

Use Analytics and AI to Make Better Business Decisions

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Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with Google

Founder & CEO, Smart Brand System

Chief AI Officer (CAIO)





Which marketing effort is bringing people to my website? And, what does that tell me to do next?

Agenda

1. Look at one report
2. Analytics and Ask Advisor overview
3. Business workflow demo
4. Audience Q&A



Why This Question Matters

Most small business owners are doing several things at once. Posting on social media. Sending emails. Updating their website. Running ads. Networking. Creating content.

But if you do not know what is bringing people in, it is hard to know what deserves more time, money, or attention.



Start With the Goal

Before we look at numbers, we need to know the goal.

For this example, the goal is:

**More qualified
inquiries from the
website.**

The report helps us investigate which marketing effort may be helping people get there.



No Website Yet? Use Your Google Business Profile

If you do not have a website, do not stop the conversation.

Start with your Google Business Profile Performance.

It can show how people find your business on Google Search and Maps, plus actions like calls, direction requests, website clicks if a link exists, messages, bookings, menu clicks, and other interactions that apply to the business.

Business question:

Are people finding my business on Google, and are they taking action?



What to Look At First

Look at:

- Searches
- Views
- Calls
- Direction requests
- Messages
- Bookings, if available
- Website clicks, if you have a website link

Decision:

If searches and views are low, improve your category, services, photos, description, and local content.

If views are strong but actions are low, improve reviews, photos, offers, contact options, and the reason someone should choose you.

Simple prompt:

"Look at these Google Business Profile Performance numbers and explain them in plain English. Tell me what looks strong, what needs attention, and one action I can take this week."



What Website Traffic Can Tell Us

Website traffic can show:

Where visitors came from.

Which marketing channels brought people in.

Whether people clicked from search, social, email, ads, or another source.

Which source may deserve a closer look.

Traffic is a starting point.

It is not the whole answer.



What Website Traffic Cannot Tell Us Alone

More visits do not always mean better marketing.

We still need to ask:

- ☐ Did those visitors take action?
- ☐ Did they call, book, buy, or fill out a form?
- ☐ Were they the right people?
- ☐ Did they stay long enough to care?
- ☐ What happened after they arrived?



The Simple Process

Use this every time you review marketing data.

01

Start with a business question.

03

Ask AI to explain the pattern.

05

Choose one small action.

02

Look at the right report.

04

Check the AI answer against the report.

06

Review what happened later.





Today's Demonstration

One business. One report. One decision.

Business question:

Which marketing effort is bringing people to the website, and what should we do next?

Report:

Traffic acquisition.

Goal:

More qualified inquiries.



