000
Kansas businesses

More than 181,000 Kansas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.93 million
of free advertising

In 2021, Google provided \$2.93 million of free advertising to Kansas nonprofits through the Google Ad Grants program



A Taste of Kentucky

Kentucky

LOUISVILLE, KY

ATASTEOKENTUCKY.COM

13 FULL-TIME EMPLOYEES

G.CO/ECONOMICIMPACT/KY

Few things say “Welcome to Kentucky” like Derby Pie, bourbon chocolates, and local hospitality. Visitors to the Bluegrass State can find all three at A Taste of Kentucky. John and Sherry Hassmann purchased the Louisville business from a friend in 1986, and ever since they’ve been selling hand-made local crafts, souvenirs, and tasty treats that showcase the best of Kentucky. “People in Kentucky are extremely creative. There’s a lot of history here and a lot of talent,” John says. “We get to share a piece of our community with the whole country.” A Taste of Kentucky launched its first e-commerce website 20 years ago, and today 40 percent of the company’s sales happen online, with shipments to over 20,000 customers each year. To help connect even more shoppers with their Kentucky treasures, the Hassmanns use tools like Google Ads.

When local companies want to share their pride in being a Kentucky business with clients, they find A Taste of Kentucky via Google Ads—and the same goes for tourists looking to take home something unique. “We decided to try Google Ads, and we got our first investment back in 90 days.” John says. But the investment they’re most proud of is the one they’ve made in their employees. “It means a great deal to my wife and me, keeping jobs in our community. These people are our responsibility,” John says. “A rising tide lifts all boats, and as our online business grows, so does our ability to provide for them.” The company employs 13 people full time, with that number swelling up to 30 during the peak seasons of Christmas and the Kentucky Derby. Web sales grew 45 percent in one year, and John and Sherry are putting that money right back into expanded benefits for their employees. “That’s just the way we do things here in Kentucky,” John says. And that’s the true meaning of local hospitality.

“If you’re going to be on the web and you’ve got something to sell, Google Ads is the way to go.”

JOHN HASSMANN
OWNER



KENTUCKY BY THE NUMBERS

\$1.83 billion
of economic activity

In 2021, Google helped provide \$1.83 billion of economic activity for tens of thousands of Kentucky businesses, nonprofits, publishers, creators, and developers

234,000
Kentucky businesses

More than 234,000 Kentucky businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$3.01 million
of free advertising

In 2021, Google provided \$3.01 million of free advertising to Kentucky nonprofits through the Google Ad Grants program



Cleaning Concierge

Louisiana

NEW ORLEANS, LA MYCLEANINGCONCIERGE.COM

20% GROWTH
IN 2021

G.CO/ECONOMICIMPACT/LA

It started with an anniversary gift in 2009. Barrett Wiley was cleaning the home and found himself overwhelmed with the harsh odors of cleaning products. Within a year, he and his wife had founded Cleaning Concierge, dedicating themselves to providing New Orleans with prime cleaning services with a green approach. “We don’t want to just do the work. We want to build a relationship so that it’s something that can be sustainable and ongoing,” says Barrett. Today, they offer an array of cleaning services for office buildings, restaurants, and many other commercial sites. For Barrett and Tracey, running the business efficiently has meant utilizing Google Workspace tools like Gmail, Calendar, and Drive. “With Google Workspace, you have access to documentation across devices,” Barrett says. “You’re not stuck trying to find a file on one computer when you’re out of the office.”

The company experienced 20 percent growth in 2021 and the Wileys are setting their targets even higher. Their Google Business Profile “helps get the word out,” he says. “We’re listed on Google Maps, and it gives us another way to showcase our capabilities.” And Nest cameras installed in the office through the Google Storefront Kits Program give them peace of mind. Along the way, Barrett’s philosophy has evolved. “We’re on a mission to change how people perceive business in general and not just the cleaning industry,” he says. “If a business isn’t about making someone feel special, they’re not focusing the right way.” Cleaning Concierge gives back to the people of New Orleans by contributing to organizations to help kids in need such as the Fore!Kids Foundation. “People in New Orleans look out for the next person,” says Barrett. “We try to show people that we care about them by our actions and our total approach to life and work.”

“Our Google Business Profile helps us get the word out and gives us another way to showcase our capabilities and the day-to-day operations we have.”

BARRETT WILEY
CO-FOUNDER, PRESIDENT &
DIRECTOR OF OPERATIONS



LOUISIANA BY THE NUMBERS

\$1.35 billion
of economic activity

In 2021, Google helped provide \$1.35 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers

271,000
Louisiana businesses

More than 271,000 Louisiana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.9 million
of free advertising

In 2021, Google provided \$2.9 million of free advertising to Louisiana nonprofits through the Google Ad Grants program



Seawicks Candle Company

Maine

RICHMOND, ME [SEAWICKS.COM](https://seawicks.com) 35% OF WEBSITE TRAFFIC FROM GOOGLE [G.CO/ECONOMICIMPACT/ME](https://g.co/economicimpact/me)

For Michael and Cara Gaffney, deep pine woods and the Atlantic Ocean smell like home. For years the couple lit candles during Maine’s long winter nights, but often felt disappointed by the lack of quality and fragrances. Taking a chance in 2011, they sold their old VW bus for \$5,000 and began hand-making their own candles in a boathouse near their home in Edgecomb. The Seawicks Candle Company was born. Today the company makes high-quality candles with 100% American-grown soy wax, with delightful Maine-inspired aromas like Coastal Storm, Blueberry Fest, and Evening by the Fire. “Quality and craftsmanship are what set us apart,” says Michael, and Seawick candles are sold in over 300 retailers in the U.S., including L.L. Bean and Whole Foods.

While they experienced retail success, online sales proved to be a bigger challenge. “When we started, we put our candles online and... nothing,” says Michael. “People want to smell candles before they buy them.” In 2015, Michael and Cara began using Google products to boost their online sales. They ran Google Ads to reach online shoppers using targeted messages that convinced them to try Seawicks candles, even without a sniff test. Google Analytics helped them figure out what worked best. “Cara uses it to track our metrics,” says Michael. “It details all the percentages of where the traffic is coming from in the regions that we’re targeting.” The early results were good, and continue to get better: online sales increased another 32 percent from 2020 to 2021. With their added success, the Gaffneys are able to give back to the people of Maine, with donations to help support another local, family-owned business and groups such as Action For Animals. “Maine, it’s just got such a cool vibe,” says Michael. “We’ve been making candles the same way for the last 10 years, and we really want to keep it going and continue to do good things.”

“Google [is] a huge platform and super efficient especially with our kids being in school, business wise, life wise, just a huge benefit.”

MICHAEL GAFFNEY
CO-OWNER



MAINE BY THE NUMBERS

\$1.03 billion
of economic activity

In 2021, Google helped provide \$1.03 billion of economic activity for thousands of Maine businesses, nonprofits, publishers, creators, and developers

96,000
Maine businesses

More than 96,000 Maine businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$1.88 million
of free advertising

In 2021, Google provided \$1.88 million of free advertising to Maine nonprofits through the Google Ad Grants program



Sworkit

BETHESDA, MD [SWORKIT.COM](https://www.sworkit.com) 16 EMPLOYEES

In 2012, Ryan Hanna was no fan of the gym—but as a U.S. Army Reserve officer, he needed to stay fit. So, he taught himself to code and built an exercise app that would offer a more engaging workout. With Ryan donning a green-screen suit and his wife recording the accompanying voice-overs under a duvet, they made the first videos, and Sworkit was born. The app allows users to customize exercise type, length, and instructor's voice. Its soaring popularity led Nexercise co-founders Gregory Coleman and Benjamin Young to buy Sworkit in 2014 and team up with Ryan to expand the app. "Sworkit is different. We can tweak and customize everything. It offers kids' and older adult workouts. And we're getting into injury recovery and chronic conditions," says Gregory. Today, the Bethesda-based company, which is veteran- and Black-led, offers the app in 13 languages, supports businesses with "company fitness challenges," and is used in 15,000+ schools worldwide.

On the end-user side, Sworkit has been downloaded over five million times on Google Play, and boasts a strong 4.0 rating with over 112,000 reviews. "The developer experience is friendly. We can innovate the submission process, the beta program, and get prompt reviews of our product on Google Play," explains Gregory. Sworkit's 16-person team uses those reviews to find out how customers like to use the app, and then tweaks it. "Google Play helps us to innovate faster, so we can release faster, get feedback, and then fix bugs more quickly. It makes it easy to offer support," adds Gregory. Sworkit is now focused on addressing the challenges people face with inactivity—the cause of many chronic health issues—by simplifying things to encourage activity at home. "We love what we do, meeting people and hearing their fun, heart-warming stories. And we like how Sworkit's helped them be consistent, or get back to having a healthy heart," Ryan says.

Maryland

[G.CO/ECONOMICIMPACT/MD](https://www.g.co/economicimpact/md)

"The developer experience is friendly. We can innovate the submission process, the beta program, and get prompt reviews of our product on Google Play."

GREGORY COLEMAN
CEO



MARYLAND BY THE NUMBERS

\$7.86 billion
of economic activity

In 2021, Google helped provide \$7.86 billion of economic activity for tens of thousands of Maryland businesses, nonprofits, publishers, creators, and developers

366,000
Maryland businesses

More than 366,000 Maryland businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$17.86 million
of free advertising

In 2021, Google provided \$17.86 million of free advertising to Maryland nonprofits through the Google Ad Grants program



Playa Society

BOSTON, MA

PLAYASOCIETY.COM

50% INCREASE IN WEBSITE TRAFFIC SINCE 2020

Massachusetts

G.CO/ECONOMICIMPACT/MA

Esther Wallace came late to basketball, picking it up when she was 15 years old. Still, she played Division I ball in university and went on to play and coach in England. Esther felt lucky to have found the sport, which helped shape her identity and built her self-confidence. But even as she earned a Master’s degree in marketing and landed a full-time job, she kept asking herself, “What if I had more exposure to women’s sports, and had begun playing sooner? How much better could I have been?” That led her to start her Boston-based clothing company Playa Society in 2018. Playa Society sells streetwear designed to bridge the gap between women and sports and fuel conversations about gender equality, like T-shirts reading “Girls who play sports become women who lead.” Says Esther, “I decided to create the brand that I needed when I was younger—one that would show the world that women can be strong, bold, and beautiful all at the same time.”

