

Alliance Training and Testing Featured in Google's Economic Impact Report

Spotlight on Security Guard Training Company



Nashville, Tennessee Apr 20, 2023 (Issuewire.com) - Local security training specialists [Alliance Training and Testing](#) are the latest company to be featured in the regular Google Economic Impact Report (EIR), released on April 19. The company, established in 2012, is a highly-regarded training organization, providing courses that take regular citizens from zero experience to fully trained and certified security guards in a matter of hours.

Angel Rodriguez, the owner of Alliance Training and Testing, said:

‘I’m so proud that our company has been selected for this spotlight. Google services are a vital part of our business – from G-Mail to Workspace, and in particular the Business Profile, we rely on the technologies available every single day. I would not hesitate to say that without these tools, the business would not be where it is today, and we would not have been able to help so many Tennessee residents to find success in their new careers.’

This feature is just the latest in a string of successes for the security training company. During the pandemic, the business transitioned to offering [fully online security training courses](#) – something made possible by the tireless efforts of Mr. Rodriguez, who spent eight months working to have the Tennessee state laws on security training adapted and his courses approved.

From there, the business more than doubled in 2021: an impressive growth figure that is expected to be replicated in 2023 with the addition of new courses, new methods of delivering training, and an extensive and growing [online library of security-centric resources](#).

About the EIR

Google’s Economic Impact Report, also known as the EIR, is a spotlight on smaller businesses that are making waves in their respective sectors, specifically through their use of Google tools. Established in 2009, the report is provided for all 50 states, as well as Puerto Rico and Washington D.C.

The aim of the report is to highlight the ways in which Google tools are used by everyday, locally-owned businesses to grow and, thus, the specific ways in which Google impacts the economy of each state. For Tennessee, those impacts in 2021 included:

- \$7.49 billion of economic activity
- 396,000 businesses connected with customers through Google
- \$9.28 million of the free advertising provided to Tennessee nonprofits
- 80+ jobs provided by Google in the state

One of the key tools that the EIR demonstrates the power of is the humble Business Profile. This gives searchers a brief overview, contact details, opening hours, and website links for the companies they are looking for and essentially provides a clear and coherent way for potential customers to get in touch with the business.

In 2021, Google facilitated more than 2.4 billion connections per month (on average) across the US, showing exactly how important it is for a business like Alliance Training and Testing to not only take ownership of its profile but to keep the information current and accurate. In fact, in one month alone (January 2023), the Google Business Profile for Alliance Training and Testing was discovered just under 3,000 times, with a ten percent click-through rate – an enviable return on zero dollars and very little time invested.

About Alliance Training and Testing

Alliance Training and Testing is a highly-regarded security guard training provider, offering a full range of courses in both unarmed and armed security. The company is owned and run by Mr. Angel Rodriguez, a veteran of both Desert Shield and Desert Storm with the 101st Airborne Division.

In addition to receiving the Bronze Star for his time in the United States Army, Angel has been highly recognized for his contributions and success in the field of private security: he is a member of the American Society of Industrial Security (ASIS), he holds the Certified Protection Professional (CPP) designations, as well as various other emergency, facility, and first aid instruction certifications.

In 2022 alone, Alliance Training and Testing successfully trained more than 1,500 people. That is 1,500 Tennessee residents who now have the capability (and license) to find work in the always-in-demand security sector, both as unarmed and armed security guards. With the quality of training provided and the focus on 'soft skills' like situational awareness, emergency response, and conflict de-escalation, those 1500 citizens are now making hundreds of businesses and public areas a safer place for the rest of us – something that is a matter of great pride to the whole Alliance team.

Angel looks forward to playing his part in creating new courses and curricula, continuing to grow Alliance Training and Testing at a breakneck pace, and of course – helping the people of Tennessee to find and launch their new careers in the security sector.

To learn more about Alliance Training and Testing or to sign up for a training course, please visit www.guardtrainingtn.com. You can also check out the full Google Economic Impact Report, with the new feature on Alliance Training and Testing, by [clicking this link](#).



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