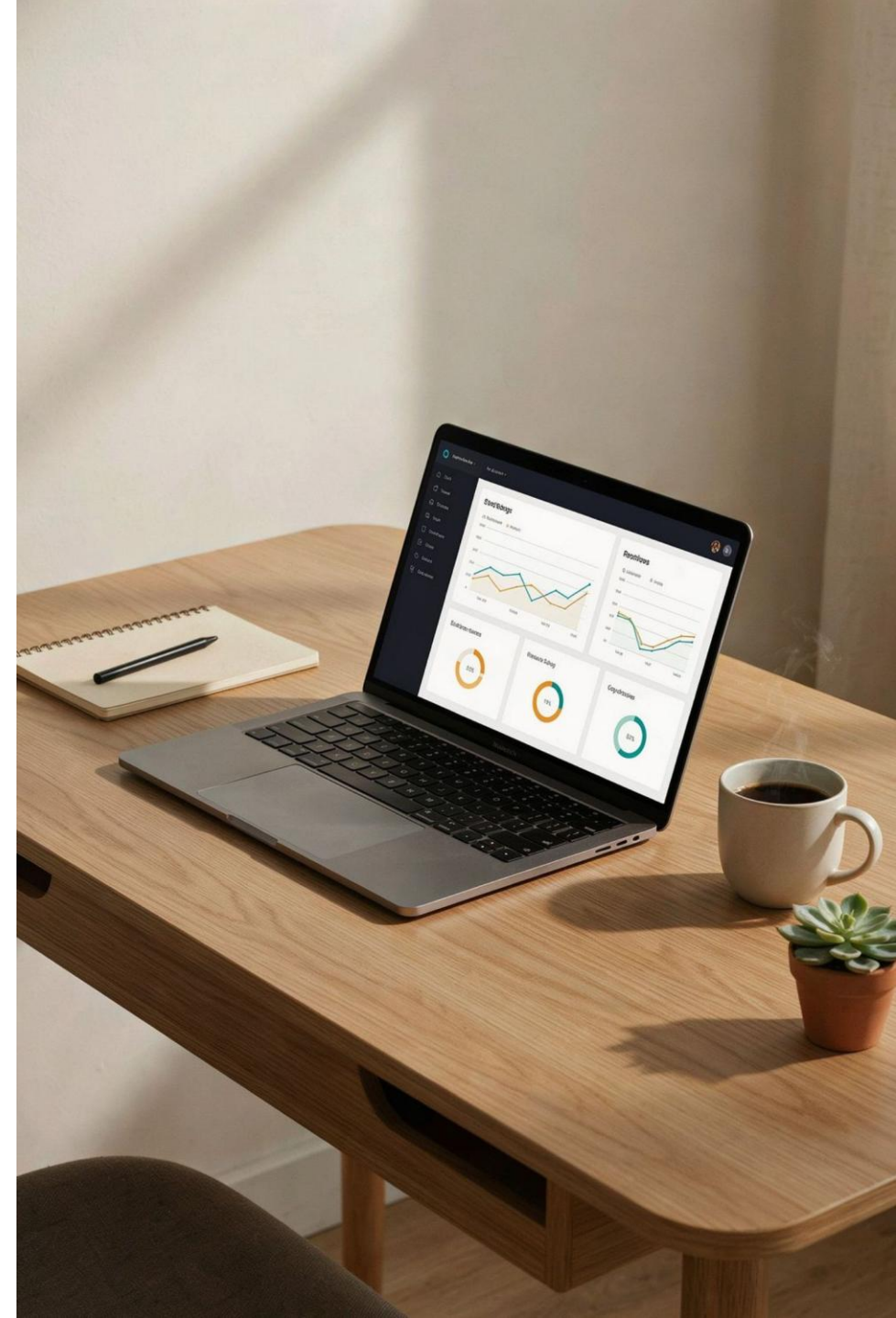


Data to Decisions

Build a Small Business Scorecard That Works

Growth Metrics That Matter



COMMUNITY PARTNERS

- **SCORE Austin**
- **BakerRipley**
- **Choctaw Small Business Development**
- **Community Action Agency of Oklahoma**
- **El Paso Community College SBDC**
- **Illinois SBDC Bradley University – Peoria IL**
- **Texas A & M – Victoria SBDC**
- **SCORE Houston**
- **SCORE Rio Grande Valley**