In 2020, Esther turned to Google Ads to bring more customers to her website. When pro athletes posted photos of themselves wearing Playa Society sweats, Esther wanted to make sure social media users would know where to buy them. The company has strengthened its e-commerce offerings with tools like Google Merchant Center and the Google Channel on Shopify. Esther learns what works to bring visitors to Playa Society through her Google Business Profile, and uses Gmail, Google Meet, and other Google Workspace tools to help run the business. With the help of Google tools, her website traffic has increased by 50 percent, and Playa Society has seen a 30 percent increase in sales. Today, Playa Society is fulfilling Esther’s belief in the power of community and gender equity. Says Esther, “For me it means representation; it means being the Black-woman-entrepreneur that just one girl needs to see in order to spark a light in her.”

“Having the ability to simply push a button and run an ad for a specific product or to update a Google listing has saved me time and boosted revenue.”

ESTHER WALLACE
FOUNDER



MASSACHUSETTS BY THE NUMBERS

\$22.37 billion
of economic activity

In 2021, Google helped provide \$22.37 billion of economic activity for tens of thousands of Massachusetts businesses, nonprofits, publishers, creators, and developers

454,000
Massachusetts businesses

More than 454,000 Massachusetts businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$22.58 million
of free advertising

In 2021, Google provided \$22.58 million of free advertising to Massachusetts nonprofits through the Google Ad Grants program

2,100+
Google employees

More than 2,100 Massachusettsans are employed full-time by Google



Woodward Throwbacks

Michigan

HAMTRAMCK, MI WOODWARDTHROWBACKS.COM

8 EMPLOYEES
PLUS FREELANCE
EMPLOYEES

[G.CO/ECONOMICIMPACT/MI](https://www.google.com/economicimpact/mi)

Where some see trash, others see potential. Bo Shepherd and Kyle Dubai, who met at a city cleanup event, enjoyed cycling around Detroit in search of usable roadside castoffs and architectural salvage. They transformed pieces of reclaimed wood, metal, signage, and similar items into tables, cabinets, and other furnishings. “We didn’t have much money, so it was a great way to make some of our decor,” Bo recalls. In 2013, they began selling their wares at a local vendors’ market, naming their business Woodward Throwbacks—a nod to Detroit’s storied manufacturing and architectural history. National retailers took notice of their vintage-inspired, upcycled creations, and orders for signs, beer flight boards, and other items began rolling in. In 2017, they moved their operation into a 24,000-square-foot former car dealership in the Hamtramck neighborhood, which now houses their showroom, workshop, and salvaged materials warehouse.

From the start, Bo and Kyle’s website has helped customers learn about their efforts to clean up Detroit’s abandoned buildings and lots, giving salvaged materials a second life. “We are selling the story of the material as much as the finished product,” Bo says. “And our customers enjoy hearing that story.” Their Google Business Profile offers directions, reviews, and regularly updated photos of featured products. “That helps customers get an idea of what we carry and encourages them to come through!” Bo says. They employ eight people, with plans to add some freelancers. “We make it a priority to hire talent within the community,” she shares. Now, they are opening a new showroom in downtown Detroit, and they plan to use Google Ads to help get the word out. “We are excited to keep growing as designers and business owners,” Bo says. “We are proud of the community we have created. We definitely think the best is yet to come!”

“We are always amazed by the number of visits to our Google Business Profile every month.”

BO SHEPHERD
CO-OWNER



MICHIGAN BY THE NUMBERS

\$8.51 billion
of economic activity

In 2021, Google helped provide \$8.51 billion of economic activity for tens of thousands of Michigan businesses, nonprofits, publishers, creators, and developers

561,000
Michigan businesses

More than 561,000 Michigan businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$11.09 million
of free advertising

In 2021, Google provided \$11.09 million of free advertising to Michigan nonprofits through the Google Ad Grants program

600+
Google employees

More than 600 Michiganans are employed full-time by Google



Millennial Farmer

Minnesota

LOWRY, MN [YOUTUBE.COM/C/MNMILLENNIALFARMER](https://www.youtube.com/c/MNMILLENNIALFARMER) +875K YOUTUBE SUBSCRIBERS [G.CO/ECONOMICIMPACT/MN](https://www.g.co/economicimpact/mn)

Zach Johnson takes pride in being a sixth-generation family farmer in Lowry, Minnesota. The sprawling farm has evolved to meet new demands in the more than 150 years since his ancestors first bought the land, now primarily growing corn and soybeans. There once was a time where everyone knew a farmer, but Zach sensed there was now a disconnect between farmers and consumers. He grew frustrated with the misinformation about farming he saw online, so, in 2016, he started his YouTube channel, Millennial Farmer. “The entire idea behind it was to try to connect with people about farming,” Zach says. And he chose the name Millennial Farmer to showcase how hardworking his generation can be. “[Farmers] are still those same people doing what we love to do. We’ve grown more efficient. We’ve gotten better at what we do...and I wanted to show people that from the inside out.” Zach’s vlogs documenting life from his perspective have gained him over 875,000 subscribers in five years, fueled by his on-camera charm and the evergreen day-to-day challenges of a farmer.

Now, Zach earns much more from YouTube than he does from the farm. He also sells merchandise and has two podcasts. “We work with sponsors. I do a lot of public speaking and YouTube remains and will always be the foundation for why the brand is here,” Zach says. Through YouTube, Zach has reached an entirely different audience than he ever thought possible. Zach has also been able to give back to his community, raising more than \$65,000 for first responders who help keep farmers safe. Most importantly, he is securing the future of his family’s farm for the next generation thanks to the “FarmTube” phenomenon. “I’m able to help finance my own tractors, my own land...at a faster pace than I would be able to otherwise.” Change happens fast, even if the people stay the same, and that’s what makes farming so special in the first place.

“I had no idea that actually making money on YouTube would ever be a thing for me. We ended up making more money through YouTube than through the actual farm. Biggest shocker of my life.”

ZACH JOHNSON
FOUNDER



MINNESOTA BY THE NUMBERS

\$10.59 billion
of economic activity

In 2021, Google helped provide \$10.59 billion of economic activity for tens of thousands of Minnesota businesses, nonprofits, publishers, creators, and developers

335,000
Minnesota businesses

More than 335,000 Minnesota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$15.35 million
of free advertising

In 2021, Google provided \$15.35 million of free advertising to Minnesota nonprofits through the Google Ad Grants program



Biloxi Shrimp Co.

BILOXI, MS [BILOXISHRIMPCO.COM](http://biloxishrimpc.com) 150 EMPLOYEES

Mississippi

G.CO/ECONOMICIMPACT/MS

Jonathan McLendon and Mark Mavar founded the Biloxi Shrimp Co. in 2020, soon building a 20,000-square-foot production facility and a thriving wholesale business that supplied hundreds of restaurants daily. But when COVID-19 curtailed restaurant dining across America, the owners were left with a dilemma: freezers full of seafood, and no buyers. Who would buy their shrimp and keep their employees working? That's when Jonathan had an idea: They'd sell directly to the public. "I looked at him and said, 'That's about the silliest thing you ever said to me,'" says Mark. Still, the pair put the word out on social media and unlocked their front doors. The first day a handful of curious shrimp buyers stopped by. A week later, cars were lined up for five blocks. As word got out, orders began coming in from as far away as Los Angeles and New York City. Suddenly, Biloxi Shrimp Co. was building a new direct-to-consumer business and brand, with its own packaging and family recipes tucked in with each order.

The two owners realized that to serve these new customers, they'd need to understand their needs and behavior. To do both, they turned to Google Ads and Google Merchant Center. "Google tools make it easy for us to change our Ads and our websites," says Jonathan. "We get to measure almost everything. You can run a campaign next week and at the end of that campaign, you know who's buying, you know the demographics. It's really easy to make decisions at a fast-paced rate." From a low of 35 employees, Biloxi Shrimp Co. is now back up to 150—and while their main wholesale business has returned, the direct sales will continue. "It's an important area of growth for us," says Jonathan. "The Biloxi Shrimp Co. is a piece of our heart. People are pulling our shrimp out of their freezer, our pictures are on the bag. They know just where it comes from. And that brings us a lot of joy."

"Google tools make it easy for us to change our Ads and our websites. We get to measure almost everything."

JONATHAN MCLENDON
VICE PRESIDENT



MISSISSIPPI BY THE NUMBERS

\$275 million
of economic activity

In 2021, Google helped provide \$275 million of economic activity for tens of thousands of Mississippi businesses, nonprofits, publishers, creators, and developers

154,000
Mississippi businesses

More than 154,000 Mississippi businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$870,000
of free advertising

In 2021, Google provided \$870,000 of free advertising to Mississippi nonprofits through the Google Ad Grants program

200+
Google employees

More than 200 Mississippians are employed full-time by Google



Lux & Nyx

EARTH CITY, MO LUXANDNYX.COM 6X-8X REVENUE GROWTH IN 2021

G.CO/ECONOMICIMPACT/MO

When Lisa Hu worked in finance, two things became clear: making spreadsheets as colorful as possible was not enough to satisfy her creative urges; and, accessories for professional women were either fashionable or functional, but not both. She founded Lux & Nyx in 2018 to create handbags that are, Lisa says, “discreetly functional.” They combine posh style with durability and plenty of features to help high-achieving women stay organized throughout their busy days. The name, Greek for “light and night,” is a nod to the big leap Lisa made in her own career, as well as to how her bags can transition from workday to evening. “If our products can help women who are working on their careers be more focused and empowered—that’s the goal,” Lisa says. With many of the Lux & Nyx team members working remotely, collaborative Google Workspace tools like Google Meet, Slides, and Calendar keep them working together toward that goal.

Lux & Nyx supplemented early online sales with pop-up events in St. Louis and other cities. “Seeing women supporting other women and having fun together is amazing,” Lisa says. COVID-19 put an end to the pop-ups, clipping the fledgling company’s wings. When Lisa noticed sales coming in from Australia and the UK, insights from Google Analytics told her that a Marie Claire article had generated the leads. “Google Analytics gave me hope that there was something to build on,” Lisa recounts. “We could see where the traffic was coming from and know where to focus our efforts.” Revenue has since grown six- to eightfold and the company is back to hosting events, including identity-building and empowerment sessions, as well as supporting women-focused not-for-profit organizations through donations and onsite retail events. They plan to expand into corporate gifting next. “My spreadsheets aren’t as colorful now,” Lisa jokes. “My creativity finally has an outlet.”

Missouri

“I love the numbers. I love seeing where the traffic is coming from. And Google Analytics is our source of truth for that data.”

