Grow with Google

Make Better Business Decisions with Analytics & AI

Grow with Google

- **Oklahoma SBDC – Oklahoma City OK**
- **SCORE Austin**
- **Del Mar SBDC – Corpus Christi TX**
- **SCORE San Antonio**
- **Texas A & M Victoria SBDC**
- **BakerRipley – Houston TX**
- **SCORE Corpus Christi**
- **SCORE Houston**
- **Sul Ros State University International SBDC – Eagle Pass TX**
- **UT Rio Grande Valley SBDC – Edinburg and Brownsville TX**
- **SCORE Rio Grande Valley - Harlingen TX**
- **Community Action Agency of Oklahoma**
- **Illinois SBDC Bradley University – Peoria IL**
- **Texas State SBDC – Austin TX**

Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with Google

Founder & CEO, Smart Brand System

Chief AI Officer (CAIO)



“Data makes your briefcase heavy… insights make you rich.”

– Niall FitzGerald, Former Chairman of Unilever



DATA TELLS A STORY

Data is more than how many visitors you have on your site.

- Where are they from?
- How did they find you?
- What do they find most interesting?
- What sparks their curiosity?



Source: Black Illustrations

AGENDA

INTRO TO GOOGLE ANALYTICS

Understand how Google Analytics can help you make better business decisions

UNDERSTAND YOUR ACCOUNT

Get to know basic features and reports

GOOGLE ANALYTICS SEARCH BOX

Use everyday language to get the information you need

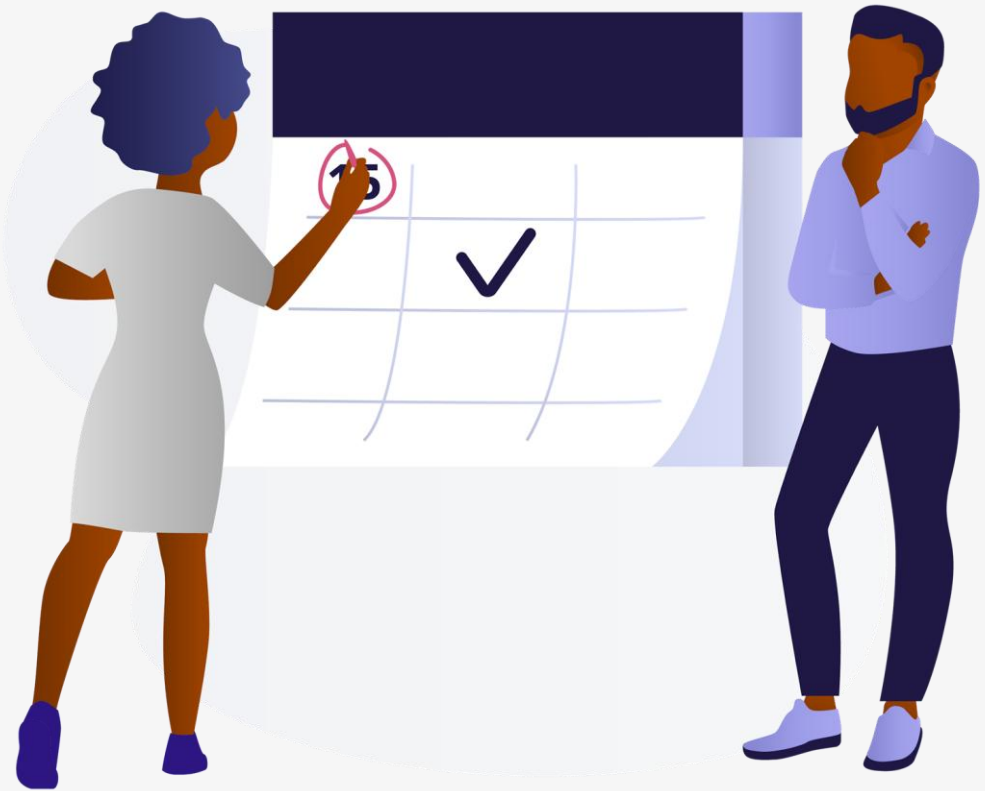
USE GOOGLE ANALYTICS WITH GOOGLE ADS

Link Google tools for better results

RECAP & RESOURCES

Google Analytics

Meet Eva and Ricky

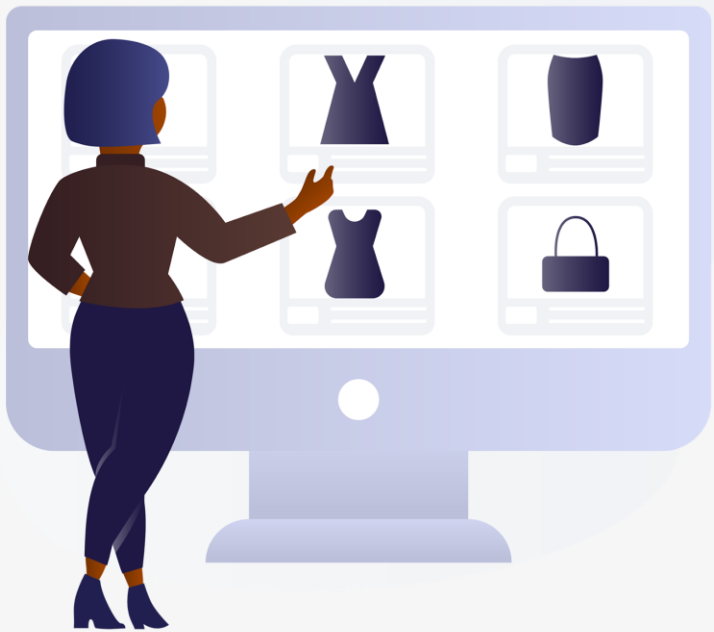


Source: Black Illustrations

GUT INSTINCT VS DATA-DRIVEN DECISIONS

Eva and Ricky:

- Knew their face-to-face customers loved fashion with authentic designs
- Couldn’t understand why popular local items weren’t selling online
- Started using Google Analytics



SMART GOALS

- **S**pecific
- **M**easureable
- **A**ttainable
- **R**elevant
- **T**ime-bound

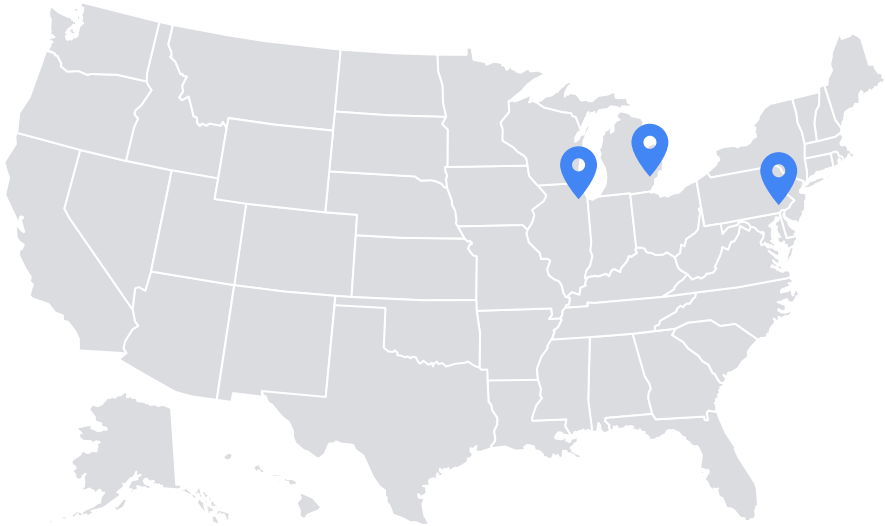


Source: Black Illustrations

HAVE BUSINESS GOALS

Eva and Ricky set a goal to increase visitors by 10% from three target cities in the next quarter.

