

Google is proud to call Alabama home

Creating economic opportunity across the Yellowhammer State



“We’ve done some social, some email, and so on, but Google consistently gives us the best return on investment.”

*-Teresa Downing
President & Owner of GO-KOT
Ashville, Alabama*

At home in Alabama

Google proudly calls Alabama home with a data center in Jackson County.

\$1.88B of economic activity

In 2023, Google helped provide \$1.88 billion of economic activity for tens of thousands of Alabama businesses, publishers, nonprofits, creators, and developers.

255,000+ Alabama businesses

More than 255,000 Alabama businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

128,000+ Alabamians trained

Grow with Google has partnered with over 150 organizations in the state like Athens Limestone County Public Library and Catalyst Center for Business to train more than 128,000 Alabamians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

Helping Alabama’s small businesses and startups thrive

Alabama business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Yellowhammer State businesses like GO-KOT, Google is increasing access to capital, trainings, and free resources.

5,110+

small businesses trained by an Alabama Digital Coach

[Grow with Google Digital Coaches](#)

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

\$9.5M

in venture capital raised by Google for Startups Founders Fund recipients in Alabama

The [Google for Startups Founders Funds](#)

provide cash awards and hands-on help to support underrepresented entrepreneurs, like Smart Alto in Alabama.



75%

of learners report a positive impact to their career¹

Helping Alabamians develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025² and 1 in 3 American workers have very limited or no digital skills.³ 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.⁴

Google has also partnered with 20 Alabama educational institutions like George C Wallace State Community College and Trenholm State Community College to make Google Career Certificates available to students and to increase employment opportunities.

230K

Alabama 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.

\$980M

Investment in Alabama

Since the Jackson County data center was built in 2018, Google has invested more than \$980 million in the region and state.

Investing in local communities

Local organizations and nonprofits across Alabama 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 Alabamians.

\$10M+
in funding

Since 2006, Google.org has awarded over \$10 million in funding to Alabama organizations and nonprofits.

\$600,000+
in charitable giving

Since 2013, our employees based in Alabama – including matching contributions and philanthropic giving from Google.org – have donated over \$600,000 to nonprofits.

1,600+
volunteer and pro bono hours

Through Google.org, employees served over 1,600 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.

\$5.29M
of free advertising

Since 2011, Google for Nonprofits has supported more than 490 nonprofits in Alabama. In 2023 alone, Google.org provided \$5.29 million in donated search ads to Alabama nonprofits through the Google Ad Grants program and more than \$573,000 in Google Workspace for Nonprofits.

Learn more about Google in Alabama at: g.co/economicimpact/alabama

^{1,4} Based on program graduate survey responses, United States 2023

² The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

³ Digitalization and the American Workforce, Brookings Institute, Nov. 2017