



Google is proud to call South Carolina home

Creating economic opportunity across the Palmetto State



“Without Google Analytics, we wouldn't know how we're doing. It helps us grow – we're able to see things like what content performs best and how people are finding us.”

-Sean McBride
Co-owner of Charleston Crafted
Charleston, South Carolina

15+ years in South Carolina

Google has proudly called South Carolina home for over 15 years with a data center in Berkeley County.

\$6.08B of economic activity

In 2023, Google helped provide \$6.08 billion of economic activity for tens of thousands of South Carolina businesses, publishers, nonprofits, creators, and developers.

277,000+ South Carolina businesses

More than 277,000 South Carolina businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

162,000+ South Carolinians trained

Grow with Google has partnered with 160 organizations in the state like Delta Sigma Theta - Camden (SC) Alumnae Chapter and Dress for Success (Charleston County) to train more than 162,000 South Carolinians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

Helping South Carolina's small businesses and startups thrive

South Carolina business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Palmetto State businesses like Charleston Crafted, Google is increasing access to capital, trainings, and free resources.

3,020+

small businesses trained by a South Carolina Digital Coach

[Grow with Google Digital Coaches](#)

are local experts who help diverse small businesses grow. Our South Carolina Digital Coach offers live training and hands-on coaching – for free – to small businesses.

\$250M+

in venture capital raised by Google for Startups Founders Fund recipients across the U.S.

[The Google for Startups Founders Funds](#)

provide cash awards and hands-on help to support underrepresented entrepreneurs, like BandwagonFanClub, Inc. in South Carolina.

"I have a friend who's taking [the certificate] right now because I recommended it. I wasn't forcing myself to have to understand the material because it was very easy for me to understand what was going on and be able to apply it. It was a very structured course and was layered in the best way."

Amiri Foster
Google IT Support Certificate graduate

Workstation Analyst at Blue Cross Blue Shield South Carolina
West Columbia, South Carolina



Helping South Carolinians develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025¹ and 1 in 3 American workers have very limited or no digital skills.² We're working to help people advance their careers and pursue new opportunities by making digital skills accessible to everyone. To date, we have helped over 300,000 Americans find employment and increase their income through digital skills training.

250,000+

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. 75% of graduates report a positive career outcome within six months.³

Google has also partnered with 17 South Carolina educational institutions like Orangeburg-Calhoun Technical College and York Technical College to make Google Career Certificates available to students and to increase employment opportunities.

494,000+

South Carolina students trained in computer science to date

Google is helping address inequities in computer science education by offering no-cost products and programs, like [CS First](#) and [Code Next](#), to students across the U.S. To date, Google has invested over \$263 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

\$4B

Investment in South Carolina

Since the Berkeley County data center was built in 2007, Google has invested more than \$4 billion in the region and state.

Investing in local communities

Local organizations and nonprofits across South Carolina are doing great work to support their communities. Google is proud to partner with trusted community organizations to further that work, and bring digital skills training, grant funding, and other resources to more South Carolinians.

\$7M+

in funding

Since 2006, Google.org has awarded over \$7 million in funding to South Carolina organizations and nonprofits.

\$1M+

In charitable giving

Since 2008, our employees based in South Carolina – including matching contributions and philanthropic giving from Google.org – have donated over \$1 million to nonprofits.

8,700+

volunteer and pro bono hours

Through Google.org, employees served over 8,700 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet.

\$7.6M

of free advertising

Since 2011, Google for Nonprofits has supported more than 700 nonprofits in South Carolina. In 2023 alone, Google.org provided \$7.6 million in donated search ads to South Carolina nonprofits through the Google Ad Grants program and more than \$529,000 in Google Workspace for Nonprofits.

Learn more about Google in South Carolina at: g.co/economicimpact/southcarolina

¹The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

²Digitalization and the American Workforce, Brookings Institute, Nov. 2017

³Based on program graduate survey responses, United States 2023