SMART GOALS



Specific



Measurable



Attainable



Relevant

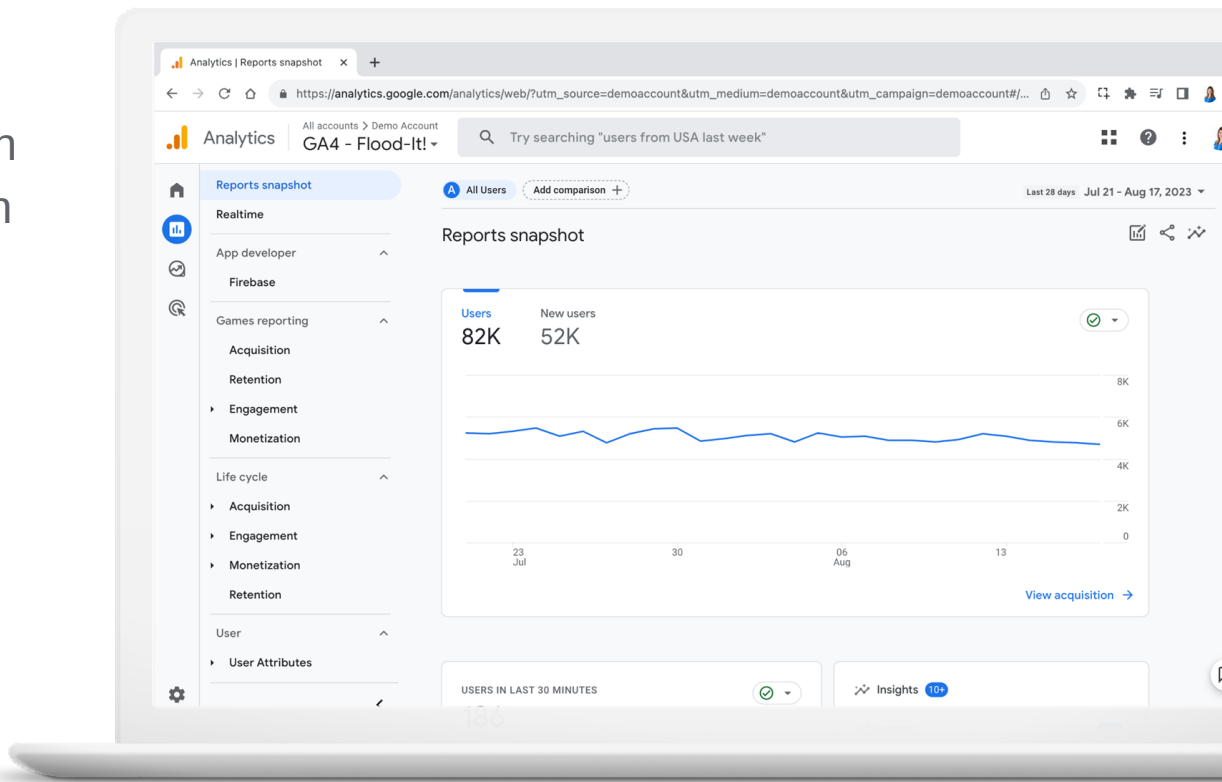


Time-bound



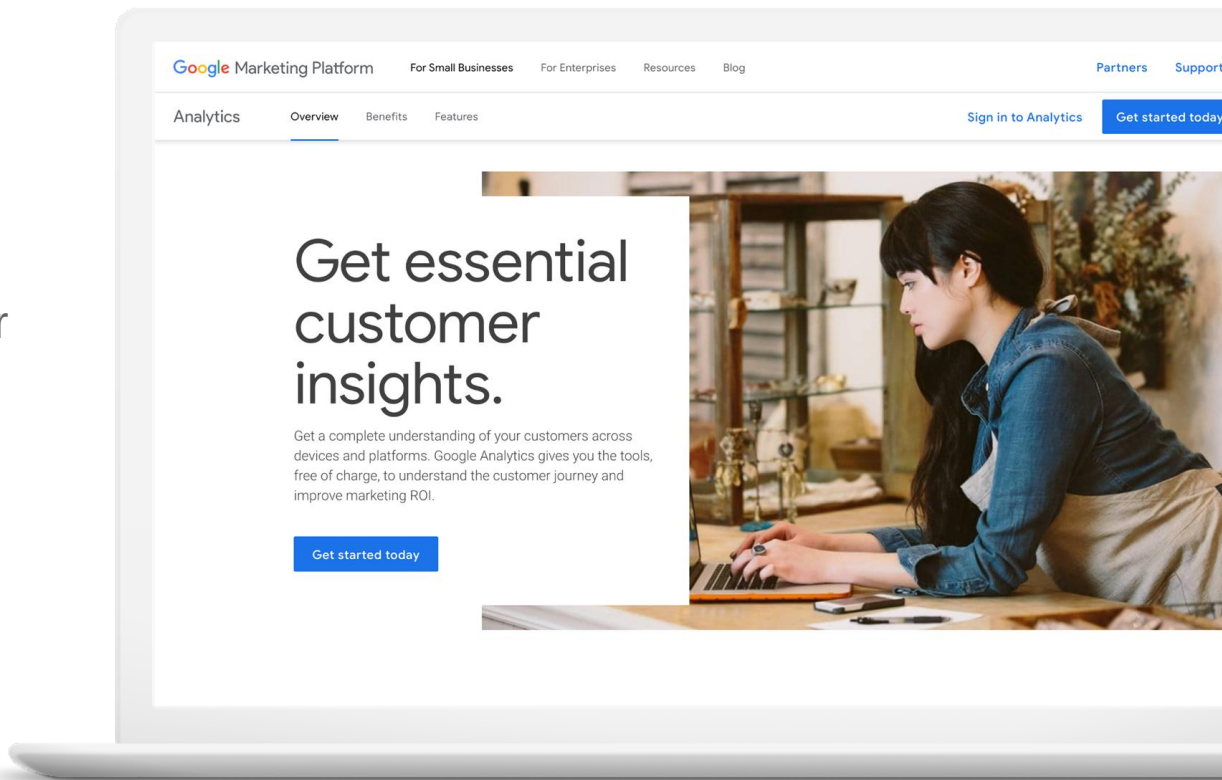
WHAT IS GOOGLE ANALYTICS?