- Created city-themed designs
- Focused social media and advertising on those three cities
- Monitored progress with Google Analytics



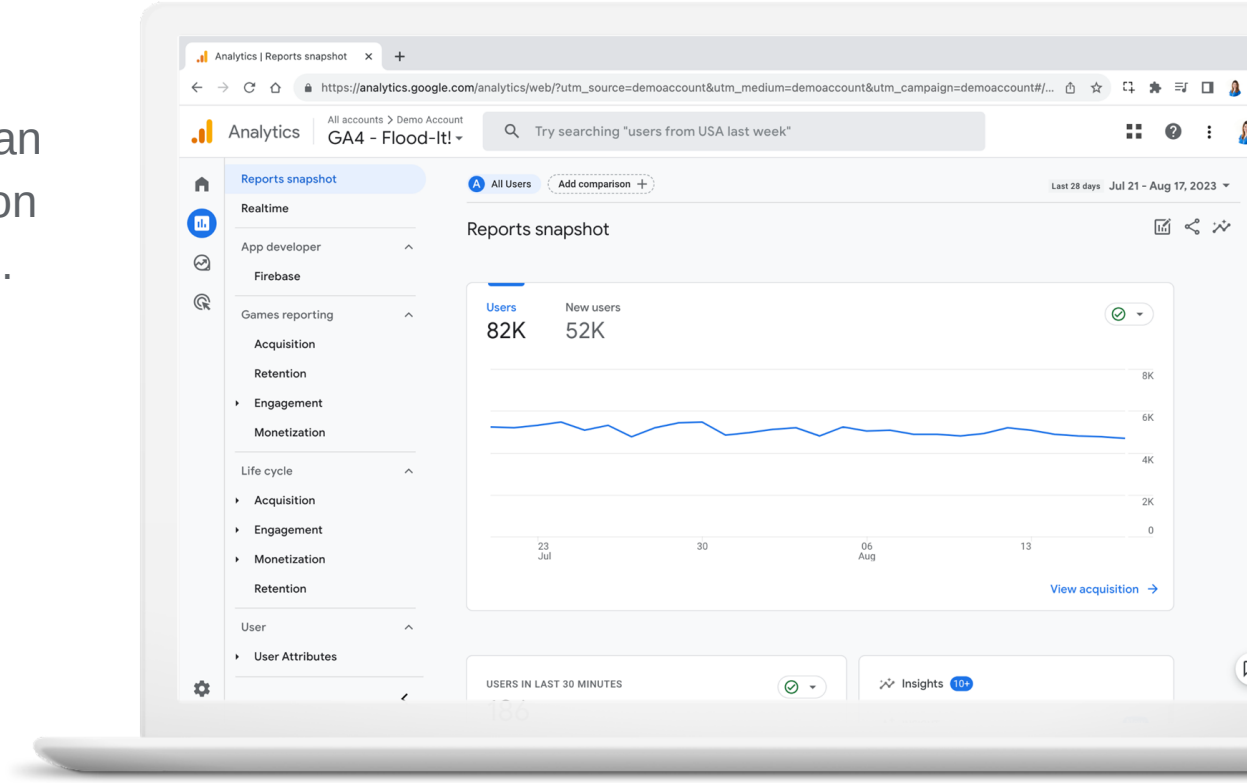
What are your goals?

Ideas:

- Sales
- Leads
- Appointments
- Phone calls
- Foot traffic
- Downloads

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.

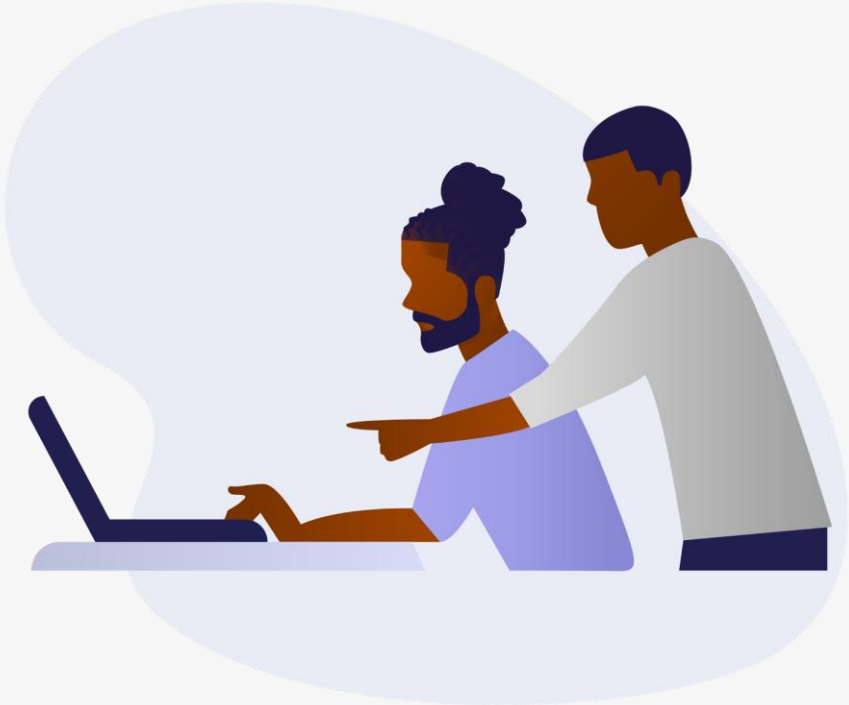


WHY USE GOOGLE ANALYTICS?

Understand what your website visitors are like and how they behave.

Learn which marketing strategies are really working…and which are not.

Make **better decisions** about your business.



Source: Black Illustrations

WHY USE GOOGLE ANALYTICS?



Understand what content
your audience is interested in.



Create more content
that your audience wants.



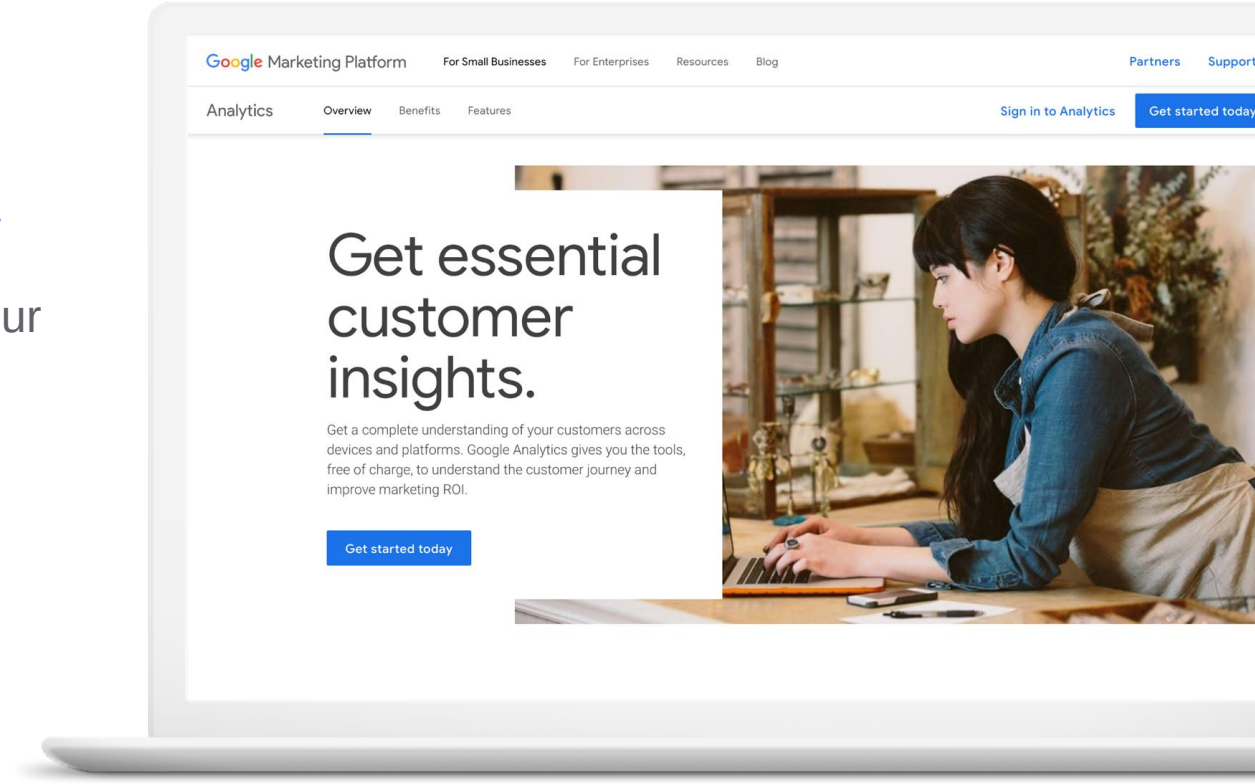
Evaluate which channels
drive the most conversions.