LISA HU
FOUNDER



MISSOURI BY THE NUMBERS

\$5.92 billion
of economic activity

In 2021, Google helped provide \$5.92 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators, and developers

360,000
Missouri businesses

More than 360,000 Missouri businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$9.82 million
of free advertising

In 2021, Google provided \$9.82 million of free advertising to Missouri nonprofits through the Google Ad Grants program



Nine Quarter Circle Ranch

GALLATIN GATEWAY, MT [NINEQUARTERCIRCLE.COM](https://www.ninequartercircle.com)

30% REVENUE INCREASE YOY

[G.CO/ECONOMICIMPACT/MT](https://www.g.co/economicimpact/mt)

Montana

Nine Quarter Circle Ranch has deep roots in Montana’s rugged wilderness. Founded by Howard Kelsey in 1946, the guest ranch is now run by a third generation of the family, since grandson Kameron and his wife, Sally, took the reins from Kameron’s parents in 2019. “It’s rare to have multiple generations of a family own a business these days,” Sally points out. “Everything about the experience is steeped in tradition.” The ranch offers horseback riding, fly fishing, and a dining experience with a sense of community—along with the chance to explore wide-open spaces. Even the ranch’s 120 Appaloosa horses carry on tradition: Howard introduced the breed to the ranch in homage to the Nez Perce, who bred Appaloosas for their stamina and sure-footedness.

While guests are busy enjoying the low-tech lifestyle, the Kelseys use a high-tech approach behind the scenes to keep things running smoothly. They use Google Ads to find new customers, gaining more qualified leads and a higher conversion rate than they see from other sources. The couple also collaborates daily using Google Workspace. “We’re always on the move,” Sally says, “so to be able to log in from anywhere and access or change information is really helpful. Using Google Docs and Sheets to manage inventories or reservations lets us have the most up-to-date information regardless of where we are.” With guests coming from all over the U.S. and abroad, and 30 percent year-over-year (YoY) revenue growth, the Kelseys stay plenty busy. But watching the ranch transform those guests keeps them grounded. “Families get to reconnect here, hearing the creek, watching the night sky and the wildlife,” Kameron says. “More people should spend more time in nature. It’s good medicine.”

“Using Google Docs and Sheets to manage inventories or reservations lets us have the most up-to-date information regardless of where we are.”

SALLY KELSEY
CO-OWNER



MONTANA BY THE NUMBERS

\$314 million
of economic activity

In 2021, Google helped provide \$314 million of economic activity for thousands of Montana businesses, nonprofits, publishers, creators, and developers

85,000
Montana businesses

More than 85,000 Montana businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.71 million
of free advertising

In 2021, Google provided \$2.71 million of free advertising to Montana nonprofits through the Google Ad Grants program



eCreamery

Nebraska

OMAHA, NE ECREAMERY.COM 2X INCREASE IN YOY REVENUE

G.CO/ECONOMICIMPACT/NE

Before dipping into the ice cream trade, Abby Jordan and Becky App worked in fine jewelry and giftware, crafting gifts for all occasions. The pair set out to start their own business, looking for an unfulfilled niche in the gift industry. Flowers and candy were easy to find online and get delivered to someone’s door. “But no one was shipping ice cream,” Abby says. After figuring out the logistics of reusable coolers and dry ice, the two launched eCreamery Gourmet Ice Cream, and Gelato in 2007 as both a retail website and store in Omaha. With eCreamery, customers could customize pints with personal messages and company logos. They used Google tools to market their business from the start. “Google Analytics helped us determine referral traffic and optimize our landing pages for organic traffic,” Abby says. They could even see which flavors people were searching for, like butter brickle (popular in the Midwest), and green tea (added as a result of that search insight).

A *Shark Tank* appearance in 2012 put eCreamery on the national map, and in 2019, they merged with Carson’s Cookie Fix—opening a second eCreamery shop in Omaha. When both stores temporarily shut down during the COVID-19 pandemic, the team rallied around the e-commerce side of the business. In 2020, they shipped to all 50 states and doubled their year-over-year (YoY) online revenue. “Google Ads made sure we appeared in the right places, where people were looking for a heartfelt, delicious, personal gift,” Abby says. Their Google Business Profile gives visitors the scoop on store locations, hours, and flavors, as well as reviews. With the increase in sales, Abby and Becky are able to give back through their Scoops of Support initiative, supporting arts, sports, and youth services nonprofits. “We love our family of customers,” Abby says. “Google helps us let people know ice cream gifts exist.”

“We use Google Analytics to optimize our landing pages, see where people are coming from, and what search words are working well.”

ABBY JORDAN
CO-FOUNDER & CEO



NEBRASKA BY THE NUMBERS

\$4.08 billion
of economic activity

In 2021, Google helped provide \$4.08 billion of economic activity for tens of thousands of Nebraska businesses, nonprofits, publishers, creators, and developers

119,000
Nebraska businesses

More than 119,000 Nebraska businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.38 million
of free advertising

In 2021, Google provided \$2.38 million of free advertising to Nebraska nonprofits through the Google Ad Grants program

120+
jobs created by Google

In Nebraska, Google creates jobs for over 120 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Tea and Whisk

Nevada

LAS VEGAS, NV

TEAANDWHISK.COM

50% OF NEW CUSTOMERS FROM ONLINE LEADS

G.CO/ECONOMICIMPACT/NV

Leo Lukidi owned a kitchenware store in 2016, when he hosted a tea sampling so popular that it convinced him to switch gears. Knowing little about tea, he planned to model Tea and Whisk on popular mall tea chains, where fruit-forward teas take center stage. “People treat me like I’m a tea master, like I’ve been drinking tea since I was a little kid, and it wasn’t like that at all,” Leo admits. “But I soon discovered premium teas and the history of the tea ceremony, and I really fell in love.” Today, Tea and Whisk focuses on introducing customers to the real deal. “As soon as people try premium teas, they’ll never go back,” he says. Tea and Whisk began as a cafe, but COVID-19 led Leo to pivot to sales and one-on-one sessions, where he can educate customers on brewing and enjoying tea as it was done 2,000 years ago. “I’m growing a tea culture that has been missing from the industry,” he says. That meant fewer customers, but each interaction had more value.

Leo’s Google Business Profile helps customers find the store: Three to five people a day use it to contact him. In 2020, he began using Google Ads to find more future tea lovers for both in-store classes and website sales. “I use Google Analytics to look at the sales that come from Google Ads, and it always beats the organic sales,” Leo says. Google Analytics also helps Tea and Whisk understand its international clientele in places like Ireland, where Leo has a small but growing contingent of fans. Website sales have increased more than 1500 percent since 2019, and now account for 60 percent of the company’s business. Next up for Tea and Whisk is a possible membership plan that incorporates workshops, special seasonal offerings, and even a tea farm tour. “I want to show my customers how the leaves are cleaned, how they’re roasted—because they have become so passionate about tea,” Leo says. “It’s our life now.”

“I was so surprised by the number of sales that came from Google Ads. I looked at the data after six, seven, eight months—it was really incredible!”

LEO LUKIDI
FOUNDER & OWNER



NEVADA BY THE NUMBERS

\$5.4 billion
of economic activity

In 2021, Google helped provide \$5.4 billion of economic activity for tens of thousands of Nevada businesses, nonprofits, publishers, creators, and developers

185,000
Nevada businesses

More than 185,000 Nevada businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$4.35 million
of free advertising

In 2021, Google provided \$4.35 million of free advertising to Nevada nonprofits through the Google Ad Grants program

200+
jobs created by Google

In Nevada, Google creates jobs for over 200 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



All Real Meal

MANCHESTER, NH [ALLREALMEAL.COM](https://www.allrealmeal.com) 3X INCREASE IN BUSINESS SINCE PANDEMIC STARTED [G.CO/ECONOMICIMPACT/NH](https://www.g.co/economicimpact/nh)

There's nothing like when a friend drops off a delicious, home-cooked dish. That's the idea behind All Real Meal, a women- and minority-owned business delivering fully cooked, organic, farm-to-table meals to over 75 towns in New Hampshire and Massachusetts. Founded in 2013 by chef Kasia Lojko, the company has grown from modest beginnings to a thriving operation with eight employees (and spouses and kids pitching in). "Once the meal kit trend started, prepared meal delivery in general became huge," says Co-owner Sonia Farris, who joined the company a few months after its launch. "Our customers are mothers, professionals, seniors, and other health-conscious eaters. We've used Google from day one to grow our business." Google Ads helps people searching for healthy meals delivered to their door find All Real Meal. Low-carb, gluten-free, and vegetarian dishes are popular, including power bowls and salads.

Their Google Business Profile helps customers stay up-to-date, which became critical when more people opted for meal deliveries due to COVID-19. "Business tripled overnight," Sonia says. "Our Business Profile helps us communicate with customers on changes to our hours and menus." Since their start, revenue has doubled year-over-year. With no slowdown in sight, All Real Meal expanded their coverage area and added new offerings, such as gift bags and a "Meal Train" plan that allows customers to support their friends and family with home-cooked meals delivered to their door. And a Google Ads campaign suggests customers "Send food instead of flowers" for special occasions. Their mission to build a company that's good for the planet includes donating part of every sale to fight food insecurity and help neighbors in need. "Google products help us compete with companies that have billions in advertising dollars," Sonia says. "In turn, that helps us help our community."

New Hampshire

"How we use Google's products has grown as we grow. These products help us stay in the game and compete."

SONIA FARRIS
CO-OWNER



NEW HAMPSHIRE BY THE NUMBERS

\$1.07 billion
of economic activity

In 2021, Google helped provide \$1.07 billion of economic activity for tens of thousands of New Hampshire businesses, nonprofits, publishers, creators, and developers

96,000
New Hampshire businesses

More than 96,000 New Hampshire businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$3.47 million
of free advertising

In 2020, Google provided \$3.47 million of free advertising to New Hampshire nonprofits through the Google Ad Grants program



Covry

CHERRY HILL, NJ [SHOPCOVRY.COM](https://shopcovry.com) 50% YOY GROWTH

What do you do if your glasses don't fit? If you're Florence Shin and Athina Wang, you create your own. Struggling to find the perfect frames for their low nose bridges and high cheekbones, these high school friends founded Covry in 2015 to make better glasses for diverse face shapes. Covry began with a crowdfunding campaign for three sunglass styles and has since launched nearly 50 frames through their online storefront, wholesalers, and retail partners. Their home try-on program increases customer satisfaction, and their signature Elevated Fit® eliminates sliding glasses and dreaded cheek marks. "We take fit and comfort very seriously," Florence says. "Anytime that we see our customers try our frames on for the first time, it's this beautiful moment of, 'Oh my gosh, this is how they're actually supposed to fit.'" With their customers at the center of their business, Covry turned to Google Analytics early to best understand them.

Acquisition and keyword data has been particularly useful, helping Covry decide where to invest time and resources. "We kept noticing that people would search Covry reviews, so we started adding customer reviews to our website and have seen a lot of traction," Florence says. Google Workspace has helped the team keep collaboration flowing, even as they worked remotely. Despite production delays caused by COVID-19, Covry has continued to see 50 percent year-over-year growth. Next up, Covry is planning a series of pop-ups in popular stores, using Google Analytics to map out the strongest areas of opportunity. "We want to be the go-to place for all things eyewear," says Florence. "To see somebody try on our frames and feel confident and really feel seen is what makes this whole journey so special."