Google Analytics is free-of-charge online tool that you can use to understand behavior on your website and mobile app.



SET UP GOOGLE ANALYTICS FOR THE FIRST TIME

- Visit g.co/analytics
- To create an account, click [Get started today](#)
- Set up a [property](#) in your Analytics account



WHY USE GOOGLE ANALYTICS?



Understand what content
your audience is interested in.



Create more content
that your audience wants.



Evaluate which channels
drive the most conversions.



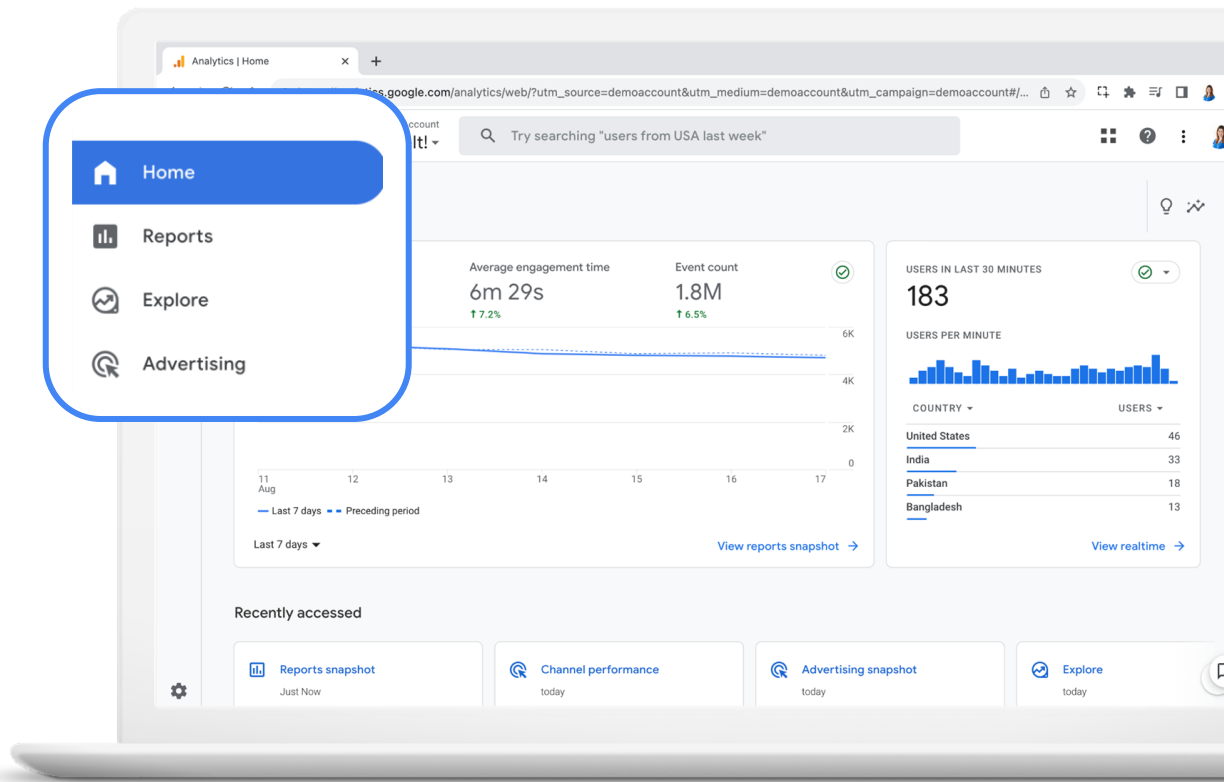
Focus marketing campaigns
on the right channels.

