

# Applying Analytics, SEO, Google Ads and AI in B2B Marketing

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# Today's Talk

1. Introduction: A scenario, and two companies
2. Foundations: Five Useful Finance and Marketing Frameworks
3. Analytics: the starting point for Internet Marketing
  - General: Google Analytics, Matomo, Adobe Analytics, many others
  - Specialty
  - In a league of its own: Google Search Console
4. Implementation: Teamwork and Security are Critical
5. Implementing Internet Marketing: Three Tools to Consider
  - Search Engine Optimization (SEO)
  - Google Ads
  - AI Optimization (AIO) and Generative Engine Optimization (GEO)
6. Further discussion of the scenario

Scenario: New Seattle-area restaurant needs everything – ovens, freezers, even a kitchen sink

- You are working at a supplier of commercial kitchen equipment. What could you do to reach the new restaurant through search engines?
- You may be in this situation: “you are covering a lot of areas in a company and now someone just dumped internet marketing on you.”
- What can you do? What do you need others to do?
  - What would be a waste of time, money or other resources?
  - What questions should you ask before starting?
- Today’s talk is intended to help answer these and other questions

# Two Online B2B Marketing Case Studies

- Introduction to Today's Talk: Two Recent Companies I've Assisted
- Company 1:
  - Technology value added manufacturer, 25 years old, very small
  - Market: 500 – 800 potential US organizations, some non-US as well
  - Simple web site and hosting
- Company 2:
  - Major financial brand, well established, with thousands of employees.
    - Project is for one of many lines of business
  - Market: tens of thousands of potential clients nationwide
  - High-end web site and hosting

# Some Key Similarities and Differences

- Similarities:
  - Great people
  - Both are targeting terms with low search volume in Google
  - Both have considered and sometimes used online ads on Linked-In, Facebook, and various other options
- Differences
  - Analytics data: reports readily available for 1. Significant lags for 2.
  - Landing page creation and adjustment: 1 takes a few days. 2 took 28 days to create first landing page.
  - Original goal, timeline, context and goals:
    - Company 1 started 15 years ago. They were ok with low volume of clicks and uneven leads
    - Company 2 started in January and wanted specific number of leads within 2 months
    - Organic presence: 1 obtained solid positions on priority terms. 2 had minimal presence

# Which One Was a Success as Measured by Cost per Lead?

- More key info on Company 1:
  - Strong word of mouth and repeat business.
  - Though many of the filled forms are from repeat organizations, they can be from different people who may not know the client had already helped their organization
  - Examples: higher ed, some research labs, many major corporations.
  - Clicks are on a range of terms, not just the ones defined as priorities up front
- More key info on Company 2:
  - In this segment, many other companies have a much stronger presence
  - I was brought in by another firm. I partnered with ex Google Ads Account Manager
  - Client had a previous vendor who used a separate domain for landing pages
  - Our initial ad focus was on a specific region of the country with 15- 20% of total national market for companies of a certain size
  - Clicks on thousands of unique phrases but most of the phrases were not ones we thought their target audience would use
- Numbers

# Five Useful Marketing & Finance Frameworks

These frameworks are very useful in planning, implementation and evaluation

- But at times, short term panic drives everything. Example: funding deadlines.

## 1. Conditional Probability

- A foundation of Google's algorithms for ads, AI, organic listings and more

## 2. AIDA

- Awareness, Interest, Desire, Action
- Often associated with broader marketing tactics: TV, Radio, print, billboards, unusual ....
- Need to extend AIDA to post-sales marketing, customer support, customer retention

## 3. Lead Generation

- Classic Direct Marketing. Input: leads. Output (hopefully): sales
- Often associated with specific marketing tactics: direct mail, telemarketing, infomercials

