

Investing in the Louisiana economy, helping create economic growth and jobs

\$2.1B

of economic activity: In 2024, Google helped provide \$2.1 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers.

270,000+

Louisiana businesses: More than 270,000 Louisiana businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

8,400+

small businesses trained by a Louisiana Coach: Grow with Google Coaches are local experts who help small businesses grow. Our Louisiana Coach offers live training and hands-on coaching – at no cost – to small businesses.



Basin Boat Lighting, Broussard, Louisiana.

"Google Ads makes people aware of my business. It increases brand awareness and drives sales."

-Brian Signorelli
Founder & Owner

Products:
Google Ads, Google Analytics, YouTube

Improving the lives of Louisianans by investing in their citizens and communities

350,000+ Google Career Certificate graduates in the U.S. Google Career Certificates help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months. Google has also collaborated with Louisiana educational institutions like University of Louisiana System and Louisiana Tech University to make Google Career Certificates available to students and to increase employment opportunities.

112,000+ Louisianans trained: Grow with Google has partnered with over 140 organizations in the state to train more than 112,000 Louisianans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.



This course helped me to understand the skill set that is needed to become a data analyst. I was able to understand the basics of SQL, Tableau, Excel and R Studio. Once I completed this course I was promoted to a senior data analyst with my current employer.

Lashonda M.

Google Data Analytics Certificate graduate
Senior Fraud Informatics Analyst at BlueCross BlueShield of Louisiana
Baton Rouge, LA

Helping Louisianans when they need it most

\$2M+ in philanthropic giving: Since 2006, Google and Googlers have given more than \$2 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Louisiana.

2,000+ volunteer hours: Since 2015, through Google.org, Google employees volunteered more than 2,000 hours with nonprofits and schools.

Google.org pro bono support: As part of a Google.org Fellowship, a team of Google employees worked full-time for six months with Rewiring America to build and launch the [Incentive Calculator](#) that enables residents in Louisiana to input a few household details and see the home electrification rebates and tax credits available to them, reducing emissions and empowering communities to adopt clean energy.

\$23M+ in Ad Grants to 487 Louisiana nonprofits:

Since 2008, Google.org provided more than \$23 million worth of donated search ads to Louisiana nonprofits through the Google Ad Grants program.

More than \$100,000 in Crisis Response funding including disaster recovery efforts. Our response to hurricane relief has included strategic partnerships with the Greater New Orleans Foundation, enabling us to provide essential aid and services to affected communities.

\$3M+ of Ad Grants to nonprofits: In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to Louisiana nonprofits through the Google Ad Grants program.