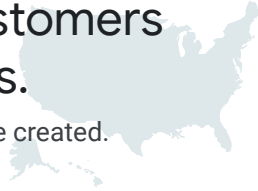


The web is connecting customers with businesses of all kinds.



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

\$335 billion

In 2018, Google's search and advertising tools helped provide \$335 billion of economic activity for more than 1.3 million businesses, website publishers, and nonprofits nationwide.¹

1 billion

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

Nearly 4X

Small businesses that use advanced digital tools, such as online advertising and data analytics, experienced revenue growth in the previous year that was nearly 4X as high vs. less digitally advanced businesses.²

1.3 million

In 2018, more than 1.3 million businesses, website publishers, and nonprofits nationwide benefited from using Google's advertising solutions, Google Ads and AdSense.¹

Over 35%

In 2018, over 35 percent of clicks for U.S. businesses advertising on Google came from outside the country. Google tools are helping a growing number of American businesses find and connect with customers around the world.¹

64,000

More than 64,000 people are employed full-time by Google throughout the U.S. We're proud to have offices and data centers in 21 states, and committed to being good neighbors in the cities we call home.¹

Find out more at www.google.com/economicimpact



Sources:

1. Google, "Economic Impact," 2018

Note: The total value that U.S. Google advertisers, website publishers, and nonprofits received in 2018 is the sum of the economic impact of Google Search, AdWords, AdSense, and Ad Grants. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising: Hal Varian's "Online Ad Auctions" (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink's "Investigating customer click through behavior with integrated sponsored and non-sponsored results" (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2018 for placing our ads next to their content. And the impact of Google Ad Grants is the total amount spent by grant recipients in 2018. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

Note: We measured the total number of clicks on ads posted by U.S. advertisers in 2018 and observed that when a business puts an ad on Google, on average over 30 percent of clicks on that ad come from outside the country.

2. Google/Deloitte, "Connected Small Businesses," 2018

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The web is working for Alabama businesses.

Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$335 billion of economic activity in 2018.¹

\$923 million

of economic activity Google helped provide for Alabama businesses, website publishers, and nonprofits in 2018.

\$1.12 million

of free advertising was provided to Alabama nonprofits through the Google Ad Grants program in 2018.¹

9,700

Alabama businesses, website publishers, and nonprofits benefited from using Google's advertising solutions, Google Ads and AdSense, in 2018.¹



The Happy Catering Company

www.happycatering.net

As a Greek kid growing up in a family that ran restaurants, hotels, and banquet facilities, Vassilli “Bill” Bouloukos always dreamed of owning his own restaurant. In 1992, he left his corporate job to chase that dream, and within five years he owned several restaurants around Birmingham. Those restaurants also offered catering, and over time, Bill built a considerable business doing corporate lunches and weddings. In 1998, Bill decided to sell his restaurants and open Happy Catering, a full-service catering

The Happy Catering Company has 50 employees.

company. Robbie Dyson joined Happy Catering in 2005 as co-chef and owner/operator, and together they’ve built up the business so much they needed to expand to a 12,000-square-foot facility in West Homewood, Alabama. “We’ve grown to serve a 200-mile radius around

Birmingham. A big part of that is our great cuisine, but it’s also because we’re able to reach so many people through digital media,” said Bill.

Digital makes up 80% of Happy Catering’s advertising budget, and Google Ads have been crucial in solving the business’s biggest challenge: getting noticed by new customers. “Early on, we realized we had to maintain our online presence because we don’t have a storefront,” Bill said. “The hardest thing was introducing people to our services, so we relied on digital.” Bill and Robbie set up a Google My Business account to showcase photos from catered events and customer reviews that help reinforce Happy Catering’s strong reputation. They’ve consistently updated keywords on the company’s website to rank higher on search results and redesigned the site’s layout to be more mobile-friendly. “We do a lot in-house, including social media, but we know Google is the first spot that most people are going to go,” said Bill. Internally,



“If we keep upping our ante on Google and on social, we know our success will keep snowballing.”

ROBBIE DYSON, CO-CHEF/OWNER/OPERATOR, HAPPY CATERING

Happy Catering uses Google Analytics to measure its online ads’ performance, track calls from its GMB account, and monitor website traffic.

Today, Happy Catering employs a team of 50 and serves nearly 300,000 customers annually. But amid their success, one of Bill and Robbie’s biggest passions is using their business to help local residents. “Birmingham is big, but everybody knows each other,” Bill said. “In a tight-knit community like Homewood, it’s important that we give back.” Happy Catering regularly supports

local food drives and athletic programs. As for future business growth, Bill and Robbie plan to keep up with digital trends and tools. “Our goal is to keep adding to our team and building jobs in the community,” Robbie added. “If we keep upping our ante on Google and on social, we know our success will keep snowballing.”