Presenter

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Founder, Smart Brand System™

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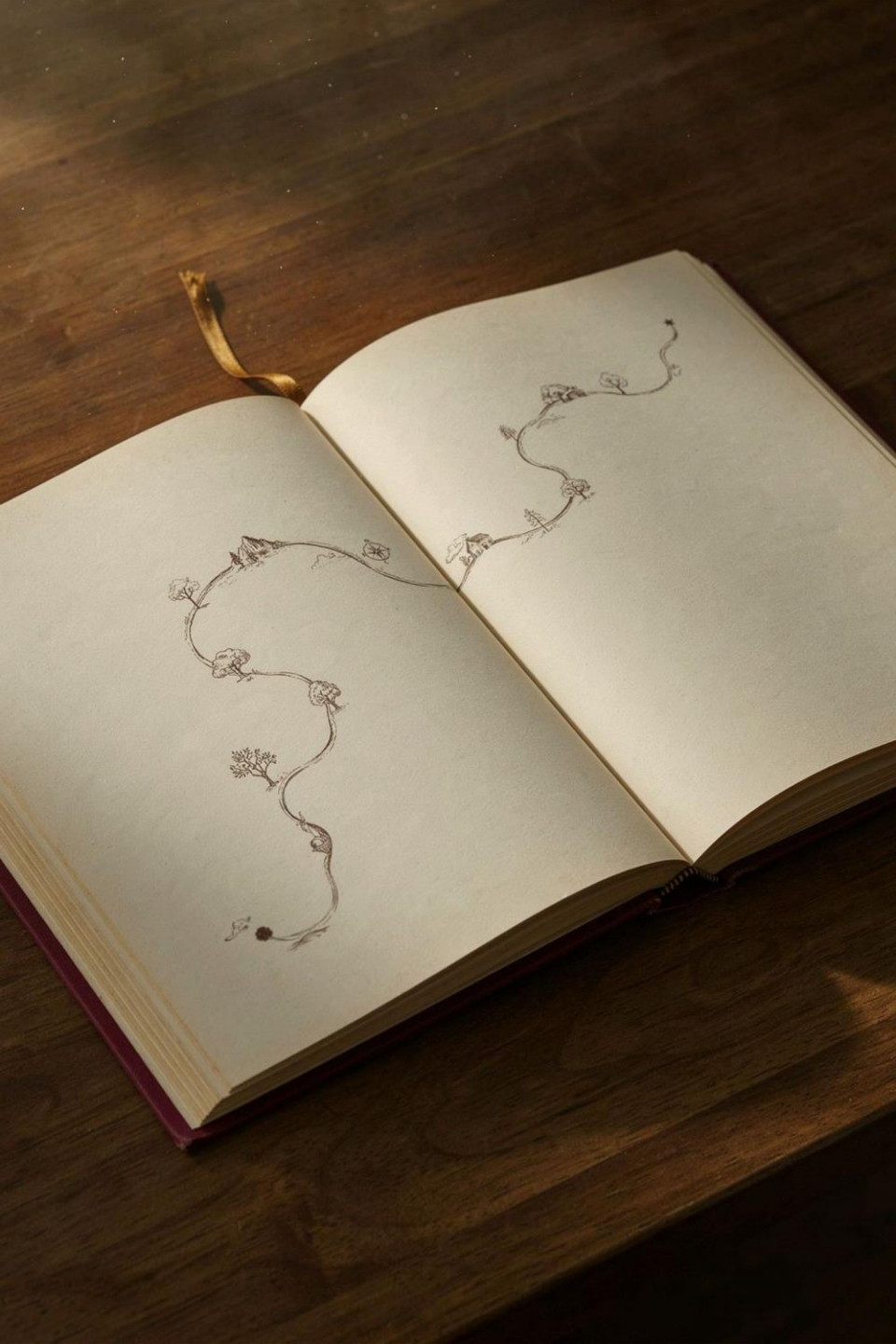
Stop Tracking Everything

More numbers do not always mean better decisions. The goal is simple: know what to fix, repeat, or stop.



The Scorecard Rule

Every number must answer this question: What decision does this help me make?