New Jersey

[G.CO/ECONOMICIMPACT/NJ](https://g.co/economicimpact/nj)

"Google Analytics helps us understand our customer journeys better. It shows us where we can invest more time and resources and where we can pull back."

FLORENCE SHIN
CO-FOUNDER



NEW JERSEY BY THE NUMBERS

\$15.49 billion
of economic activity

In 2021, Google helped provide \$15.49 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers

597,000
New Jersey businesses

More than 597,000 New Jersey businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$16.28 million
of free advertising

In 2021, Google provided \$16.28 million of free advertising to New Jersey nonprofits through the Google Ad Grants program



Prados Beauty

New Mexico

LAS CRUCES, NM [PRADOSBEAUTY.COM](https://pradosbeauty.com) 700% YOY INCREASE IN SALES [G.CO/ECONOMICIMPACT/NM](https://g.co/economicimpact/nm)

As a Xicana/Indigenous woman raised in rural Southwest, Cece Meadows was the first in her family to graduate from college. But a cancer diagnosis and her subsequent care at the age of 27 robbed Cece of her successful finance career and savings, leaving her family unhoused. It also led Cece down an entirely new path to success. “I fell in love with how makeup could make you look when you felt like death... the way [it] could tell a different story than what you were living,” Cece says. In remission, Cece became the first Native-American makeup artist to head a show for New York Fashion Week. There, her traditional regalia often sparked questions, inspiring her to launch Prados Beauty in 2019. “I wanted to create a beauty brand that would tell the story of my people through our eyes,” explains Cece. “There is so much false information, appropriation, and misgivings about Indigenous people, and I wanted to change that.” With a full range of inclusive cosmetics, Cece turned to Google Ads in 2020 to amplify her brand.

Prados Beauty noticed a return on ad spend within two months, seeing a 500 percent year-over-year (YoY) increase in web traffic and a 700 percent jump in sales. In 2021, sales increased by another 336 percent. “We realized the importance of having Google Ads running daily,” Cece says. Overall, she attributes 68 percent of their web traffic and 43 percent of revenue to Google Ads. The company also experienced the power of YouTube when drag queen Trixie Mattel posted a video using Prados Beauty products in 2021, turning the brand into a viral sensation. Right now, Cece is focused on meeting demand now that Prados Beauty is sold in one of the country’s major department stores. “I am being called the first Indigenous Xicana woman to be in a retailer of this size” says Cece, “and it’s great to be the first, but what’s more important to me is who comes after me.”

“Running our business on Google tools lets us reach a broad audience without leaving anyone out, which is important to the inclusivity of our brand and ethos.”

CECE MEADOWS
FOUNDER & CEO



NEW MEXICO BY THE NUMBERS

\$334 million
of economic activity

In 2021, Google helped provide \$334 million of economic activity for tens of thousands of New Mexico businesses, nonprofits, publishers, creators, and developers

120,000
New Mexico businesses

More than 120,000 New Mexico businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$2.12 million
of free advertising

In 2021, Google provided \$2.12 million of free advertising to New Mexico nonprofits through the Google Ad Grants program



The Woobles

North Carolina

CARY, NC [THEWOOBLES.COM](https://www.thewoobles.com) 11% MOM REVENUE GROWTH [G.CO/ECONOMICIMPACT/NC](https://www.g.co/economicimpact/nc)

Some people give up if a new hobby gets too frustrating, but not Justine Zhang. After struggling at first with learning to crochet, she and her husband, Adrian, launched The Woobles in 2020 to create crochet kits for adorable amigurumi, or 3-D animals. They pair the kits with YouTube tutorials to make the process fun and engaging. For Justine, a former user experience designer, learning is what it's all about. "I wanted to make a product that builds self-confidence, like what I experienced learning to crochet, and proves that you can always learn new skills," Justine says. The two promoted their kits with a national Google Ads campaign, which currently brings in 20 percent of their sales. They now get orders from all 50 states and have taught 50,000 people to crochet.

The first Woobles kits used printed instructions, but the Zhangs switched to video after realizing it was a much more effective teaching tool. Their 120 tutorials on YouTube have over 500K views; they include generic crochet skills, and for kit purchasers, password-protected, step-by-step lessons for each amigurumi. The Zhangs use Google Analytics to test new pages on their website or track conversions. "We can make a change, and in a few days we know if it's working," Adrian points out. "Without Google Analytics, we'd have to wait and still not get any statistical meaning." Justine's focus on the learning principles behind the kits and videos has translated into soaring sales for the company, with 11-percent month-over-month (MoM) revenue growth in 2021. They're also expanding into international sales and are partnering with retailers to get products into stores. "Our kits work because we spend a lot of time improving the learning process," Justine says. "The Woobles is about more than crochet—it's about showing people they have it in them to learn something new."

"We use Google Analytics a lot to run different tests. It's cool because we can make a change, and in just a few days we already know if it's working. It really allows us to pinpoint cause and effect."

ADRIAN ZHANG
CO-FOUNDER



NORTH CAROLINA BY THE NUMBERS

\$10.2 billion
of economic activity

In 2021, Google helped provide \$10.2 billion of economic activity for tens of thousands of North Carolina businesses, nonprofits, publishers, creators, and developers

622,000
North Carolina businesses

More than 622,000 North Carolina businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$13.12 million
of free advertising

In 2021, Google provided \$13.12 million of free advertising to North Carolina nonprofits through the Google Ad Grants program

340+
jobs created by Google

In North Carolina, Google creates jobs for over 340 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



dogIDs.com

FARGO, ND [DOGIDS.COM](https://dogids.com) +1.5M VIEWS ON YOUTUBE

Clint Howitz, self-described pack leader at dogIDs, can't remember a time when he didn't have dogs. Often frustrated by low-quality pet products, Clint founded dogIDs in 2005 to provide rugged dog tags, water- and odor-proof collars, leashes, and other high-quality canine wares. "I realized there was a strong need for personalized dog products, especially collars," he recalls. Their signature ScruffTag collar, with built-in nameplate, is a hit, along with embroidered collars. Selling at first through online marketplaces, dogIDs has used Google Ads since 2007 to reach customers nationwide and in Canada, and 30 percent of sales now come from Google Ads. To connect with each other and with their marketing and manufacturing partners, dogIDs uses Google Meet. Four-legged team members, whose job titles include "The Fetch Monster" and "The Fun Police," are always on call for product testing.

dogIDs gets almost all their supplies from U.S. sources, and partners with regional artisans for designs. They posted their first YouTube video in 2010, and their channel now has over 1.5 million views and pushes traffic to their website. "The videos offer tips to customers on things like how to size their dog or wash a collar, providing good customer service while also reducing phone time," explains Clint. In 2021, dogIDs transitioned away from online marketplaces to their own website. "It's now the craft business it was meant to be," Clint says. "It's much healthier, and we are poised to grow product lines and revenue." That's good news for their charity partners, like The Grey Muzzle Organization, which aims to improve the lives of at-risk senior dogs. In 2021, customer donations to Grey Muzzle were dogIDs' number three "product," and their "Paw It Forward" program matches 10 percent—something even "The Fun Police" can endorse.

North Dakota

[G.CO/ECONOMICIMPACT/ND](https://g.co/economicimpact/nd)

"By educating our customers about the products through YouTube videos, we're able to provide really good customer service and also reduce our phone time."

CLINT HOWITZ
FOUNDER



NORTH DAKOTA BY THE NUMBERS

\$462 million
of economic activity

In 2021, Google helped provide \$462 million of economic activity for thousands of North Dakota businesses, nonprofits, publishers, creators, and developers

53,000
North Dakota businesses

More than 53,000 North Dakota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$306,000
of free advertising

In 2021, Google provided \$306,000 of free advertising to North Dakota nonprofits through the Google Ad Grants program



Crew Supply Co.

Ohio

COLUMBUS, OH CREWSUPPLYCO.COM 210% MOM GROWTH IN 2021 G.CO/ECONOMICIMPACT/OH

After a decade of tending bar, Kyle McElfresh's frustration with substandard barware reached a tipping point. "Hospitality work isn't always viewed as a legitimate profession," Kyle says. "No one was making quality tools for this underappreciated workforce." So, he and his Marine Corps buddy Marshall Sterling founded Crew Supply Co. in 2018. The Columbus-based company designs and produces professional-grade supplies that look good, work better, and are built for rugged daily use. Features like screw-off bottle bottoms for easy cleaning, and sturdy, color-coded pour spouts ease bartenders' pain points every shift. Kyle, now Crew's brand director, explains that the company develops products through their customers' lens. From the start, Crew has used Google Analytics to find out which channels perform best with those customers and which of their Google Ads get results. They turn to Google Search Console to maintain their website and understand which search queries people are using.

In 2020, the Crew team expanded their focus on at-home mixologists, who had already begun to discover Crew's quality barware for making craft cocktails, infused olive oils, and flavored syrups. "Google Analytics helps us understand how we're getting discovered, how best to connect with customers, and how to adjust our marketing strategy," Kyle says. Crew currently has a 60/40 split of industry/home customers. Web visits and sales—now in the U.S. and 27 other countries—have soared. But it's not all about the products: A recent Pride campaign raised awareness about issues facing LGBTQ+ workers in the industry and educated business owners about why inclusion is good for business. For Kyle, rave reviews from his hospitality peers make it all worthwhile. "Developing a professional brand that solves some of their problems is really fulfilling," he says. "It's why we're doing this."

"Google Analytics allows us to peek behind the curtain of our website to see which search queries are performing, and use those queries to better inform future SEO strategies."

KYLE MCELFRISH
BRAND DIRECTOR



OHIO BY THE NUMBERS

\$12.85 billion
of economic activity

In 2021, Google helped provide \$12.85 billion of economic activity for tens of thousands of Ohio businesses, nonprofits, publishers, creators, and developers

629,000
Ohio businesses

More than 629,000 Ohio businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$15.47 million
of free advertising

In 2021, Google provided \$15.47 million of free advertising to Ohio nonprofits through the Google Ad Grants program

210+
jobs created by Google

In Ohio, Google creates jobs for over 210 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Junk Platoon

Oklahoma

OKLAHOMA CITY, OK

JUNKPLATOON.COM

10%+ SALES FROM
GOOGLE ADS

G.CO/ECONOMICIMPACT/OK

Everyone accumulates junk. And at some point, it needs to be cleared out. So when Todd Temaat wanted to start a business after retiring from the Air Force, he chose the dependable field of waste removal. He founded Junk Platoon in 2020 in Oklahoma City, where he and his crew haul away everything from appliances to the contents of entire houses. Todd liked the fact that he didn't need a huge investment to get up and running. "Junk removal can start small with just one truck and a few employees, and steadily grow," Todd says. Ads that made efficient use of his budget were key to getting off the ground, and Google's Local Services Ads fit the bill—they show his message only to people searching in the area Junk Platoon covers. Todd also secured a Google Guarantee badge, an assurance of high-quality services, giving potential clients peace of mind about hiring a new company. "Without Google Local Services Ads and the Google Guarantee, my business would have nowhere near the customer base we've developed in just a year and a half," Todd notes.

