

With the help of Google and some good old-fashioned ingenuity, Dillard students worked with local businesses and entrepreneurs to make their products and services more visible and accessible during the 2013 Super Bowl festivities. Statistics showing that 64 percent of businesses in Louisiana lack websites despite 97 percent of all Internet users searching the web for businesses. A team of 15 students divided New Orleans into sections and canvassed neighborhoods offering to help shopkeepers raise their digital profiles.

[Read more about this project on nola.com...](#)

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