Focus marketing campaigns
on the right channels.

SET UP GOOGLE ANALYTICS FOR THE FIRST TIME

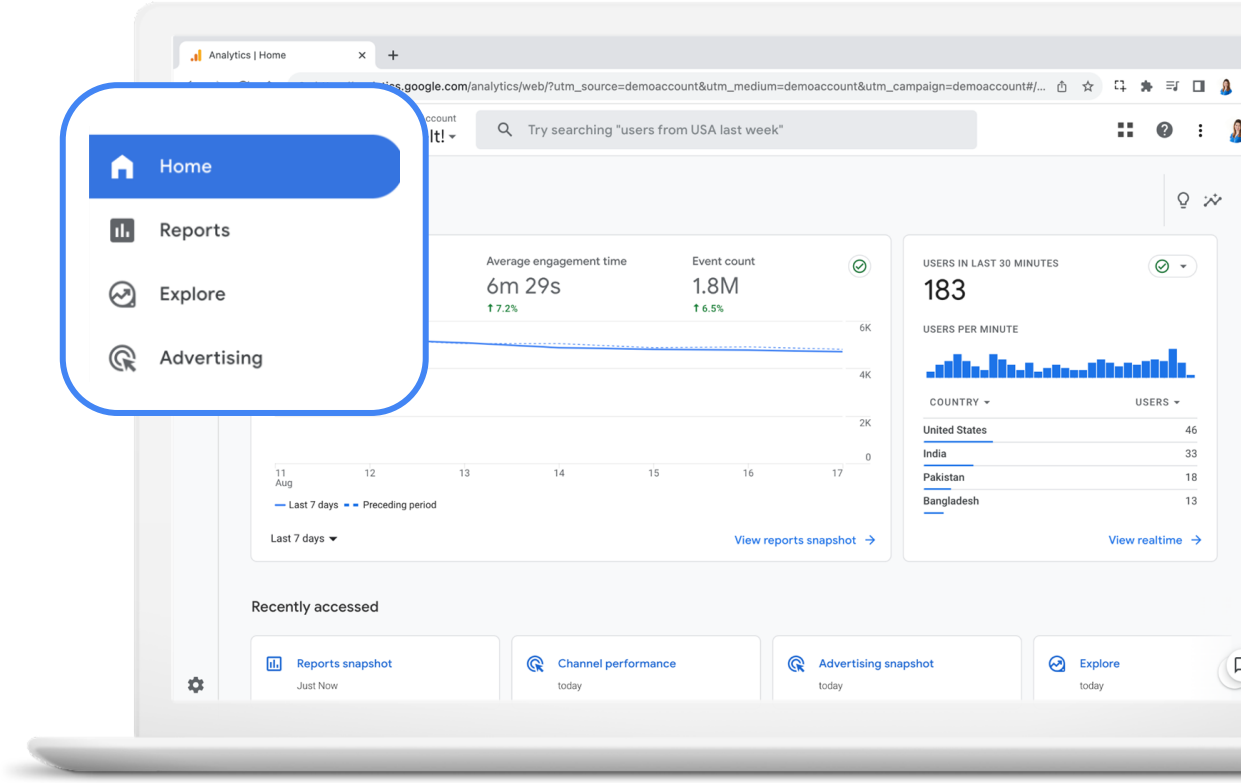
- Visit **g.co/analytics**
- To create an account, click **Get started today**
- Set up a **property** in your Analytics account



Understand Your Account

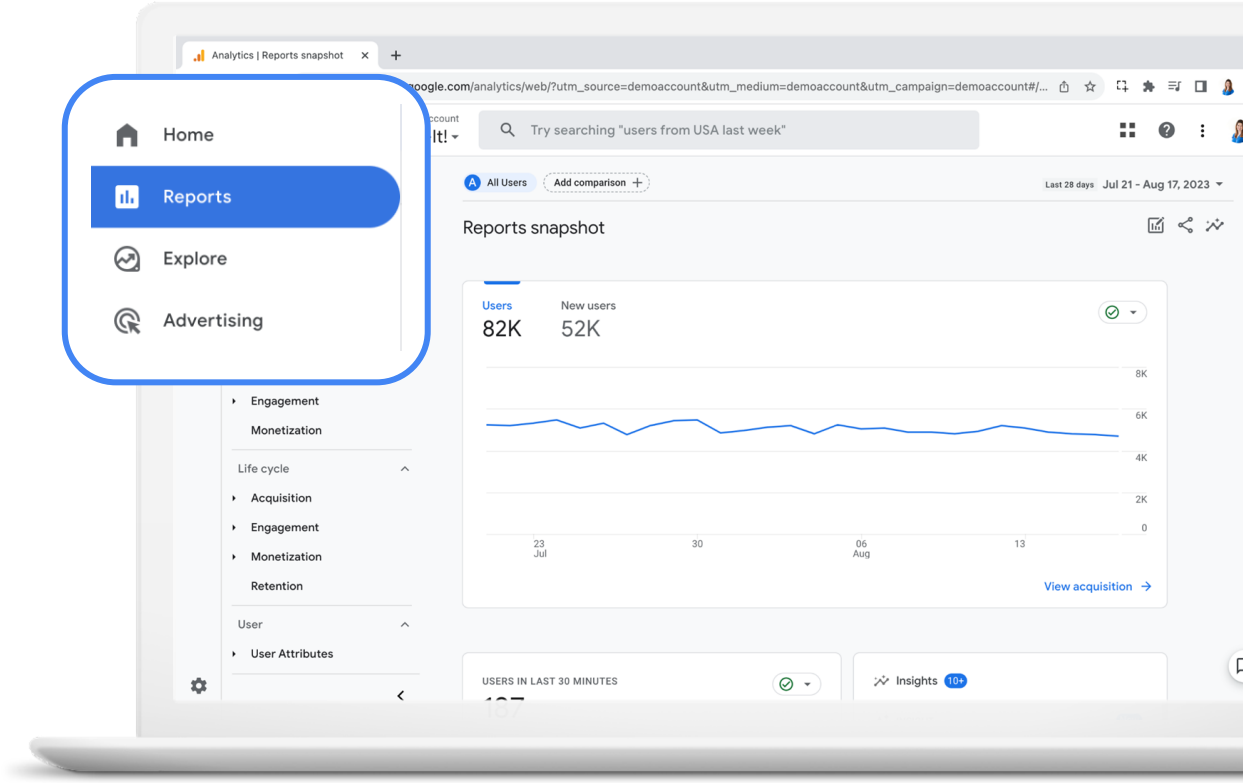
YOUR GOOGLE ANALYTICS ACCOUNT

- **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



Grow with Google

Built-In GA4 AI Advisor

Prompts (No Export Needed)

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

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.