Todd uses other digital tools to grow the company, like Google Business Profile, where he showcases his services and photos of the crew. That's also where folks can read the many five-star reviews left by satisfied clients. He uses Google Tag Manager to easily update marketing tags on his website, and writes blog posts based on info gleaned from Google Search Console. Junk Platoon has handled around 650 jobs so far, with more than 10 percent of sales resulting from Google Ads since April 2021. Todd's team is now removing debris from a historic building renovation, and he plans to keep growing into the commercial market. "I never tire of hearing how relieved customers are when we clean up an area that's been bothering them for years," Todd says. And when it comes to happy clients, you can never accumulate too many.

"Without Google Local Services Ads and the Google Guarantee, my business would have nowhere near the customer base we've developed in just a year and a half."

TODD TEMAAT
FOUNDER



OKLAHOMA BY THE NUMBERS

\$1.93 billion
of economic activity

In 2021, Google helped provide \$1.93 billion of economic activity for tens of thousands of Oklahoma businesses, nonprofits, publishers, creators, and developers

238,000
Oklahoma businesses

More than 238,000 Oklahoma businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$4.01 million
of free advertising

In 2021, Google provided \$4.01 million of free advertising to Oklahoma nonprofits through the Google Ad Grants program

800+
jobs created by Google

In Oklahoma, Google creates jobs for over 800 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Sir Paints A Lot

Oregon

SPRINGFIELD, OR

[SIRPAINTS.COM](https://sirpaints.com)

4.9 STARS ON GOOGLE BUSINESS PROFILE

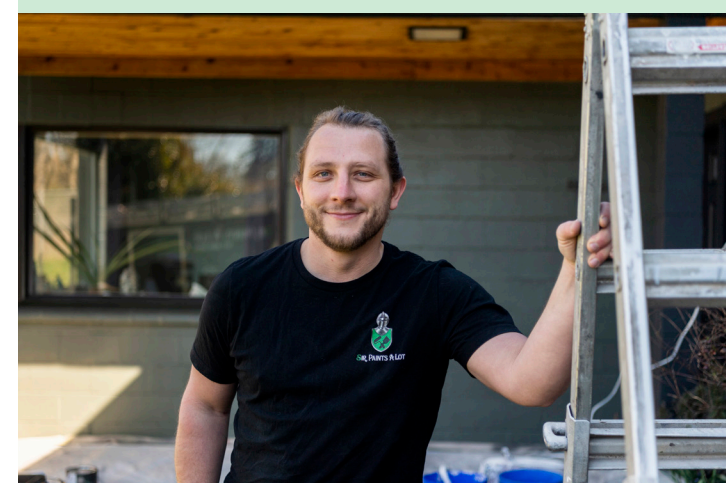
[G.CO/ECONOMICIMPACT/OR](https://g.co/economicimpact/or)

Shawn Derby launched his house painting business, Sir Paints A Lot, during a bitterly cold winter in Billings, Montana. “It was so cold and there was so much wind,” Shawn says, “that the west wall of our trailer house had about two inches of ice on the inside.” The idea was good, but the timing wasn’t: At minus 35 degrees, house painters were not in high demand. It solidified Shawn’s wish to move to a milder climate. In the spring of 2015, the young Derby family packed up and headed west to the town of Springfield, Oregon, near Eugene. But how would Shawn establish his business in an entirely new city 1,000 miles away?

He began by using Google Ads for marketing, with help from the Google Ads support team. “They have been so fantastic,” Shawn says. Weekly calls with the team helped him tweak his ads to get the best job leads. Shawn also launched a YouTube Channel featuring customer interview and painting tip videos that he also embeds on his website. “I’ve always had the mentality that if you’re going to do something, you might as well do it right,” Shawn says, and his videos show just how he does it. The overall result has been rapid growth, as Sir Paints A Lot grew quickly from bidding on \$1 million to \$3 million worth of work each year. “A huge jump,” as Shawn puts it. The company now boasts a 4.9 rating on their Google Business Profile, and the business has continued to thrive even after an unpredictable seizure disorder limited Shawn’s mobility and forced him to slow down and focus on the administrative side of his business. He’s using the time to explore Google AppSheet as a way to manage leads and run his business using a system he’s developed. And now when positive reviews come in, he shares them with his team members who did the painting. “It gives them the recognition that they deserve,” Shawn says. “And they can look back and see the impact they’ve made.”

“The support team behind Google Ads has been fantastic. They helped me get set up, make some tweaks, and showed me how to check performance.”

SHAWN DERBY
FOUNDER & OWNER



OREGON BY THE NUMBERS

\$6.2 billion
of economic activity

In 2021, Google helped provide \$6.2 billion of economic activity for tens of thousands of Oregon businesses, nonprofits, publishers, creators, and developers

288,000
Oregon businesses

More than 288,000 Oregon businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$9.52 million
of free advertising

In 2021, Google provided \$9.52 million of free advertising to Oregon nonprofits through the Google Ad Grants program

200+
Google employees

More than 200 Oregonians are employed full-time by Google



Switchboard Live

PHILADELPHIA, PA [SWITCHBOARD.LIVE](https://switchboard.live) 400% INCREASE IN SIGNUPS

With 15+ years of industry experience, Rudy J. Ellis knew the hassle of sharing livestreams across channels. He launched Switchboard Live in 2016 to allow users to automatically share streams across YouTube Live, Twitter, Twitch, and other platforms—replacing a time-consuming, insecure, manual process. Features like “viral StreamShare” allow customers to easily reach a larger viewing audience, which is key in live streaming video. “Initially, I created the product for gamers and houses of worship,” Rudy says, “but I quickly realized there was a bigger opportunity.” The SaaS platform now serves enterprises, small businesses, and content creators across industries—multistreaming everything from church services and webinars to professional sporting events and product releases.

Starting with Google Cloud for small workloads, Switchboard Live initially used Google App Engine to spin up additional resources as traffic increased. But as the world moved online at the start of the pandemic and the platform grew, they turned to Google Kubernetes Engine (GKE). “We wanted a fully managed Kubernetes platform that was easy to manage and had an effortless developer experience, and GKE gave us that,” says Rudy. Cloud Build, meanwhile, provides Switchboard Live with a unique developer experience when it comes to CI/CD—a method to frequently deliver apps through automating the stages of development. They also use Cloud Ops for actionable insights, given its deep integrations with GKE. In 2019, Rudy was awarded funding from the Google for Startups Black Founders Fund, helping Switchboard Live to increase development hours, execute on paid marketing initiatives, and, ultimately, increase signups by 400 percent. “Receiving Google Ads and Google Cloud credits has been helpful,” Rudy says, “but having someone there to talk us through the best way to use our credits was the real benefit.”

Pennsylvania

[G.CO/ECONOMICIMPACT/PA](https://g.co/economicimpact/pa)

“Guidance from Google employees in areas of marketing and sales empowered us to look beyond our initial goals and reach even higher to meet our customer needs.”

RUDY J. ELLIS
CEO



PENNSYLVANIA BY THE NUMBERS

\$15.56 billion
of economic activity

In 2021, Google helped provide \$15.56 billion of economic activity for tens of thousands of Pennsylvania businesses, nonprofits, publishers, creators, and developers

757,000
Pennsylvania businesses

More than 757,000 Pennsylvania businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$18.59 million
of free advertising

In 2021, Google provided \$18.59 million of free advertising to Pennsylvania nonprofits through the Google Ad Grants program

800+
Google employees

More than 800 Pennsylvanians are employed full-time by Google



Materia Madura

Puerto Rico

SAN JUAN, PR [MATERIAMADURA.COM](https://materia Madura.com) DOUBLED YOY SALES SINCE PANDEMIC STARTED [G.CO/ECONOMICIMPACT/PR](https://g.co/economicimpact/pr)

As a student studying industrial design, Ana Cristina Quiñones was struck by how many products were still being created with plastic. So, she spent five years developing an alternative: a durable, biodegradable material containing upcycled waste from two local staples: plantains and coffee. In 2020, Ana launched Materia Madura, a San Juan-based company specializing in sustainable products, naming it after the material she created, which takes center stage in her line of furniture, home goods, and commercial surfaces. As a one-woman outfit, she designs, produces, and markets Materia Madura's goods; raw ingredients come from nearby cafes, with each stop along the way diverting 20 to 40 pounds of organic matter from landfills on a monthly basis. From the company's inception, Ana has used Google Workspace to create invoices, track sales, and detail processes for each standard and custom product.

With travel and in-person meetings made more difficult during COVID-19, Ana turned to Google Ads and Google Analytics to expand Materia Madura beyond San Juan. "I targeted big cities here, like Ponce and Caguas, and tried to capture some of the Puerto Rican diaspora in the U.S.," Ana says. It worked, and sales doubled in one year. She also diversified her client types (75 percent are now B2B or B2B2C, rather than all D2C) as well as her customers' locations (Puerto Rico and the U.S. each account for 45 percent, with 10 percent from Europe). Ana's future plans are just as bold. She's working on a series of custom products and collections, including for a food-sector client, and expanding her workspace to satisfy increasing demand, which also means she can hire people interested in learning the field. "Jobs in sustainable design are very scarce in Puerto Rico," Ana explains. "We are one of the first companies to be fully committed to that area. Providing opportunities is extremely important to us."

"All of the stuff that is important to know in terms of finances, marketing, and sales I keep in Google Sheets. It makes it easy to share and keep track of it."

ANA CRISTINA QUIÑONES
FOUNDER & CREATIVE DIRECTOR



PUERTO RICO BY THE NUMBERS

\$841 million
of economic activity

In 2021, Google helped provide \$841 million of economic activity for hundreds of Puerto Rico businesses, publishers, nonprofits, creators, and developers

110,000
Puerto Rico businesses

More than 110,000 Puerto Rico businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021



Mighty Well

NEWPORT, RI [MIGHTY-WELL.COM](https://mighty-well.com) 40% REVENUE GROWTH IN 2021

Rhode Island

[G.CO/ECONOMICIMPACT/RI](https://g.co/economicimpact/ri)

A chronic illness diagnosis is like having a baby, says Emily Levy: “Your whole life changes and you need a whole new set of products.” After her own diagnosis had her searching in vain for effective and stylish protective covers for her PICC line (used for IVs), Emily and two college friends launched an online medical technology company they called Mighty Well. The company offers products like colorful PICC line covers, masks, and medical backpacks to help people face illness and disability with confidence. Now led by a team including Emily as chief brand officer and co-founders Maria Del Mar Gomez (marketing manager) and Yousef al-Humaidhi (CFO), Mighty Well is applying for FDA approval, aiming to add more items covered by insurance, and planning to expand into durable medical equipment and direct sales to medical facilities.