Data Tells a Story

Do not only ask, "How many people came?" Ask where they came from, what they did, what made them act, where they left, and what you need to do next.

Gut Instinct + Data

Your gut tells you what may be happening. Your data helps you check it. The best decisions use both.



Start With the Business Goal

Before you pick the metric, pick the goal.

Sales

Leads

Appointments

Phone calls

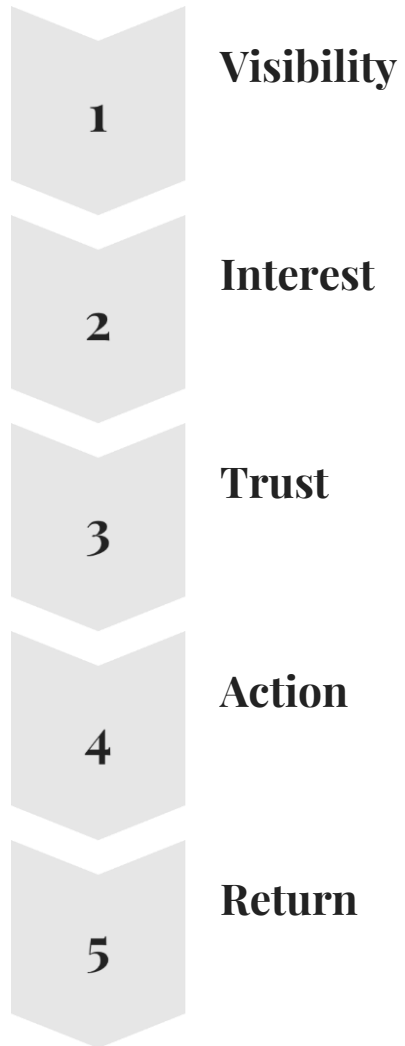
Foot traffic

Downloads

Email subscribers

Repeat customers

The 5 Scorecard Lanes



Lane 1: Visibility

Question

Are people finding us?

Decision

Do we need more visibility, better keywords, stronger local presence, or more consistent content?

Metrics

search impressions, search clicks, Google Business Profile views, social reach, branded searches, ad impressions.

Where to pull it

Google Search Console, Google Business Profile, social insights, Meta Ads Manager, Google Ads.

Lane 2: Interest

Question

Do people care enough to look closer?

Decision

Do we need a stronger hook, clearer headline, better offer, or better content topic?

Metrics

clicks, email clicks, page views, engagement rate, video views, watch time, saves, comments, shares.

Where to pull it

Google Analytics, email platform, YouTube Studio, social insights, Meta Ads Manager.

Lane 3: Trust

Question

Do they believe we are credible?

Decision

Do we need stronger proof, clearer services, better reviews, more FAQs, or better authority signals?

Metrics

reviews, review growth, review responses, About page visits, service page visits, testimonials, branded searches, FAQ engagement.

Where to pull it

Google Business Profile, Google Analytics, Google Search Console, website, CRM notes.

Lane 4: Action

Question

Did they take the next step?

Decision

Do we need to fix the call to action, form, booking path, offer, or follow-up?

Metrics

calls, contact forms, bookings, purchases, downloads, email replies, quote requests, key events.

Where to pull it

Google Analytics, Google Business Profile, booking tool, CRM, ecommerce platform, email platform.

Lane 5: Return

Question

Do they come back, buy again, or refer?

Decision

Do we need better follow-up, retention, review requests, or customer experience?

Metrics

repeat purchases, returning users, repeat bookings, referrals, reviews, email list growth, customer lifetime value, retention rate.

Where to pull it

Google Analytics, CRM, email platform, ecommerce platform, booking system, referral tracking.



Where the Numbers Live

You do not need one perfect tool. Use Google Analytics, Google Search Console, Google Business Profile, YouTube Studio, email reports, social insights, CRM, booking tools, ecommerce reports, ad platforms, or a simple spreadsheet.

Match the Goal to the Metric

If you want calls, track calls.

If you want bookings, track bookings.

If you want sales, track sales.

If you want better content, track engagement and next steps.

If you want stronger visibility, track search clicks, impressions, and profile activity.

The 5-Number Scorecard

Start with one number from each lane.

1 Visibility

how people find you.

2 Interest

what they click, watch, read, or open.