Prompt like a pro

Recommended GA4 AI Advisor Prompts

Traffic & Acquisition: "Compare our organic vs paid traffic conversion rates and average session duration"

Revenue Optimization: "Show me our top 5 conversion paths by revenue, and identify which channels are underperforming relative to their traffic volume"

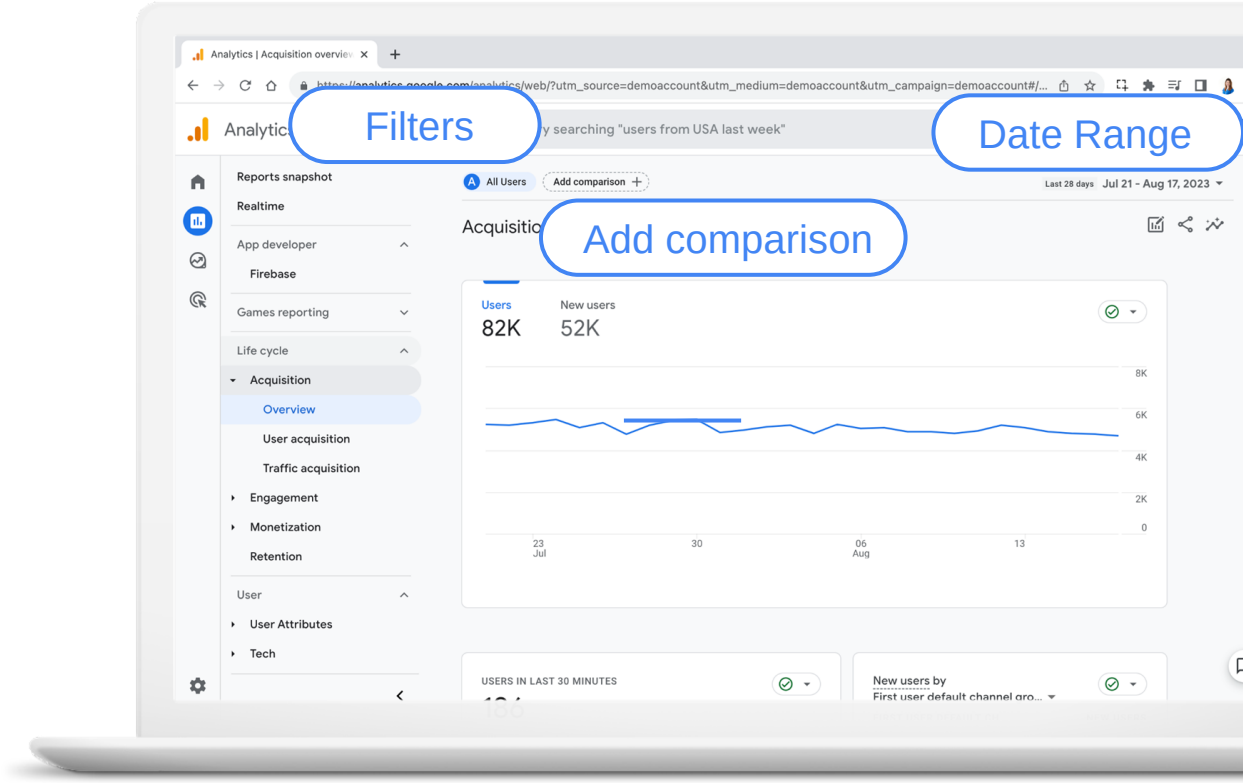
User Behavior & Retention: "What are the top 3 drop-off points in our onboarding flow, and what percentage of users are we losing at each step?"

Device & Platform: "What's our mobile vs desktop usage split, and how do conversion rates differ between devices?"

Strategic Anomalies: "Identify any significant traffic or behavior anomalies in the past quarter that might indicate new opportunities or threats"

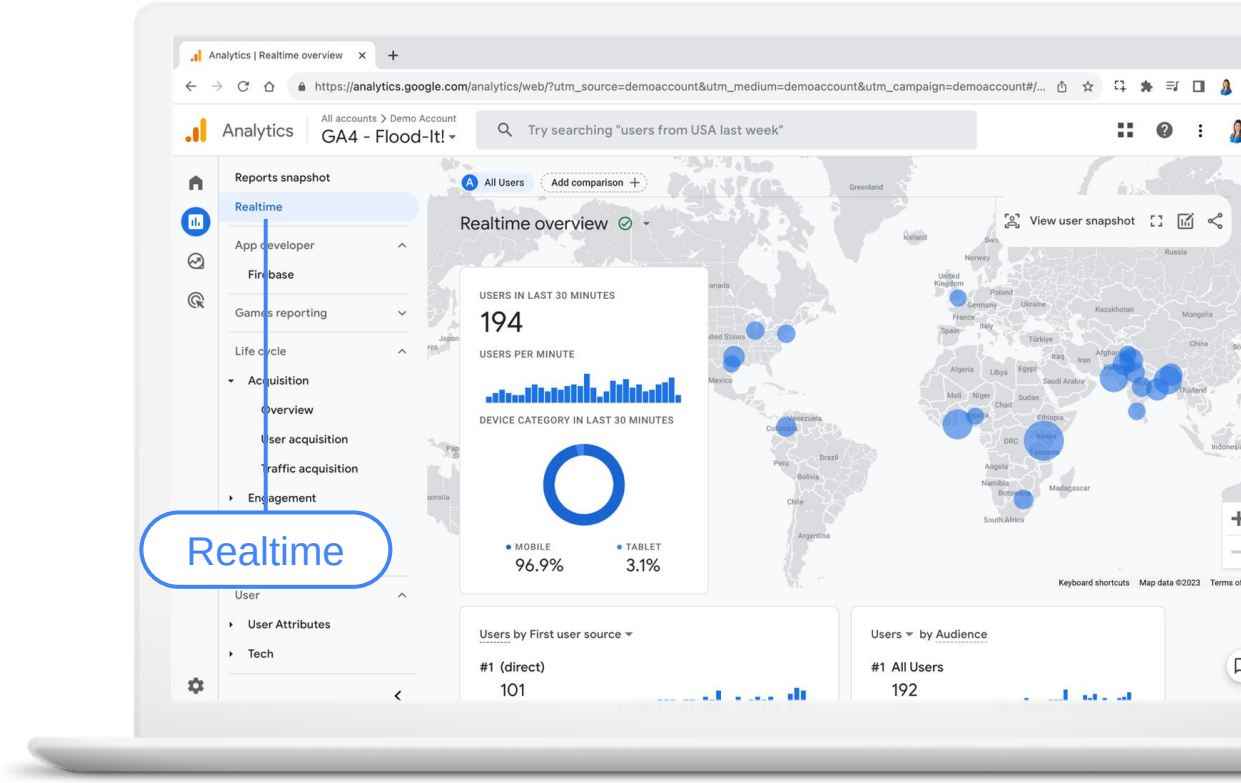
STANDARD REPORT OPTIONS

- Select date range
- Customize filters
- Add comparison
- Customize and save



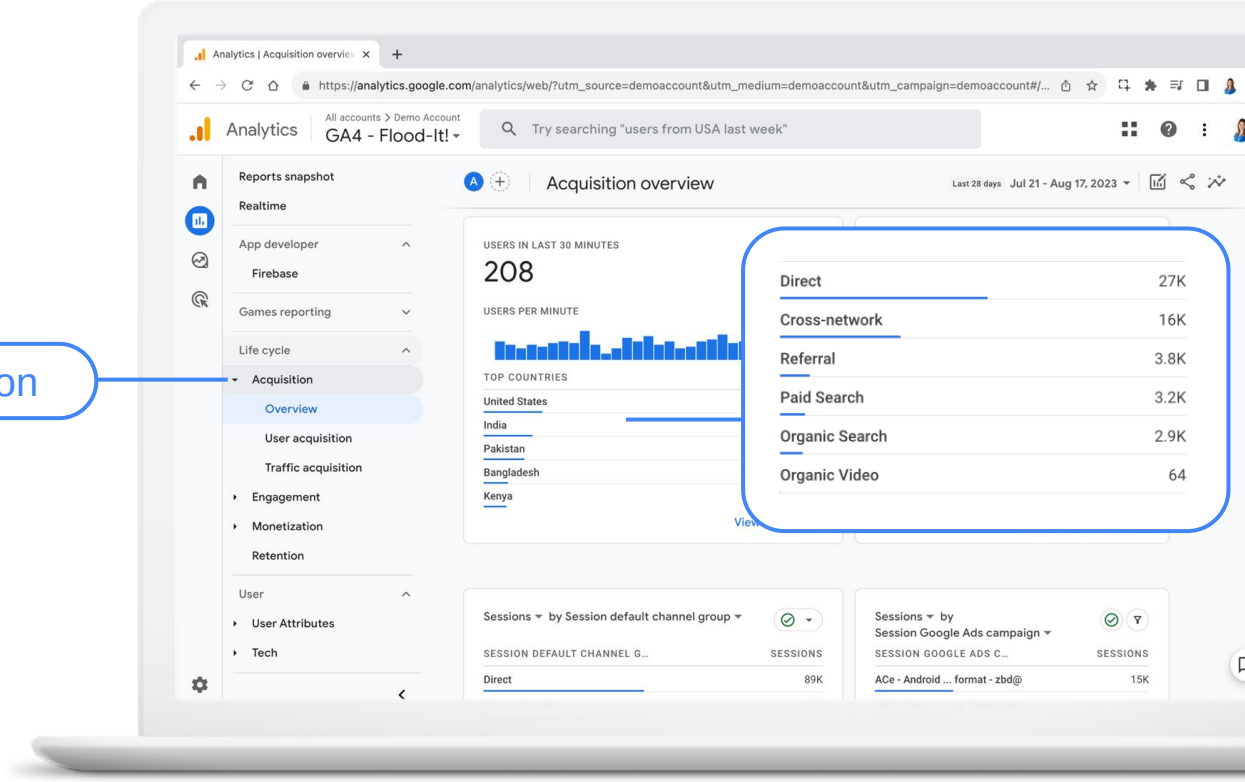
REALTIME: WHAT'S HAPPENING RIGHT NOW?