Flexible working conditions are a top priority for the team, many of whom are in different time zones and live with disabilities or chronic illness. They use Google Meet and Docs to collaborate, and Emily finds Calendar helpful as she coordinates work and health obligations. Google Forms and Surveys let the team gather input from customers, and Google Analytics helps refine their SEO strategy. Google Ads campaigns attract both national and international customers; Mighty Well has seen a 150 percent growth in web traffic, and overall revenue surged 40 percent in 2021. “Our business wouldn’t be as successful as it is today without the support of the Google products we access,” Emily says. The company also works with partner charities like the Global Lyme Alliance, and offers supportive medical content under their “Friend in the Fight” program. “At the end of the day,” Emily says, “we do this to help patients empower themselves to facilitate their medical treatment, and to keep them from feeling alone during this disruptive time in their lives.”

“Google Ads has been our biggest driver for inbound revenue.”

EMILY LEVY
CO-FOUNDER



RHODE ISLAND BY THE NUMBERS

\$615 million
of economic activity

In 2021, Google helped provide \$615 million of economic activity for thousands of Rhode Island businesses, nonprofits, publishers, creators, and developers

69,000
Rhode Island businesses

More than 69,000 Rhode Island businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$1.02 million
of free advertising

In 2021, Google provided \$1.02 million of free advertising to Rhode Island nonprofits through the Google Ad Grants program



Bandwagon

GREENVILLE, SC [BANDWAGONFANCLUB.COM](https://bandwagonfanclub.com) 200% REVENUE GROWTH YOY [G.CO/ECONOMICIMPACT/SC](https://g.co/economicimpact/sc)

As a first-generation American, Harold Hughes learned that community comes from shared experiences, finding his home at university football games. He quickly realized that fan experiences—whether sports, music, or other entertainment—could be enhanced for both organizers and fans by technology. Harold founded Bandwagon in 2016, initially to address secondary ticket sales. “When tickets are resold, organizers expect a different person to attend. Multiply that by 70,000 fans, and suddenly marketing is way off,” he explains. Using their consent-based Glassbox Technology, data from fans’ ticket sales helped organizers create better fan experiences. From the outset, Harold used Google Workspace tools like Gmail to help Bandwagon overcome biases many startups face. “I had different emails for our marketing, operations, and customer service; they were all me,” Harold chuckles. Bandwagon now has seven team members, and Google Analytics helps them pivot to introduce new capabilities.

Inspired by non-fungible tokens (NFTs) in the virtual sports collectible market, Harold realized that live events could generate thousands of versions of unique fan experiences: “Each of those vantage points, each experience—that was non-fungible.” Bandwagon pivoted in 2020 to become an outsourced NFT producer, allowing fans to connect directly with their favorite artists and athletes. “We’re leaning into user-generated content, minting them as NFTs, and using them as Proof of Experience™,” Harold explains. As they see 200-percent year-over-year (YoY) growth, and look to the emerging metaverse and blockchain for authenticating live event experiences, Harold remains focused on lifting up his hometown of Greenville. “We point back home with every bit of success we get. We let folks know that everyone who works here, every product we build, was built in South Carolina,” Harold says.

South Carolina

“Insights from Google are helping us align our product strategy with what people are searching for.”

HAROLD HUGHES
FOUNDER & CEO



SOUTH CAROLINA BY THE NUMBERS

\$5.27 billion
of economic activity

In 2021, Google helped provide \$5.27 billion of economic activity for tens of thousands of South Carolina businesses, nonprofits, publishers, creators, and developers

301,000
South Carolina businesses

More than 301,000 South Carolina businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$5.68 million
of free advertising

In 2021, Google provided \$5.68 million of free advertising to South Carolina nonprofits through the Google Ad Grants program

750+
jobs created by Google

In South Carolina, Google creates jobs for over 750 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



ĤeSápa Enterprises

RAPID CITY, SD [HESAPAENT.COM](https://www.hesapaent.com) 4 EMPLOYEES

South Dakota

[G.CO/ECONOMICIMPACT/SD](https://www.g.co/economicimpact/sd)

Generosity and an entrepreneurial spirit are the driving forces behind Walt Swan Jr.'s ĤeSápa Enterprises, a Native American- and veteran-owned screen-printing and embroidery business. “One of the biggest traits of being a Lakota is generosity,” he shares. Walt founded the Rapid City, South Dakota, company in a borrowed shop in 2015 alongside his sons, Stephen and Zane. While they sell mostly screen-printed shirts with Lakota words and symbols and athletic wear for local schools, ĤeSápa Enterprises also offers custom embroidery and laser engraving. In the spirit of generosity, they partner with reservation schools through their fundraising platform, incentivizing students to raise money by selling logo shirts and hats. ĤeSápa—which means “Black Hills” in Lakota—began using Google Ads in 2019 and sales grew quickly. “It just exploded for us,” Walt says.

The business was still growing rapidly when supply chain problems interrupted production. “We had low stock on some items and back orders on other items, like our most popular shirt, and we didn’t know when they’d come in,” says Stephen. They turned to Google Workspace to help them track orders and keep customers up to date. “We use Google Workspace for everything,” adds Stephen. Walt explains, “Google Analytics helps us understand how we’re getting discovered, and what keywords—like ‘screen-printing services’—we need to include in our Google Ads.” ĤeSápa Enterprises then further increased their reach by adding all of their services to their Google Business Profile. They recently bought more Google Cloud storage to store important customer logos and business documents. With their increases in sales, ĤeSápa Enterprises is running out of space, so Walt is busy looking for a larger shop in Rapid City. “It’s just the bottom line with the increase in business we’ve had,” Walt says. “Now we don’t want to rent—we’re ready to buy.”

“We have gone from zero to well over 1,000 clicks, just from people seeing our Google Ads and coming to us.”

WALT SWAN JR.
CEO



SOUTH DAKOTA BY THE NUMBERS

\$240 million
of economic activity

In 2021, Google helped provide \$240 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers

58,000
South Dakota businesses

More than 58,000 South Dakota businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$1.12 million
of free advertising

In 2021, Google provided \$1.12 million of free advertising to South Dakota nonprofits through the Google Ad Grants program

SecondKeys

MEMPHIS, TN [SECONDKEYS.COM](https://secondkeys.com) 5 EMPLOYEES

Tennessee

[G.CO/ECONOMICIMPACT/TN](https://g.co/economicimpact/tn)



Leaky faucets, broken washing machines, malfunctioning HVAC systems ... Amber Hayes had dealt with them all as a contractor for Memphis-area property management companies. From the tenant’s perspective, these problems could not get fixed fast enough. But Amber observed an even bigger issue: Property managers lacked an efficient system to proactively maintain rental properties and track repairs; instead, they were constantly putting out fires. “I watched good staff and tenants leave properties because they were plagued by maintenance,” Amber recalls. But Amber was in a unique position to help. A coder since high school, she graduated from college with a computer science degree. “Unlike most property managers, I put on my programmer hat to try and find a platform that applies machine learning to residential real estate,” she explains. “It didn’t exist. So I BUILT it.” With support from the nonprofit Epicenter Memphis, Amber built a prototype and attracted enough investor funding to launch her tech startup, SecondKeys, in 2018 with co-founder Mars McClain, chief technology officer.

“SecondKeys provides property managers with an easy-to-use maintenance and repair platform that lets tenants and owners stay updated on what’s going on at their property, from water leaks to broken appliances,” Amber notes. The system uses artificial intelligence (AI) to anticipate repairs, bridging the gap between property managers, tenants, and data. In 2020, Amber received a \$50,000 award from the Google for Startups Black Founders Fund to help grow her business. She is also a Google Partner, managing Google Ads accounts for her customers and using Google Analytics. Throughout her career, she has helped win numerous awards for her company. Amber continues to innovate, dedicating her time to finding new solutions that promote a 21st century approach to the real estate industry.

“As an entrepreneur within the real estate industry, being a Google Partner helps me better serve my customers.”

AMBER HAYES
CO-FOUNDER & CEO



TENNESSEE BY THE NUMBERS

\$7.49 billion
of economic activity

In 2021, Google helped provide \$7.49 billion of economic activity for tens of thousands of Tennessee businesses, nonprofits, publishers, creators, and developers

396,000
Tennessee businesses

More than 396,000 Tennessee businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$9.28 million
of free advertising

In 2021, Google provided \$9.28 million of free advertising to Tennessee nonprofits through the Google Ad Grants program

80+
jobs created by Google

In Tennessee, Google creates jobs for over 80 people in a variety of full-time and external supplier roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Suga's Cakery

Texas

PFLUGERVILLE, TX [SUGASCAKERY.COM](https://www.sugasbakery.com) DOUBLED REVENUE GROWTH YOY [G.CO/ECONOMICIMPACT/TX](https://www.g.co/economicimpact/tx)

Growing up, Patricia Bedford watched her grandmother, Suga, bake and cook for family gatherings. “Her house was the hub of the family,” Patricia says. She learned to bake cakes at her grandmother’s side, and continued baking while working as a successful computer engineer, giving cakes as gifts to friends and family. Soon, they encouraged her to start a bakery. “I took cake decorating classes, but it was still a hobby—I kept my full-time job,” Patricia says. Though she didn’t leave her day job at first, Patricia set up a Google Business Profile in 2014, becoming a Texas Cottage Law home baker. She named her new business Suga’s Cakery in honor of her grandmother, who died in 2002. By 2018 Patricia had made the leap to full-time baker.

Google plays a central role in Suga's Cakery marketing efforts. For instance, Patricia uses Google Voice exclusively for her business. “I would see the call come in from Google and get so excited because I knew it was for my business,” she shares. Long active in Pflugerville (TX) Black Business Builders organization, Patricia was searching for a speaker for a symposium when she came across the opportunity to learn from Google Digital Coach Vicky Sepulveda. “She talked to us about how to use Google Ads effectively,” Patricia says. Today, Google Ads drive about 80 percent of the business, and their Google Business Profile has collected almost 300 five-star reviews. “I’ve doubled my revenues year over year and that has pretty much been the trend,” Patricia says. In 2020, she raised \$17,000 through Kickstarter for the commercial bakery trailer that houses Suga’s Cakery. After landing a contract with a national franchise company, Patricia is now planning for a brick-and-mortar location. “It requires more space and more storage, so that’s the way we are going,” Patricia notes with a grin.