3 Trust

what makes them believe you.

4 Action

what step they take next.

5 Return

whether they come back, refer, or buy again.

The 6 Smart Checks

Kill Switch Check

Zombie Content Check

AI Visibility Check

Vanity vs. Sanity Check

Leak Check

Profit Path Check

Kill Switch Check

Question

If one platform disappeared tomorrow, how much revenue would vanish?

Decision

Do we need to build another source of leads?

Look at

traffic source mix, lead source mix, revenue source mix, email list growth, and repeat customers.

Zombie Content Check

Question

What pages or posts get no traffic and no action?

Decision

Should we update, combine, redirect, remove, or stop creating that kind of content?

Look at

pages with no clicks, pages with no visits, posts with no engagement, old blogs with no results, and content that does not lead anywhere.

AI Visibility Check

Question

Do AI tools understand who we are and what we do?

Decision

Do we need clearer website copy, better proof, stronger FAQs, or more authority signals?

Look at

About page clarity, service page clarity, FAQs, reviews, consistent brand language, and trusted mentions.

Vanity vs. Sanity Check

Question

Are likes turning into email subscribers, calls, bookings, or sales?

Decision

Do our calls to action need to be stronger?

Look at

social growth, email list growth, link clicks, DMs, bookings, sales, and calls.

Leak Check

Question

Are people interested but not taking action?

Decision

What page, form, offer, checkout step, or follow-up needs fixing?

Look at

high page visits with low conversions, clicks without bookings, add to cart without purchase, email clicks without replies, and calls without booked jobs.

Profit Path Check

Question

Does the path we think people take match what they really do?

Decision

Where do we need a better bridge from content to offer?

Look at

landing pages, next pages, exit pages, service page visits, booking paths, checkout paths, and follow-up steps.



How AI Helps

AI can help you summarize reports, spot patterns, find weak spots, compare channels, turn data into questions, suggest next steps, and explain reports in plain English.



AI Does Not Replace Judgment

AI can explain the data. You still decide what makes sense. Before acting, ask if the data is clean, the time period is fair, the information is complete, and the next action is realistic.

Prompt: Explain This Report

"Look at this report and explain it in plain English for a small business owner.

Tell me:

1. What is working
2. What needs attention
3. What surprised you
4. What I should look at first
5. One action I can take this week"

Prompt: Find the Leak

"Based on this data, where are people getting stuck before they call, book, buy, or fill out the form?"

Tell me:

1. Where the leak may be
2. What may be causing it
3. What I should fix first
4. One simple test I can try this week"

Prompt: Pick the Best Metric

"My business goal is [insert goal].

Based on that goal, help me choose one metric for each lane:

1. Visibility
2. Interest
3. Trust
4. Action
5. Return

For each metric, tell me where I can find it and what decision it helps me make."



Every Business Needs a Scorecard

But every business does not need the same scorecard. A roofer, coach, retail shop, ecommerce store, and content creator should not all track the exact same numbers. Same framework. Different scorecard.

Trades + Home Services Example

Core question

Are calls turning into profitable jobs?

Decision

Are we getting good jobs, using time well, and protecting profit?

Track

booking rate, average ticket, billable time, callback rate, weekly breakeven, and cash runway.

Where to pull it

CRM, booking system, accounting tool, phone tracking, Google Business Profile, Google Analytics.

Coaches, Consultants + Creators Example

Core question

Is attention turning into trust and paid work?

Decision

Where is the gap between attention and action?

Track

content output, audience response, lead movement, sales conversion, client results, and owner capacity.

Where to pull it

social insights, email platform, Google Analytics, booking tool, CRM, sales notes.

Ecommerce Example

Core question

Is the store getting healthier, or just busier?

Decision

Where is the biggest gap between interest and money in the bank?

Track

conversion rate, cart abandonment, average order value, gross margin, repeat purchase rate, and customer value versus cost.

Where to pull it

ecommerce platform, Google Analytics, email platform, ad platform, payment processor.

The 10-Minute Review

Once a week, ask:

What worked?

What leaked?

What surprised me?

What needs one fix?

What should I repeat?

