



OMAHA, Nebraska

Chris Hughes launched Artifact Bags in 2010, using an old sewing machine to create bags and accessories. When his designs started gaining press on a few popular websites, he experienced an influx of orders and knew that he had to act quickly to get his website in front of people searching for his bags. He turned to Google for help with search engine optimization, and used Google Search Console and Google Analytics to measure search traffic and track his website performance. Today, half of his website's traffic comes through Google Search.

Millions of Americans, like Chris, are growing their businesses with Google's help.

Chris Hughes
Artifact Bags

Grow with **Google**

Last year, Google helped provide \$4.53 billion of economic activity for Nebraska businesses, website publishers, and nonprofits. Read more at [google.com/economicimpact](https://www.google.com/economicimpact)