- Watch results as you test changes
- Monitor immediate effects on site traffic
- Determine if a promotion drives traffic



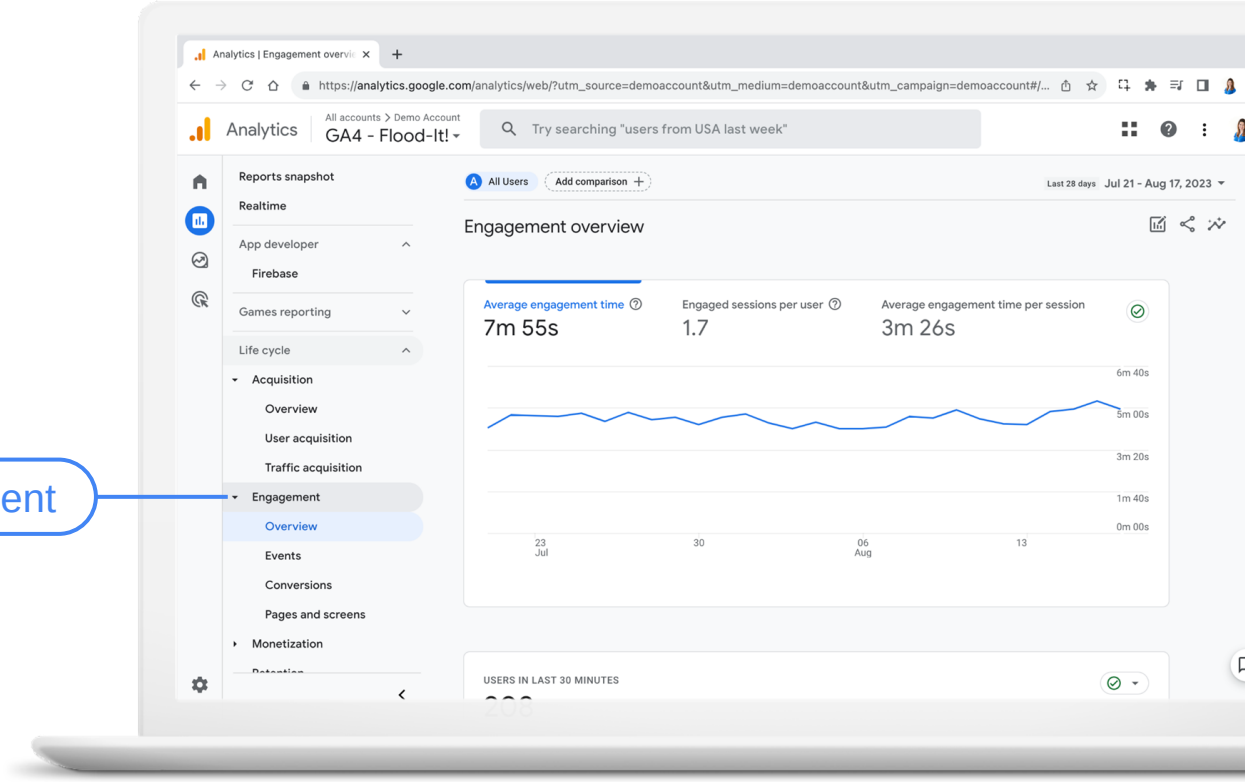
ACQUISITION: WHERE DO CUSTOMERS COME FROM?

Understand how visitors arrive on your website or app.



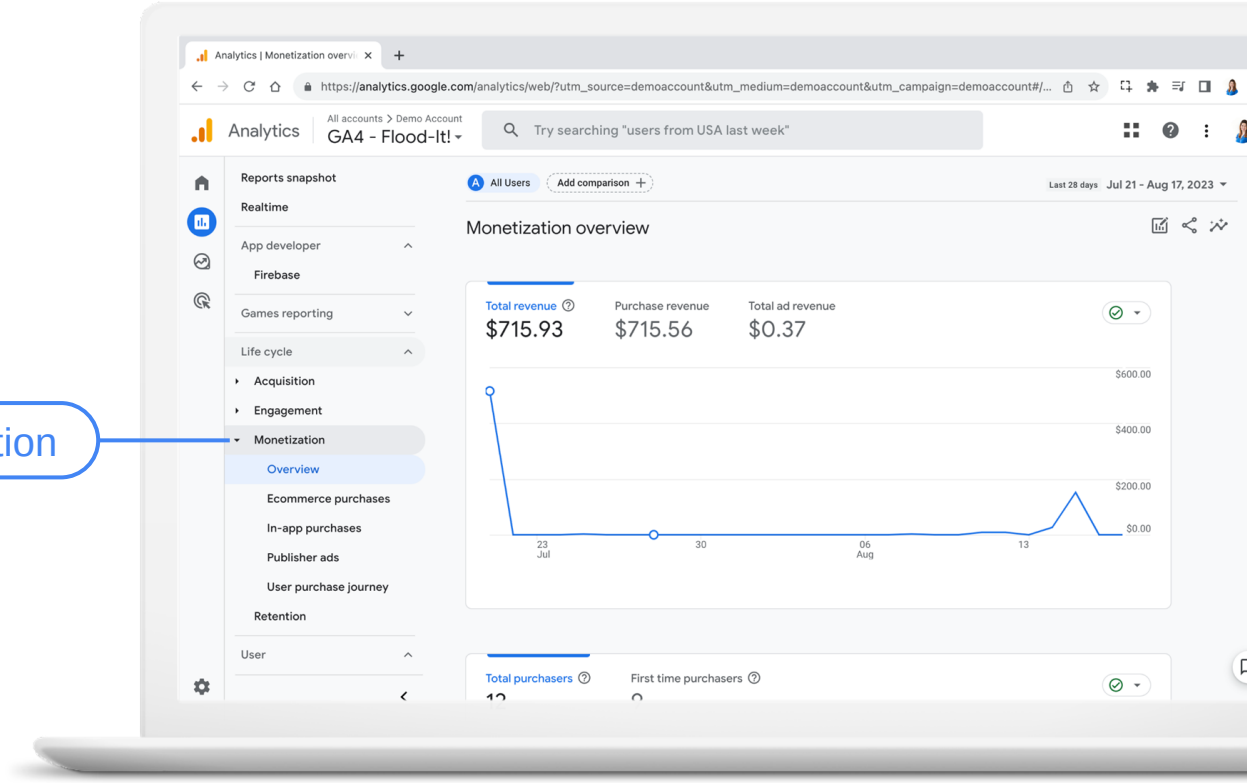
ENGAGEMENT: WHAT DO PEOPLE DO ON THE SITE?