“I have 300 reviews on my Google Business Profile. Google Voice allows me to follow up via text with a link to leave a review, so they don’t have to search for it.”

PATRICIA BEDFORD
FOUNDER



TEXAS BY THE NUMBERS

\$38.25 billion
of economic activity

In 2021, Google helped provide \$38.25 billion of economic activity for hundreds of thousands of Texas businesses, nonprofits, publishers, creators, and developers

1.7 million
Texas businesses

More than 1.7 million Texas businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$40.92 million
of free advertising

In 2021, Google provided \$40.92 million of free advertising to Texas nonprofits through the Google Ad Grants program

2,400+
Google employees

More than 2,400 Texans are employed full-time by Google



The Baby Cubby

Utah

AMERICAN FORK, UT BABYCUBBY.COM 300% INCREASE IN ONLINE SALES SINCE 2019 G.CO/ECONOMICIMPACT/UT

As parents of five children, Cameron and Jacquelyn Muir knew shopping for baby gear could be stressful and confusing. “Seeing products stocked floor-to-ceiling in the big box stores was overwhelming,” Jacquelyn says. “And with retail associates who couldn’t always answer your questions, it was hard to know which stroller or car seat to choose.” In 2013, they founded The Baby Cubby store and e-commerce site “to celebrate parenthood by making decisions and shopping a lot easier.” Team members receive in-depth product knowledge training, with six state-certified Child Passenger Safety Technicians on board. The Muirs have also created more than 500 YouTube videos, offering product reviews and how-to guides to educate parents and inform their purchasing decisions.

“A big part of our strategy was figuring out how to drive traffic to our store and website,” Cameron notes. They use Google Ads to reach parents searching for strollers and sippy cups, and Google Analytics to learn which marketing campaigns work best. Their Google Business Profile lists hours and directions, along with featured products and hundreds of customer reviews. Since 2019, in-store business has increased 40 percent and online sales are up 300 percent. They employ 45 people, with plans to open a second store in Salt Lake City in 2022. “We want to create a workplace where we can improve people’s lives—where people feel they can make a difference by enriching the lives of families,” Cameron says. They give back by supporting area hospital neonatal intensive care units (NICUs), including creating gift bags for new moms. Going forward, Cameron says they’ll continue to use Google products to grow the Baby Cubby brand. “We want to help parents find us,” he says, “and when they do, we want them to feel at home.”

“Google has played a large part in our marketing from the start, helping parents discover our brand and helping our business grow.”

CAMERON MUIR
FOUNDER & CEO



UTAH BY THE NUMBERS

\$9.67 billion
of economic activity

In 2021, Google helped provide \$9.67 billion of economic activity for tens of thousands of Utah businesses, nonprofits, publishers, creators, and developers

192,000
Utah businesses

More than 192,000 Utah businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$5.61 million
of free advertising

In 2021, Google provided \$5.61 million of free advertising to Utah nonprofits through the Google Ad Grants program



Bee's Wrap

MIDDLEBURY, VT [BEESWRAP.COM](https://www.beeswrap.com) 26 EMPLOYEES

Vermont

[G.CO/ECONOMICIMPACT/VT](https://www.g.co/economicimpact/vt)

As a hands-on home baker, Sarah Kaeck was looking for a sustainable way to keep goods like bread fresh. She came across the idea of waxing fabric with beeswax, resin, and plant oil and started experimenting in the kitchen. Looking to make it easy for others to cut down on food waste and single-use plastic, she started sharing her reusable wraps with friends and family and sold them at the local farmers market before launching Bee's Wrap, a compostable and food-safe alternative to plastic wrap, in 2012. The company soon went from an idea in Sarah's head to a certified B Corp, serving roughly a quarter million global consumers a year and donating a portion of proceeds to environmental organizations. "We are committed to covering the world in pollinators, not plastic," says Julian Fenn, Bee's Wrap's director of online marketing. "One kitchen at a time, we're giving people a way to make a small swap so they can be part of this journey toward a plastic-free future."

Before 2020, the majority of Bee's Wrap sales came from brick-and-mortar stores, which were more greatly impacted by the pandemic. That's when they turned to Google Ads to help boost online sales. "If we're not bidding on our search terms, somebody else is, so those ad placements are incredibly valuable," says Julian. "About 25 percent of revenue now comes through Google Ads." To learn more about its users' needs, Bee's Wrap uses Google Analytics. "We have better ad performance and better conversion rates than we used to because we can understand our customer a little better through Google Analytics." Bee's Wrap is also finding success with major retailers. "We're getting out from a niche environment to a mass environment, and the more people we can reach, the bigger impact we can make," says Julian. "We're really excited to be able to help people make these small changes that make a huge difference."

"The data that comes out of Google Analytics informs most of the decisions I make in the e-commerce space because every one of those metrics is telling a story."

JULIAN FENN
DIRECTOR OF ONLINE MARKETING



VERMONT BY THE NUMBERS

\$1.63 billion
of economic activity

In 2021, Google helped provide \$1.63 billion of economic activity for thousands of Vermont businesses, nonprofits, publishers, creators, and developers

52,000
Vermont businesses

More than 52,000 Vermont businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$1.92 million
of free advertising

In 2021, Google provided \$1.92 million of free advertising to Vermont nonprofits through the Google Ad Grants program



RichWine

Virginia

RICHMOND, VA

RICHWINERVA.COM

73+ FIVE-STAR REVIEWS ON THEIR GOOGLE BUSINESS PROFILE

G.CO/ECONOMICIMPACT/VA

Childhood friends Kristen Gardner Beal and Lance Lemon grew up near Richmond, attending the University of Virginia together. They reconnected in New York City, where Lance was an actor, bartender, and wine store manager and Kristen worked in global investment banking. They found they shared a love of wine, and in 2019, the friends became business partners as they returned home to open a boutique wine shop in Richmond. They were scoping out retail space in March 2020, when overnight, their plans changed. “The pandemic hit, but we still wanted to get wine to people within our region,” Kristen says. “So we built a website within a week and started an online wine delivery business.” RichWine was born—specializing in natural, organic, low-intervention wines from Virginia and around the world. Google tools helped them spread the word.

Their Google Business Profile displays curbside pickup and delivery options, photos, reviews, and links back to their website—where customers can order from a curated selection of wines. “Google reviews have been a catalyst for our business,” Lance says, noting the 73 five-star customer reviews touting their products and services. “For us to be five-starred out is a blessing.” Their Google Business Profile also displays the Black-owned and women-owned badges. “People want to know where they can put their dollars back into certain communities,” Kristen notes. With business pouring in, RichWine moved into a larger space at food and beverage incubator Hatch Kitchen RVA in August 2020. Google Workspace tools help them manage productivity, while Google Analytics helps them understand their customers and plan for expansion. They now ship to all of Virginia and Washington, D.C. and are reviving plans for a brick-and-mortar store. “We’re promoting more of our offerings on our Business Profile,” Kristen says, “and that’s going to help us go a long way.”

“Customers giving us five-star Google Reviews speaks volumes to what we’re about and the progress we’re making.”

LANCE LEMON
CO-FOUNDER



VIRGINIA BY THE NUMBERS

\$8.84 billion
of economic activity

In 2021, Google helped provide \$8.84 billion of economic activity for tens of thousands of Virginia businesses, nonprofits, publishers, creators, and developers

475,000
Virginia businesses

More than 475,000 Virginia businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$26.18 million
of free advertising

In 2021, Google provided \$26.18 million of free advertising to Virginia nonprofits through the Google Ad Grants program

480+
Google employees

More than 480 Virginians are employed full-time by Google



BILLY Footwear

Washington

ISSAQUAH, WA

BILLYFOOTWEAR.COM

40% OF WEBSITE CONVERSIONS
COME FROM GOOGLE TRAFFIC

G.CO/ECONOMICIMPACT/WA

After a severe spinal cord injury limited Billy Price's mobility, he learned new ways of doing everyday tasks. But one thing remained elusive: finding stylish shoes that he could put on by himself. In 2012, he joined forces with old friend Darin Donaldson to found BILLY Footwear, making adaptive shoes that "smash fashion with function." The shoes feature a zipper that goes around the side and toe, allowing the upper to completely open and fold over for easy access. Wearers place their foot onto the shoebed and simply pull the zipper closed. Billy emphasizes that these shoes are based on universal design principles: instead of being shoes for people with disabilities, BILLY Footwear's shoes appeal to and can be worn by everyone, including people with disabilities.

Billy and Darin sold their shoes locally in Seattle before launching their website in 2018. Then they needed to get the word out. "We looked for tools that would empower customers to find what we had to offer. That's when we started using Google Ads," Billy says. "Website traffic from Google has increased 25 percent, and 40 percent of website conversions come from Google traffic." The team uses insights from Google Analytics to keep the website current with trending styles, and to let partner retailers know what's popular in their areas. BILLY Footwear is now sold online and in stores globally, and they're hiring new employees to keep up with demand. Billy has also created a motivational speaking program, BILLY Cares, where he educates people on entrepreneurship and overcoming adversity. Years after his injury, Billy finally has his choice of shoes—as do the company's many satisfied customers. "I never could have imagined my accident would lead to building a business that would add so much value and help so many people in this world," Billy says.

"We looked for tools that would empower customers to find what we had to offer. That's when we started using Google Ads."

BILLY PRICE
CO-FOUNDER



WASHINGTON BY THE NUMBERS

\$32.88 billion
of economic activity

In 2021, Google helped provide \$32.88 billion of economic activity for tens of thousands of Washington businesses, nonprofits, publishers, creators, and developers

465,000
Washington businesses

More than 465,000 Washington businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$18.53 million
of free advertising

In 2021, Google provided \$18.53 million of free advertising to Washington nonprofits through the Google Ad Grants program

7,200+
Google employees

More than 7,200 Washingtonians are employed full-time by Google



Steadfast Supply

Washington, D.C.

WASHINGTON, D.C. [STEADFASTSUPPLYDC.COM](https://steadfastsupplydc.com) 63,000 CUSTOMERS SERVED [G.CO/ECONOMICIMPACT/DC](https://g.co/economicimpact/dc)

Ask anyone who lives in the nation's capital: "Washington" is the place in the news, but "D.C." is the vibrant community where the city's residents live. And for Virginia Arrisueño, a first-generation American born to Peruvian immigrants, D.C. is near where her family's entrepreneurial spirit took flight. "My dad built his business from scratch. From a young age, I got to see first-hand the opportunities that he provided for my family and me," Virginia says. So after organizing her own successful events and pop-up shops in the District, she opened Steadfast Supply to showcase products made by local and global makers, artisans, and small business owners. More than just a retail space, Steadfast Supply hosts workshops, incubators, and community events where Virginia helps her fellow entrepreneurs to grow and thrive. To date, Steadfast Supply has served over 63,000 customers in the brick-and-mortar store, and using Google tools makes their mission for good possible.