## 4. Life Time Value of a Customer

- Builds on finance theory of Net Present Value

## 5. Positioning framework

# Framework 1: Conditional Probability

- A foundation of Google's algorithms for search and display ads, AI, search engine organic listings and more
  - Examples you see: suggested searches, ads after visiting a site
- Conditional Probability: "If A, then maybe B". Never "B but not A."
  - These are related events: if I buy a printer, I am "more likely" to buy ink. I don't need ink unless I have a printer. But I don't "always" buy ink. There's a "probability" I will buy ink after buying the printer.
  - Different from an independent event. Example: flip a fair coin. 50/50 each time
  - Can be based on geography, demographics, click and search history, and more
- Books for more information:
  - "Filterworld: How Algorithms Flattened Culture" – and many others on algorithms
  - "Probability For Dummies" and others on math

# Framework 2: Awareness/Interest/Desire/Action-AIDA

- Traditional examples: billboards, some print, some TV, Superbowl is the ultimate
- The value of this framework: think carefully about your market
  - What stages are searchers in?
  - What message do **you** want for people at each stage?
    - Related book: “Crossing the Chasm” about moving from early adopters to broader markets
- Structured thinking about prospects
  - What is their intent?
  - At each phase, what options are they considering?
- Also think about post-sales
  - Are people searching for help or support?
  - Good: Do they want to help you by getting info to recommend your company?
  - Bad: Are they giving up and moving on from your company?
- The answers impact:
  - Initial and follow-up marketing messages
  - Priority terms and ad text
  - Content on pages
- Hard to track outcomes: sales often done by others

# Framework 3: Lead Generation

Classic Direct Marketing. Input: leads. Output (hopefully): sales

- Traditional examples: direct mail, telemarketing, infomercials, trade shows
  - Also known as: Leadgen, Funnel Marketing
- As with AIDA, a way to think about prospects and the market
  - What is their mental model, their frame of reference?
  - What do they need to hear at a given step in the process?
- Measurable outcomes are highly valued in lead gen marketing
  - Return on Investment is a common term
  - So is cost per lead or cost per form fill
  - Drip marketing describes ongoing lead follow-up: emails, other follow ups
- Easier to track outcomes than with awareness ads
  - Sales often closed by advertiser or close partners

# Framework 4: Net Present Value, Life Time Value

Starting point: the financial theory of Net Present Value (NPV)

- NPV = future cash flow divided by (discounted by) appropriate interest rate minus initial outlays
- Example: receiving \$100 in two years, with an interest rate of 6%, written as  $\$100/(1.06)^2$ , has \$89 present value. Subtract cost of acquisition, for example \$20, and Net Present Value is \$69.

Life time value: take NPV and start guesstimating:

- How long will the customer stay a customer?
- Will they buy more later? How often?
- What are the probabilities of add on purchases, service/support payments after initial purchase, possible value as a reference account, and more
  - Also consider future expenses: ongoing service, warranty and support costs

# Framework 5: Positioning Framework

- A way to organize thoughts and words
- A foundation for brand-building
- Positioning Framework includes a positioning statement and also supporting points
- Impact on Optimization, Ads and AI:
  - Who's the target audience for marketing in the engines? Same as the overall audience for the positioning framework?
  - Are the words in the positioning framework the same words the target audience is searching on?

# Common Elements of SEO, Google Ads & AIO

- There's no one standard set of results for organic or for ads
  - Localization, personalization, listing and ad rotation
- Text, video, images, Shopping, Google local (map) listings and more: all have ad and organic opportunities
- Three types of searches
  - Discovery: what we usually think about – category, specific product type
  - Brands / people
  - Directions / where to buy
- The upper limit: the number of qualified searches
  - Discovery is where people can waste a LOT of money
  - Brands / people / directions: lower volume, but think QUALITY not just Quantity. One search may be the result of many other marketing costs
  - Ignoring presence on brand, people, directions and where to buy is a major mistake!
- Each uses a mix of factors
  - We can control some
  - We can influence others
  - But **many factors are beyond our control**
    - The biggest: is our audience actually searching?
      - If yes, what's the volume? Do the numbers make sense? But again, QUALITY matters
    - Actions of both competitors and others who have content relevant to the topics
    - Algorithm shifts by Google
- What appears? Do we have a shot?
- All are experiments with zero guarantees. Do not bet more than you can afford to lose 😞