- Engaged sessions
- User stickiness
- Conversions
- Pages and screens



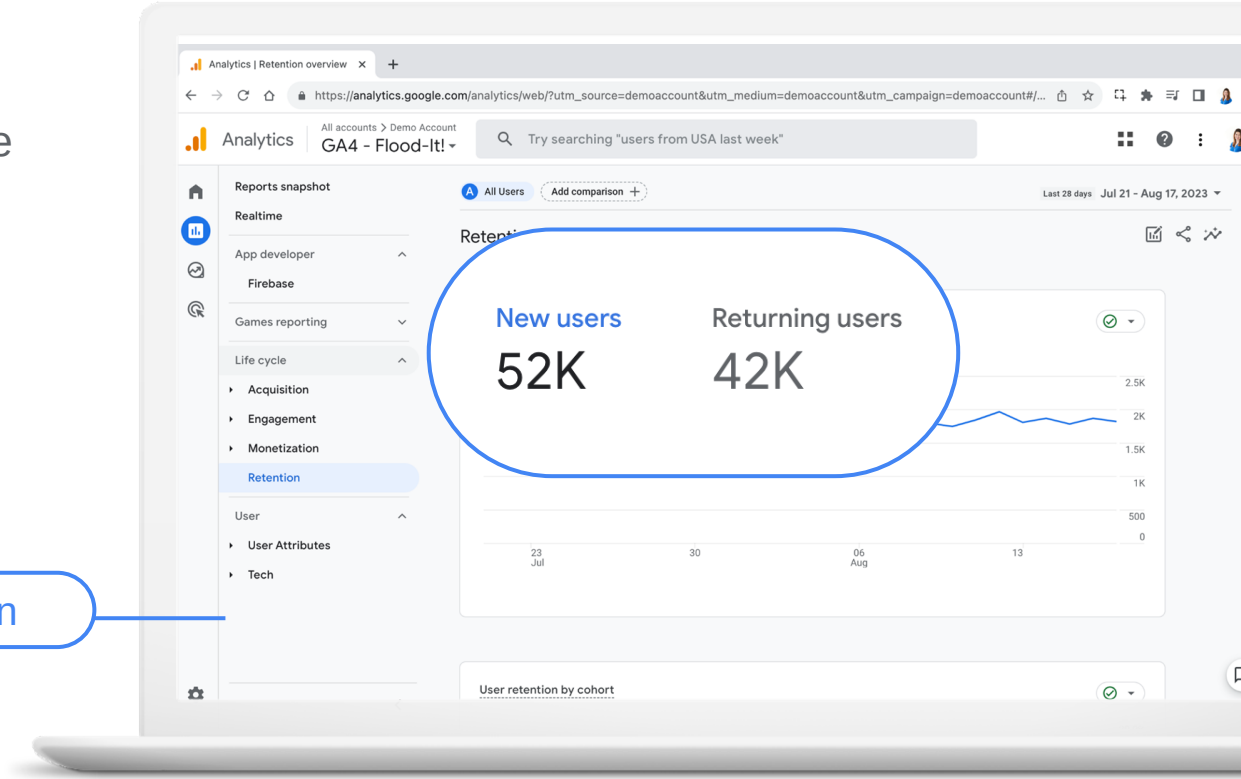
MONETIZATION: ARE PEOPLE BUYING?

If you have an e-commerce site, you can learn which of your marketing activities are most effective.



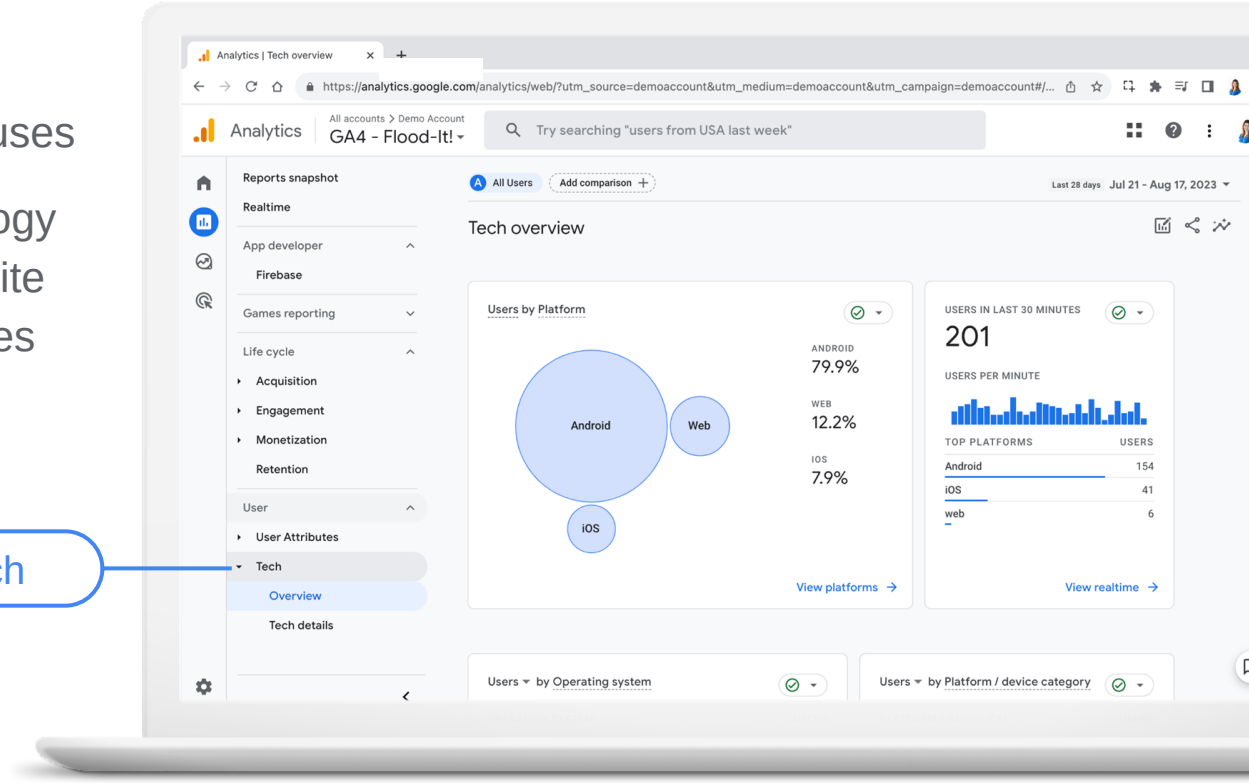
RETENTION: HOW LOYAL ARE YOUR CUSTOMERS?

- How frequently and for how long do users engage with your website or app after their first visit?
- How valuable are users after their first visit?



TECH: KEEP UP WITH YOUR AUDIENCE

- Know what devices and browsers your audience uses
- Keep up with the technology changes to ensure your site or app works on all devices



HOW THE SEARCH BOX WORKS

Type questions into the search box in plain language.

The search box is a feature of Analytics Intelligence. The features that make up Analytics Intelligence help you understand and act on your data.