Understand your account



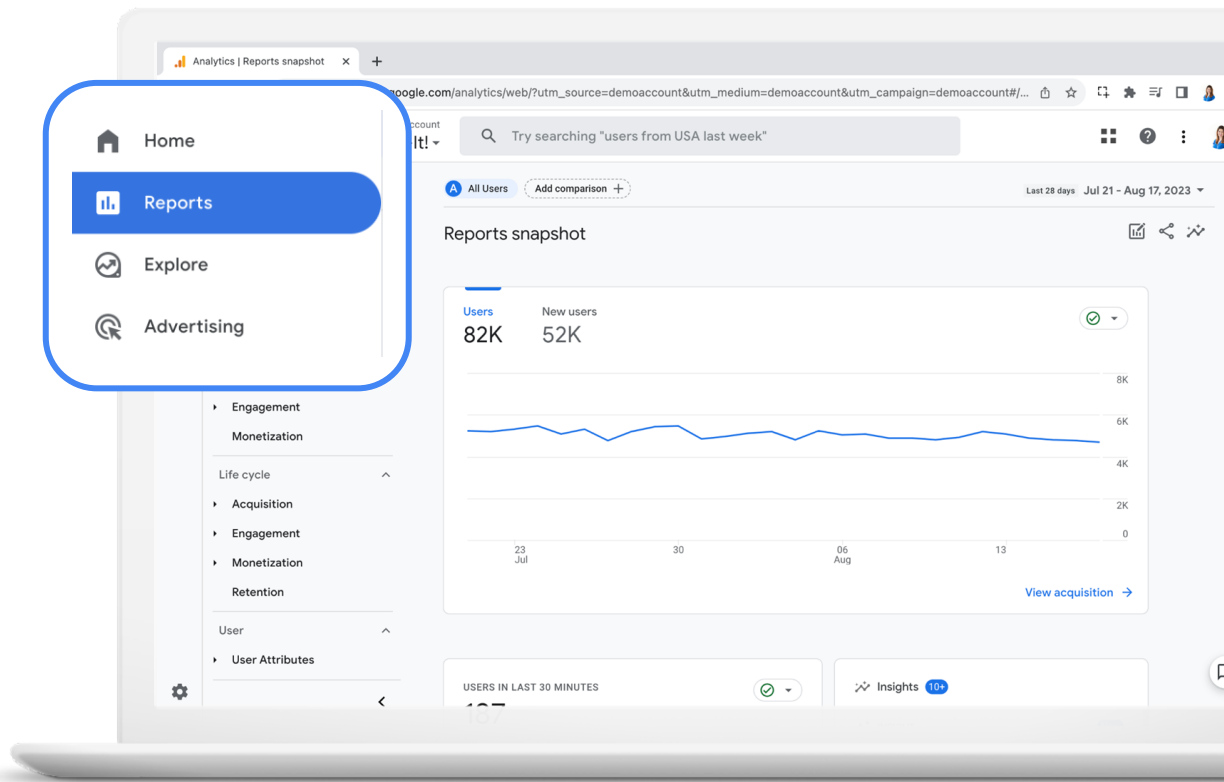
YOUR GOOGLE ANALYTICS ACCOUNT

- **Home** shows info based on your past behavior in your Analytics account
- Allows you to navigate around Analytics
- Scroll down to see more



GOOGLE ANALYTICS REPORTS

- Get to know different **Reports**
- Customize so the info you want to see most often is highlighted



Built-In GA4 AI Advisor

GA4's built-in Intelligence feature runs directly inside your dashboard. Because you are querying the platform directly, you do not need to export data for these.