# Analytics: the Starting Point for Internet Marketing

- Get data, make adjustments, repeat
- General tools: Google Analytics, Matomo, Adobe Analytics, many others
  - Some web site hosting companies have suggestions, discounts and expertise
- Specialty tools
  - Call tracking, direct mail analytics, web site activity such as heatmaps
- A good article: <https://wpmailsmtp.com/best-web-analytics-tools/>
- Google Search Console is in a league of its own. It can help tell:
  - Is a site indexed?
  - What are the actual search terms where a site has positions in the organic search results?
    - What are the positions, the number of clicks, the click-thru rate?
  - What sites are linking to our site?
  - And more
  - Enables contacts to people running Google – very useful in case of emergency
  - Integrates with Google Analytics, but separate installation and user access

# Implementing Any Analytics

- Big issues: where is the data stored? For how long? How Secure?
- The quirky issues:
  - Definitions of visitors, clicks, users, sessions, hits: these words sound similar, but can have very different meanings
    - Example: ad traffic numbers reported in Google Ads and Google Analytics differ
  - Tracking isn't perfect and some users don't want to be tracked
  - Examples of choices by analytics companies that impact numbers:
    - Minimum time on site to count as a visit
    - Definition of unique visitor: how to count the same person visiting from a cell phone and later a desktop. How long between visits?
  - Bots and other sources of mysterious numbers. Russian traffic in May 2026!
  - Cost. There is NO free lunch
- Setup and maintenance can be hard!
  - Google Tag Manager is especially complicated for conversion / lead tracking

# Teamwork and Security are Critical for Analytics

## 1. Teamwork: projects usually involve multiple people

- Web content creators
- Web page builders
- Developers and people who work with lead management software
- Whoever runs the web site infrastructure (IT, but may have other titles)
- Marketing team members
- And many others

## 2. Security

- Challenge for a company: gain upside while avoiding downside
- Who has access to information?
- What is their level of access?
- AI may make security a lot harder: spoof emails, false domains, deluge of content

# Security: Everyone is a Risk

- Story: client email was used to log in to Google Ads and run up a big bill
- Every person with access is a security risk
  - YOUR security depends on THEIR passwords staying safe and THEIR goodwill
- My suggestion to clients: review ALL email addresses used for account access to Analytics, Ads and other services
  - For inactive clients: remove me
  - Have accountability through identifiable emails, not “webmaster” or general ones
- Tradeoffs to consider:
  - Bottlenecks for reports and data
  - Minimum number of people with access vs self service

# Implementing Paid Ads and Google Organic

- There are many types of content in Google’s “free” listings
  - Google organic search results are just the start
  - Local business listings (Google Map)
  - Images and Videos (often Youtube)
  - Shopping or Products (images are very important here)
  - AI summary from Google Gemini – often, but not always
  - Related searches
- Common steps for using both
  - Define target audiences - likely a subset of your overall target audience
  - Define priority phrases:
    - Search volume in your target geography
    - What are searchers really looking for?
    - Reality check: can you get top 10 / 20 organic? Is running ads realistic? What else appears?
  - Quality, relevant landing page is critical to getting results
    - Complicated topic: consider both mobile and desktop. Test conversion tracking.
  - You know your audiences better than Google. Data quality matters.