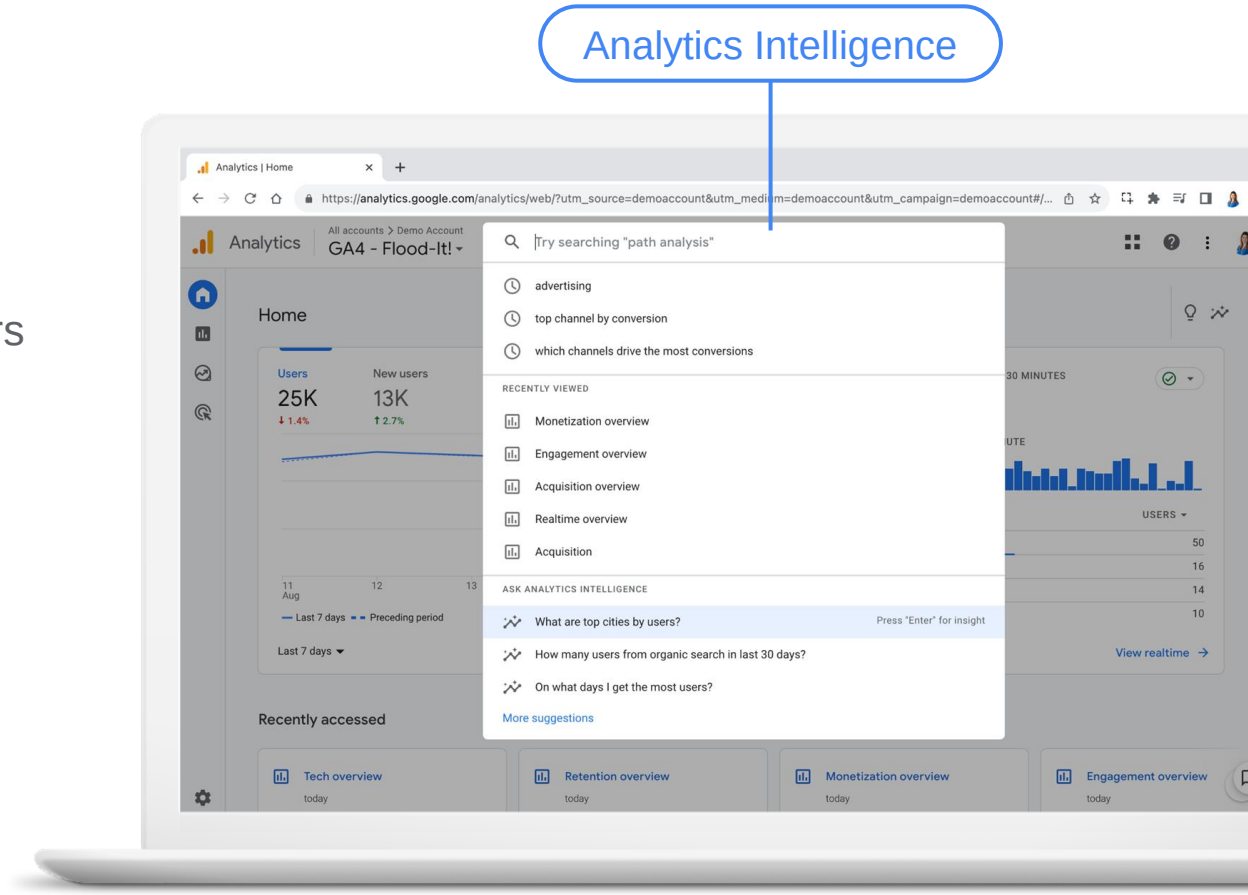


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GET ANSWERS FAST

Type a word, phrase or basic question into the search box.

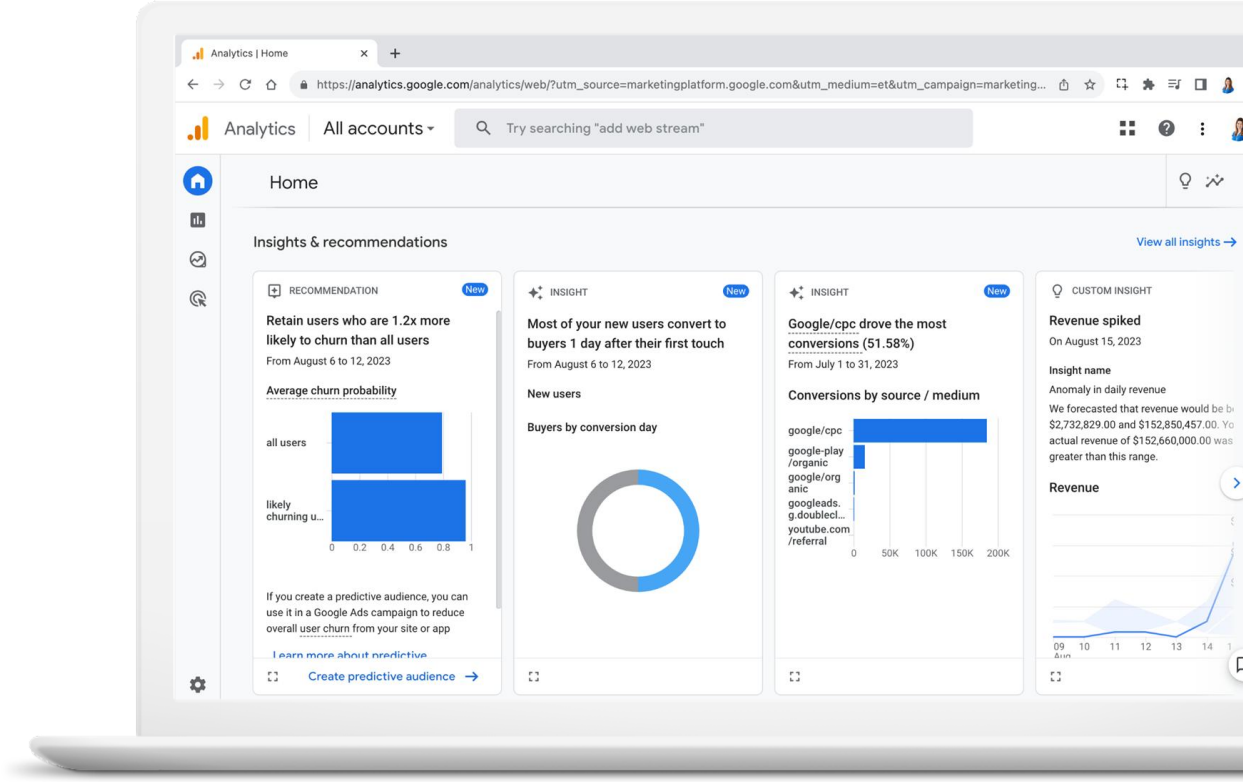
- Search for instant answers
- Search for reports, admin pages, or insights
- Search for account or property configuration
- Search Help Center



Quick Tip:
Learn more about the search box
g.co/grow/ai

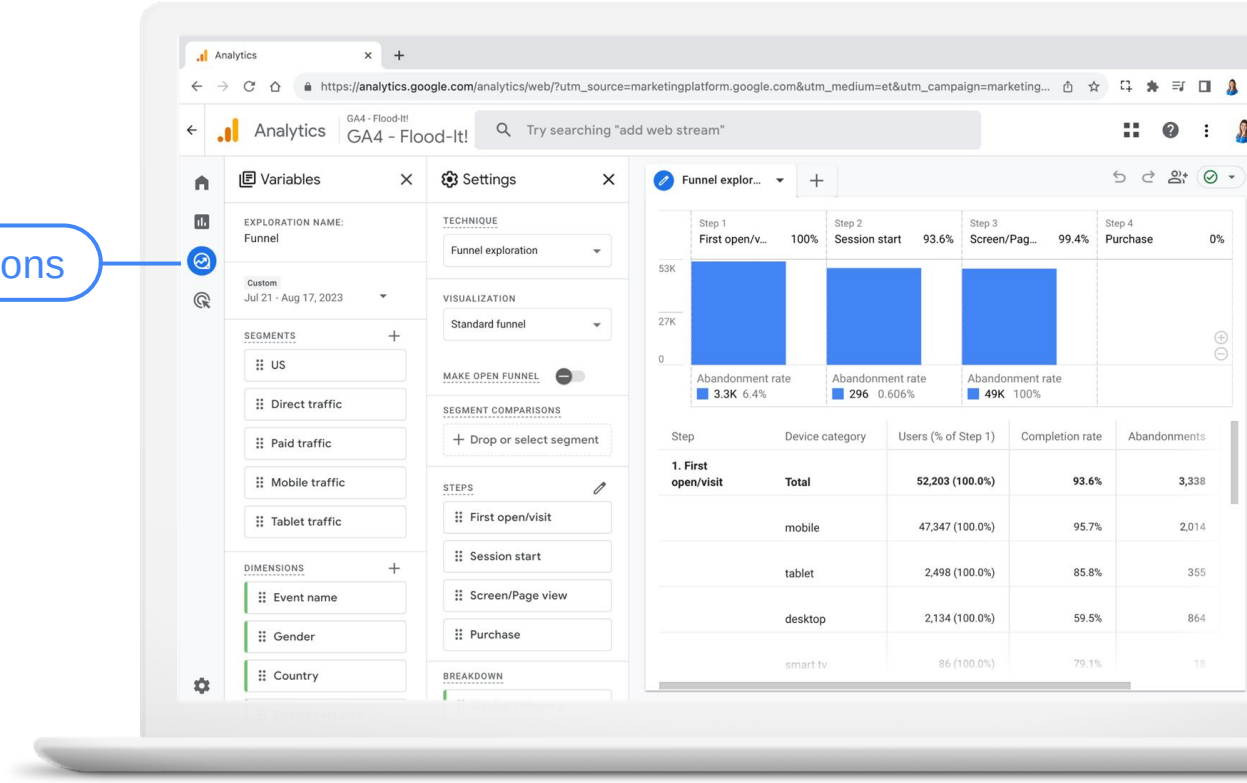
CUSTOM INSIGHTS VIA ANALYTICS INTELLIGENCE