The One Fix Rule

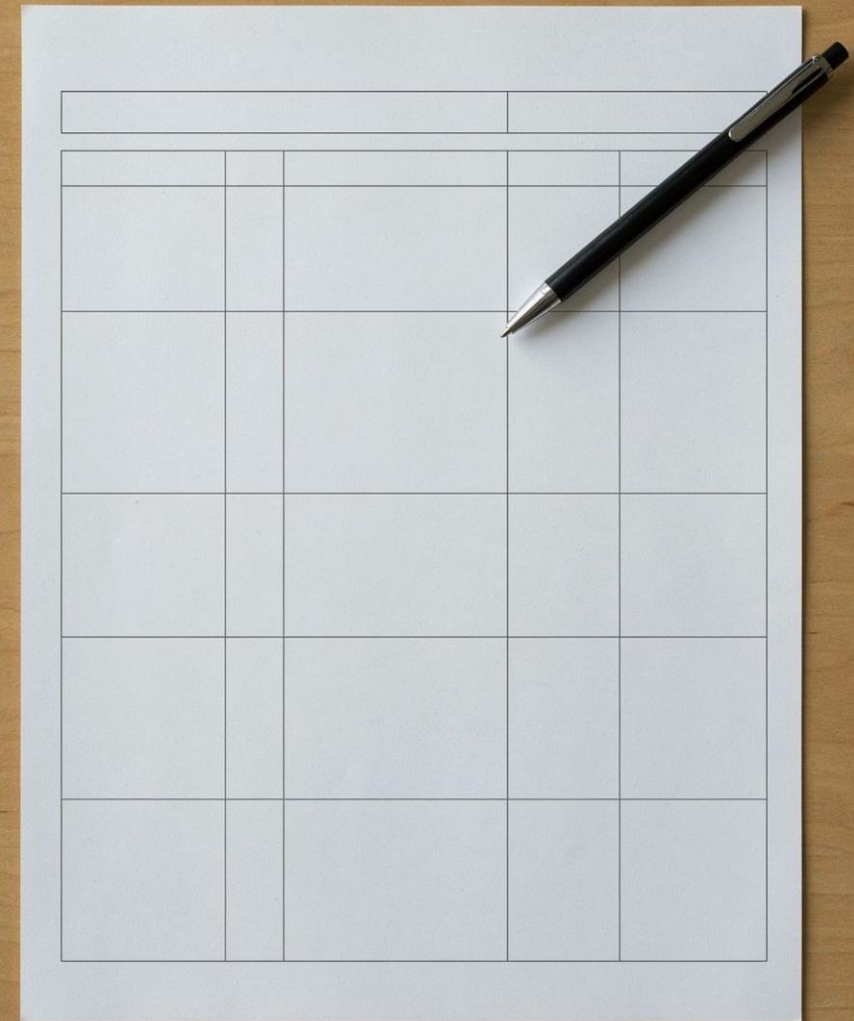
Do not fix everything. Pick the number costing the most time, trust, money, follow-up, or opportunity. Fix that first.



Build Your First Scorecard

Choose one visibility number, one interest number, one trust number, one action number, and one return number.

Then write: "This number helps me decide whether to _____."



Your First Scorecard Example



Visibility

search clicks



Interest

service page visits



Trust

review growth



Action

booked calls



Return

repeat customers or referrals

Start simple. A scorecard you use is better than a dashboard you ignore.



The goal is not more data.

**The goal is better
decisions.**

Track less. Understand more. Act faster.

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- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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Want Help Knowing What to Track Next?

If today helped you see that your numbers can actually guide better decisions, the next step is simple.

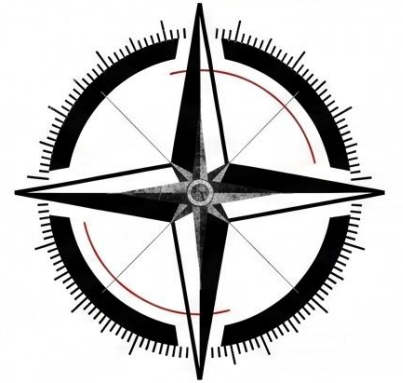
The 12 Days of Analytics walks you through 12 business metrics so you can understand what to track, what the numbers mean, and how to use them without getting overwhelmed. The offer page lists it at \$12 for a limited time.

[Get the 12 Days of Analytics](#)



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