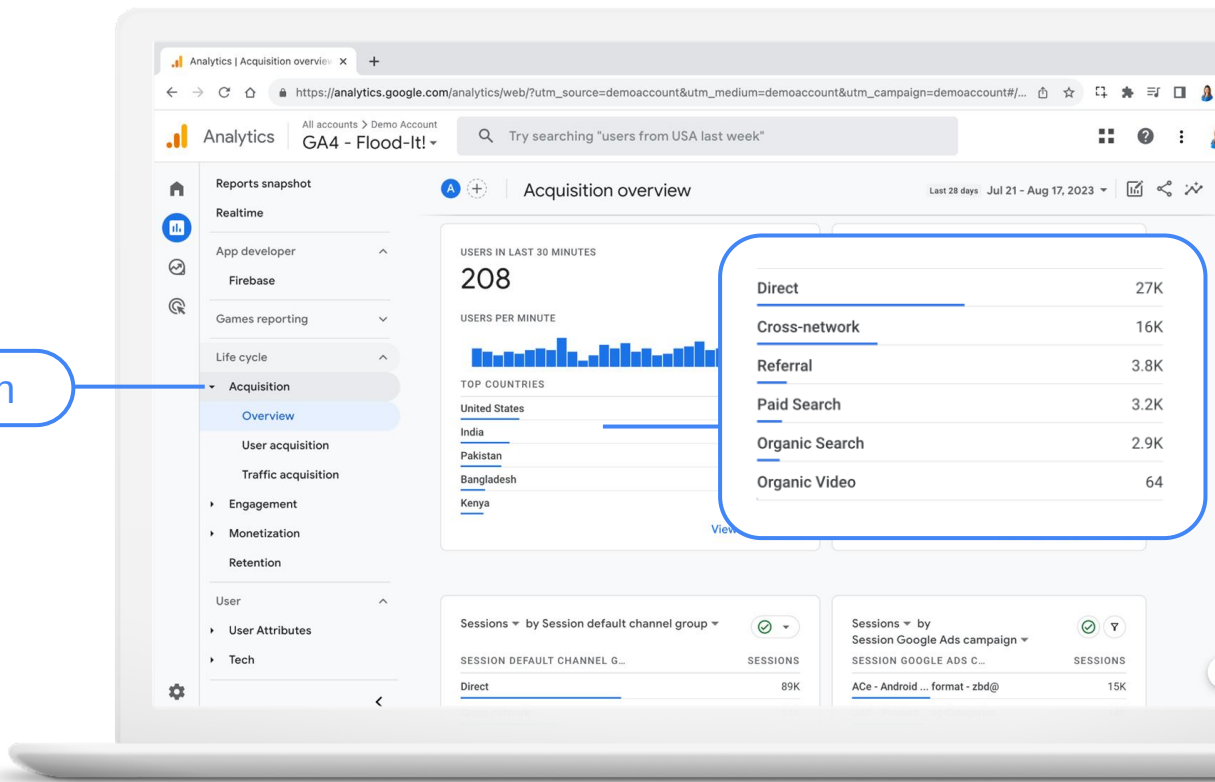
Steps to Use GA4 AI Advisor

1. Log into Google Analytics 4.
2. Locate the magnifying glass with the Gemini Spark at the top right corner of your screen. 
3. Type or paste the queries directly into the Ask Advisor area and press Enter.

ACQUISITION: WHERE DO CUSTOMERS COME FROM?

Understand how visitors arrive on your website or app.