- Set up alerts to notify you when conditions change
- Create custom alerts
- See alerts in your account or have them emailed to you



USE “EXPLORATIONS” FOR IN-DEPTH INSIGHTS

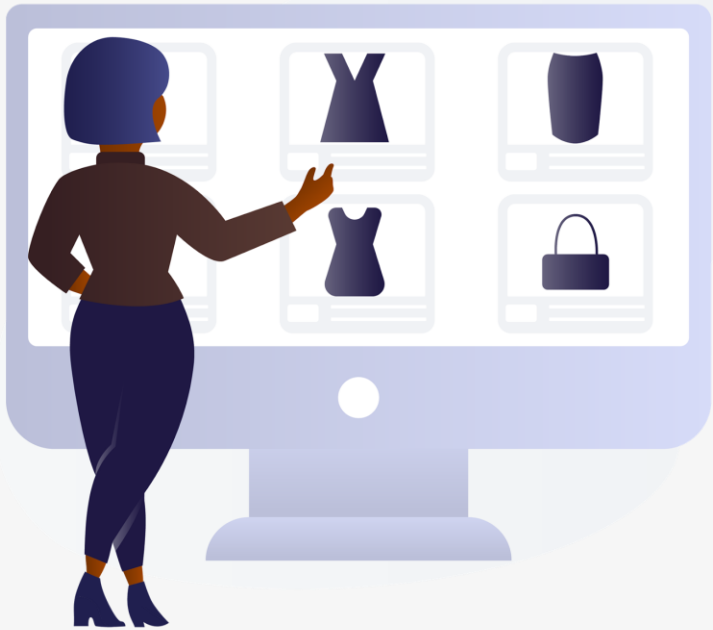
Access the segment builder to create subsets of users, sessions, and events.



WHAT DID THEY LEARN?

Eva and Ricky:

- Learned that they did achieve their SMART goal with their three target cities.
- Discovered the three cities didn’t all perform the same way.
- Decided to keep their marketing focus on the two more profitable cities.



Next Steps

WHERE TO GO FROM HERE?



Set up Google Analytics



Learn what's most valuable to your business



Set goals and test marketing strategies



Measure results, set new goals, and take new actions

Use Analytics with Google Ads

WHY LINK TO GOOGLE ANALYTICS?

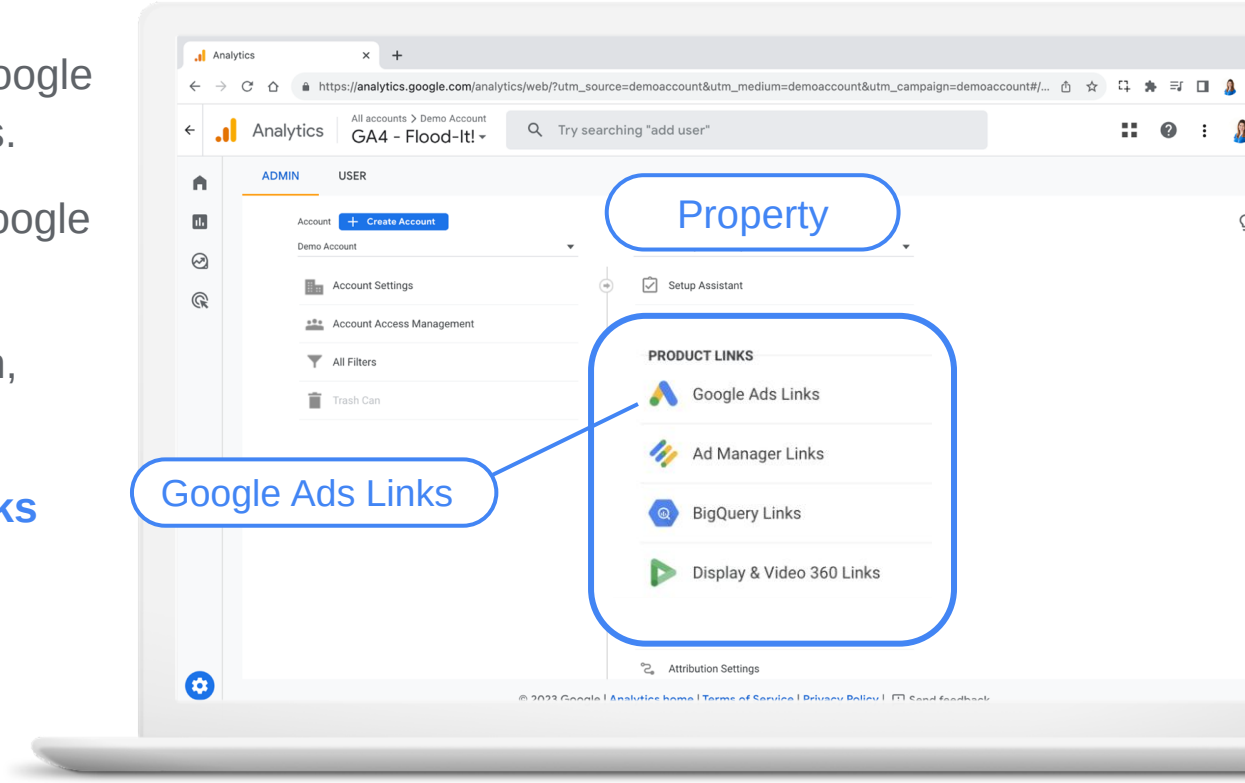
- Learn what happens after users click on your ad.
- Advertise to specific user groups based on their previous behavior.
- Use advanced machine learning.
- Understand Google Ads traffic and if keywords convert (or not).



Source: Black Illustrations

GOOGLE ANALYTICS PRODUCT LINKING

- You need accounts for Google Analytics and Google Ads.
- Click the **Admin** tab in Google Analytics.
- From the property column, scroll to Product Links.
- Choose **Google Ads Links** and follow the prompts.



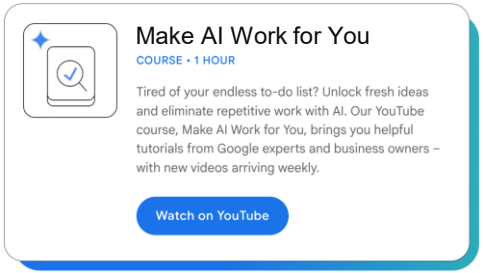
Resources

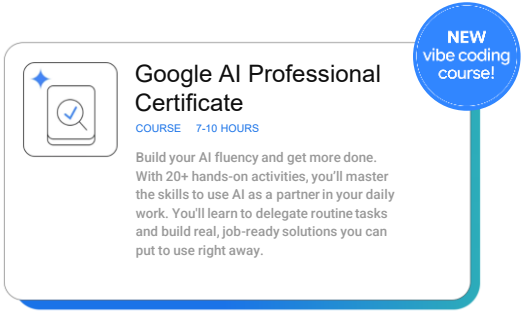
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grow.google/SMB

Build essential skills with AI training

Flexible, online training programs designed to help you supercharge your work or business with AI.





U.S. businesses can access the Google AI Professional Certificate at no cost. Terms apply - visit **grow.google/smb**

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

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Questions?



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