Virginia's Google Ads campaigns ensure that shoppers looking for handmade gifts are prompted to make a visit to Steadfast Supply, and insights from Google Analytics allow Virginia to understand where people are searching from so she can hyper-focus her advertising and get more bang for her buck. As a mom with her own growing family, Virginia uses Google Workspace tools like Docs and Sheets to stay on top of her business even when she's away from the office. "It helps me stay connected with my team, stay organized, and live a more balanced life," Virginia says. With sales more than doubling in the past three years, she's committed to using that growth to support more independent small businesses—and her D.C. community. "We love this city," says Virginia. "We love the people here. It's always been our home, and we want to help it flourish."

"Owning a small business is all about working smarter, not harder. Google lets us do that."

VIRGINIA ARRISUEÑO
OWNER



WASHINGTON, D.C. BY THE NUMBERS

\$5.08 billion
of economic activity

In 2021, Google helped provide \$5.08 billion of economic activity for thousands of D.C. businesses, nonprofits, publishers, creators, and developers

64,000
D.C. businesses

More than 64,000 D.C. businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$43.5 million
of free advertising

In 2021, Google provided \$43.5 million of free advertising to D.C. nonprofits through the Google Ad Grants program

440+
Google employees

More than 440 Washingtonians are employed full-time by Google



Appalachian Botanical Co.

FOSTER, WV APPALACHIANBOTANICAL.COM 55 EMPLOYEES

West Virginia

G.CO/ECONOMICIMPACT/WV

West Virginians are used to being self-sufficient, and when they have a good idea, they'll make it blossom. When a federally funded grant project growing lavender—a hearty plant that loves rocky soil—on reclaimed coal mine land ended, team member Jocelyn Sheppard knew she had found a good idea for a business—and for her southern West Virginia community. “We’re employing former coal miners, veterans, people who didn’t finish high school, and people who just need a second chance. They enjoy growing lavender, and don’t have to move away to make a living,” Jocelyn says. Appalachian Botanical Co. stands as a bold alternative to the 98 percent of lavender that is imported into the U.S., selling premium aromatherapy, body care items, and culinary products made from Boone County’s own lavender fields. And as Appalachian Botanical Co. makes plans to grow demand for West Virginia’s finest across the country and around the world, they’re using Google tools to help make it happen.

With a good sense of who their local buyers are, Appalachian Botanical Co. focuses their Google Ads to find more customers nationwide and around the world. They use Google Ads to identify dense population clusters that make for super efficient ad campaigns. “We’re finding them in Southern California, Texas, Colorado, and more; Google Ads is just so valuable because it gets us the most bang for our buck,” Jocelyn says. And when COVID-19 compounded the communication challenges in the remote and mountainous state, Google Workspace tools like Google Meet and Docs kept Jocelyn’s team connected, productive, and on the same page. Appalachian Botanical Co. is growing just as fast as their lavender fields—continuing to give second chances to West Virginia’s people and land, and to export a little piece of the Mountain State to the rest of the world. “I’m just so proud of everything that we’ve accomplished,” Jocelyn says. “And I’m excited about the opportunities to come.”

“We’re using Google Ads to find geographic clusters of our ideal customers nationwide so we can grow efficiently.”

JOCELYN SHEPPARD
FOUNDER



WEST VIRGINIA BY THE NUMBERS

\$302 million
of economic activity

In 2021, Google helped provide \$302 million of economic activity for thousands of West Virginia businesses, nonprofits, publishers, creators, and developers

89,000
West Virginia businesses

More than 89,000 West Virginia businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$713,000
of free advertising

In 2021, Google provided \$713,000 of free advertising to West Virginia nonprofits through the Google Ad Grants program



101Rabbits

Wisconsin

STEVENS POINT, WI [101RABBITS.COM](https://101rabbits.com) +221,000 YOUTUBE SUBSCRIBERS [G.CO/ECONOMICIMPACT/WI](https://g.co/economicimpact/wi)

Rabbits have always been a joy for Haley Elmhurst. As an anxious 12-year-old with Tourette Syndrome, she recalls, “Rabbits were my escape. I could be myself around them.” Finding too little advice for rabbit owners online, she began to share videos on YouTube with her own tips for bunny care and feeding. “People who own dogs and cats know the basics, but rabbits are so misunderstood,” Haley says. Soon her YouTube channel, 101Rabbits™, had hundreds and then thousands of followers. With help from Google AdSense, she began earning a little money from those thousands of video views. Years later, when an adult diagnosis of postural orthostatic tachycardia syndrome (POTS) limited her mobility and job options, Haley decided to open an online store. “I ordered 20 products—purchased with AdSense money—and put them on sale, and then used that money to buy even more.”

Today, 101Rabbits.com sells bunny chew rings, timothy hay, and Snug-a-Bun™ beds to thousands of customers in 14 countries. Early in 2021, Haley opened a 3,500-square-foot retail location in her small town, which also serves as the operations hub for her global online store. At just 24 years old, she employs 5 part-time workers and will soon hire her first full-time employee. Her YouTube channel has 221,000 subscribers, and a third of her online store traffic comes directly from YouTube. Monthly revenue for all of 101Rabbits is up 225 percent in just one year. 101Rabbits even partners with local rabbit rescues to provide safe homes for bunnies. “I had a dream and a passion for providing other rabbit owners with safe, natural rabbit care products,” Haley says. “YouTube has helped me to grow an audience and a customer base from all around the world. If my 12-year-old self could see me now, she would be filled with so much hope instead of so much doubt.”

“Google AdSense was my first income from the business. I ordered 20 products—purchased with AdSense money—and put them on sale, and then used that money to buy even more.”

HALEY ELMHORST
FOUNDER



WISCONSIN BY THE NUMBERS

\$8.61 billion
of economic activity

In 2021, Google helped provide \$8.61 billion of economic activity for tens of thousands of Wisconsin businesses, nonprofits, publishers, creators, and developers

346,000
Wisconsin businesses

More than 346,000 Wisconsin businesses received requests for directions, phone calls, bookings, reviews, and other direct connections to their customers from Google in 2021

\$7.6 million
of free advertising

In 2021, Google provided \$7.6 million of free advertising to Wisconsin nonprofits through the Google Ad Grants program

120+
Google employees

More than 120 Wisconsinites are employed full-time by Google



Chugwater Chili

Wyoming

CHUGWATER, WY

CHUGWATERCHILI.COM

CONTINUOUS YOY GROWTH SINCE 2015

G.CO/ECONOMICIMPACT/WY

The tiny town of Chugwater, Wyoming, is home to just four businesses and 200 people, but a state championship chili recipe has made it a destination. “Like a lot of rural towns, we got bypassed by the interstate, and pretty soon, folks weren’t going down Main Street anymore,” Justin Gentle laments. “But there was a group of ranchers that were always looking for opportunities, and they realized they could make a business out of chili.” The five ranchers purchased Wyoming’s winning chili recipe in 1986 and transformed it into Chugwater Chili Corporation, which manufactures and sells their signature seasonings to grocery stores in the region and to foodies nationwide. Sales plateaued by the early 2000s, but Justin—who married into one of the founding families—is revitalizing the business along with his co-owner and neighbor, Karen Guidice.

Justin took over in 2015, and Chugwater Chili began using Google Ads a year later. Despite a gradual rollout, the company has seen continuous year-over-year (YoY) growth ever since. “Google Ads gets us consistency with our keywords,” Justin says. “We’re small, but we want to be on the first page, and Google Ads helps get us noticed.” Chugwater Chili’s Google Business Profile also attracts attention, which extends to the entire town. “We offer free samples, and then we direct them to the couple of restaurants in town that serve our chili,” Justin says. “We’re able to feed off each other and use Google to get people off the highway and into Chugwater.” Chugwater Chili recently landed their first international wholesale customer—a specialty food store in the UK—and now they’re looking toward wholesale beyond the western U.S. “We want to keep growing at a steady pace, and eventually, our goal is to be a nationwide brand,” Justin says. “We’d like to be in every grocery store in the country.”

“Google Ads is effective, and it’s a fairly simple platform. That’s why we continue to use it.”

JUSTIN GENTLE
CEO



WYOMING BY THE NUMBERS

\$569 million
of economic activity

In 2021, Google helped provide \$569 million of economic activity for thousands of Wyoming businesses, publishers, nonprofits, creators, and developers

48,000
Wyoming businesses

More than 48,000 Wyoming businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2021

\$307,000
of free advertising

In 2021, Google provided \$307,000 of free advertising to Wyoming nonprofits through the Google Ad Grants program

References

1. As estimated by Progressive Policy Institute in January 2022
2. Oxford Economics, “The State of the Creator Economy,” 2020
3. Burning Glass Labor Insights, 2020
4. As estimated by Progressive Policy Institute in January 2022
5. Oxford Economics, “The State of the Creator Economy,” 2020
6. The White House, “President Biden Statement on First Year GDP Growth,” January 2022
7. Connected Commerce Council, “Digital Tools Continue To Unlock Opportunities For U.S. Small Businesses,” February 2022
8. Connected Commerce Council, “Digital Tools Continue To Unlock Opportunities For U.S. Small Businesses,” February 2022
9. Connected Commerce Council, “Digital Tools Continue To Unlock Opportunities For U.S. Small Businesses,” February 2022
10. Based on program graduate survey responses, United States 2021
11. Oxford Economics, “The State of the Creator Economy,” 2020
12. Oxford Economics, “The State of the Creator Economy,” 2020
13. Oxford Economics, “The State of the Creator Economy,” 2020
14. Oxford Economics, “The State of the Creator Economy,” 2020
15. Google/Ipsos, Holiday Shopping Study, October 2021 – January 2022
16. BCG/Google, “Consumers Want Privacy. Marketers Can Deliver,” January 2022
17. Louisiana Crawfish: Re-engaging with customers during a pandemic. 2021
18. As estimated by Progressive Policy Institute in January 2022
19. Global Knowledge, “15 Top-Paying IT Certifications for 2021,” August 2021
20. Burning Glass Labor Insights, 2020
21. Based on program graduate survey responses, United States 2021

We derive a conservative estimate of Google’s economic impact in each state by examining the economic value provided by Google Search, Google Ads, Google Cloud, and Google network properties such as AdSense and AdMob, Google Ad Grants, YouTube, and Google Play. To learn more about our methodology, visit <https://economicimpact.google.com/methodology/>



economicimpact.google.com