Acquisition



Live Demo Step 1

Open the Traffic Acquisition Report

Look for:

Top traffic sources.

Which source brought the most visitors.

Which source brought engaged visitors.

Which source may need a closer look.

Whether one source is carrying too much of the load.



Live Demo Step 2

Ask AI to Explain the Pattern

Prompt:

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



Live Demo Step 2 (continued)

Ask AI to Explain the Pattern

Tell me:

01

Which marketing effort appears to be bringing people to the website

02

What looks strong

03

What looks weak or unclear

04

What I should investigate next

05

One practical action I could take this week



Live Demo Step 3

Ask What the Report Cannot Tell Us

Prompt:

Based on this traffic report, what can I not safely conclude yet? Tell me what other information I need before deciding to spend more time or money on this marketing channel. Keep the answer practical and easy to understand.



Live Demo Step 4

Check the AI Answer

Do not accept the AI answer without checking.

Ask:

- ☐ Does the answer match the report?
- ☐ Did AI assume anything?
- ☐ Did it confuse visits with results?
- ☐ Did it explain what still needs to be checked?
- ☐ Does the next step make sense for the business goal?



The Human Decision

AI can explain the pattern.

You still make the decision.

The decision might be:

Create more content for the source that is working.

Improve the page visitors land on.

Add a clearer call to action.

Check whether visits are turning into inquiries.

Stop spending time on a channel that is not helping.



Why We Choose One Action

Do not try to fix everything at once.

One clear action is better than ten half-started ideas.

A good action is:

Small enough to do this week.

Connected to the goal.

Based on the report.

Easy to check later.



Example Decision

The report shows social media is bringing visitors, but those visitors are not taking action.

A smart next step may be:

Improve the landing page.

Add a clearer next step.

Create a stronger offer.

Track whether people click, call, book, or fill out the form.

The decision is not "post more."

The decision is "fix the bridge between the post and the action."



Your Turn

Write down one marketing effort you want to investigate.

It could be:

Social media.

Email.

Google Search.

Google Business Profile.

Paid ads.

YouTube.

Networking traffic.

Referrals.



Your Business Question

Complete this sentence:

I want to know whether _____ is helping people get to my website and take the next step.

The next step I want people to take is:

Call.

Book.

Buy.

Fill out a form.

Download.

Subscribe.

Visit.

Reply.



Recap & resources



If You Already Have Analytics

Your next step is:

01

Open one traffic report.

02

Look at where visitors came from.

03

Ask AI to explain the pattern.

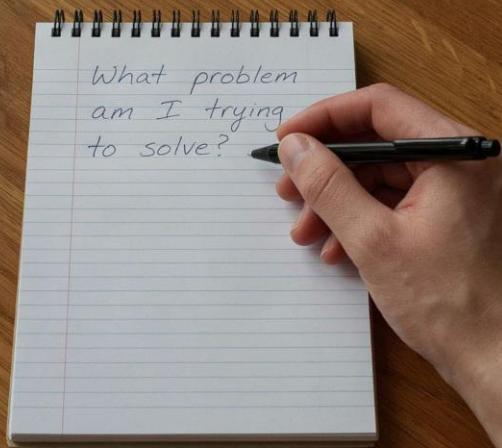
04

Check the answer.

05

Choose one small action.





If You Do Not Have Analytics Yet

Your next step is still useful.

Write the business question first.

Then make sure your analytics are connected so you can answer it later.

The question comes before the tool.



Recap

01

Start with a business question.

02

Look at the right report.

03

Use AI to explain the pattern.

04

Check the answer with your own judgment.

05

Choose one action you can review later.



FOR SMALL BUSINESSES

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Small Group Deep Dive:
2 Available Spots



smartbrandkit.com/coach

Maria Elena Duron



maria@smartbrandsystem.com

- ✓ CEO, Smart Brand System™
- ✓ Grow with Google Coach, U.S. Southwest, Google
- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



Thank you!

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