# More on Paid Ads

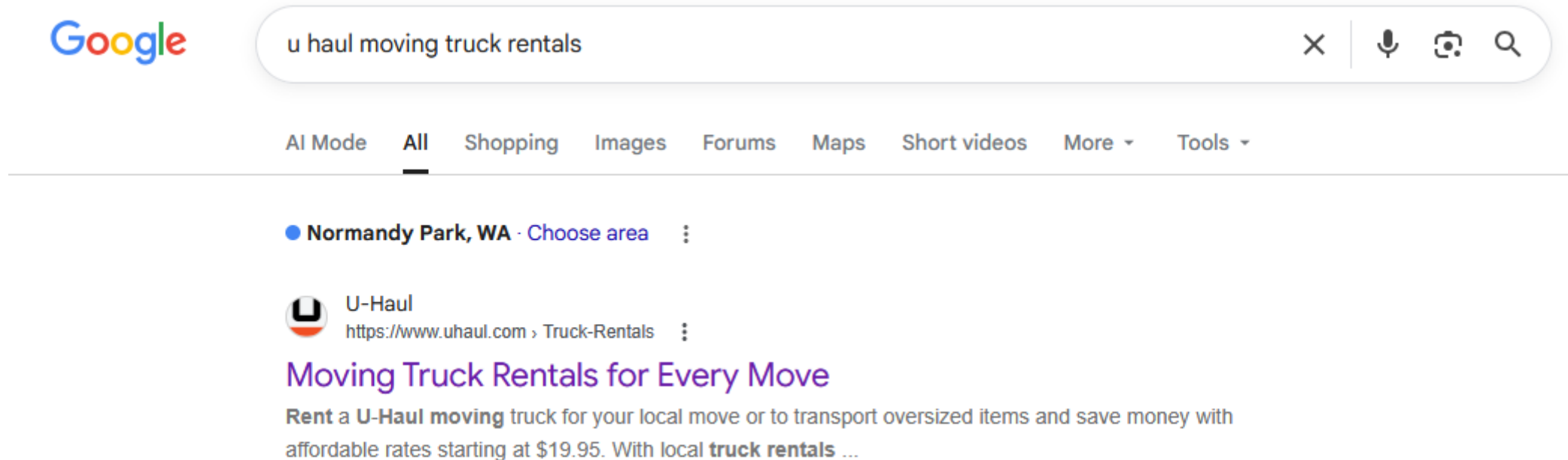
1. Better than many other types of ads, but still a lot of waste and unknowns
2. Google uses algorithms to determine costs and minimums
  - Not just your bid compared to other bids
  - Google evaluates:
    - Relevance: no vehicle ads on searches to buy a home
    - Perceived value to searchers: landing page and ad text relevance
  - Google's goals:
    - Maximize their revenue: number of clicks x cost per click
    - Searcher satisfaction
3. Google knows far more than they tell. We are bidding partly in the dark.
  - We usually only know 20 to 50% of the actual search phrases people click on
  - We don't know
    - The number of views of the ad itself
    - the exact combinations of headlines and display sections that appeared
    - The weighting of factors in their automated systems
4. Beware of Google's defaults and automated tools: convenience is costly
5. Some "gotchas": Ads running ....
  - On mobile devices
  - Ads showing to people "in or interested in" a location, vs actually in it
  - On mobile apps, especially games
  - On Display networks (non search) – many sites seem dubious
  - On terms not closely related to our focus

# More on Organic Search Engine Optimization

1. Links from quality web sites are very important
  - This is Google's major innovation and long-term competitive advantage in AI
  - Google looks at domain age, registration information, web site size, links going to a site and much more
2. The Title Tag is very important: first item searchers see in listings
  - Important in the Google algorithm to assess a page
3. Description Tag is important for getting people to click on the listing
  - But not used in indexing a page
4. Hundreds of other factors: a secret like the Coke formula or KFC
  - Risk/Reward: some tricks may work for a while, but algorithm changes can result in penalties or even banning
5. There to much content for Google to index
  - AI is making this worse: pages, video, images, appearance of popularity

# Example of Title and Description Tags

- What we see



- View the source code for this page:
- `<title>Moving Truck Rentals for Every Move | U-Haul</title>`
- Next text: sometimes the description tag `<meta name="description" content=" ... 150 or so characters ...` and sometimes directly from the page text

# AI, GEO, What to do?

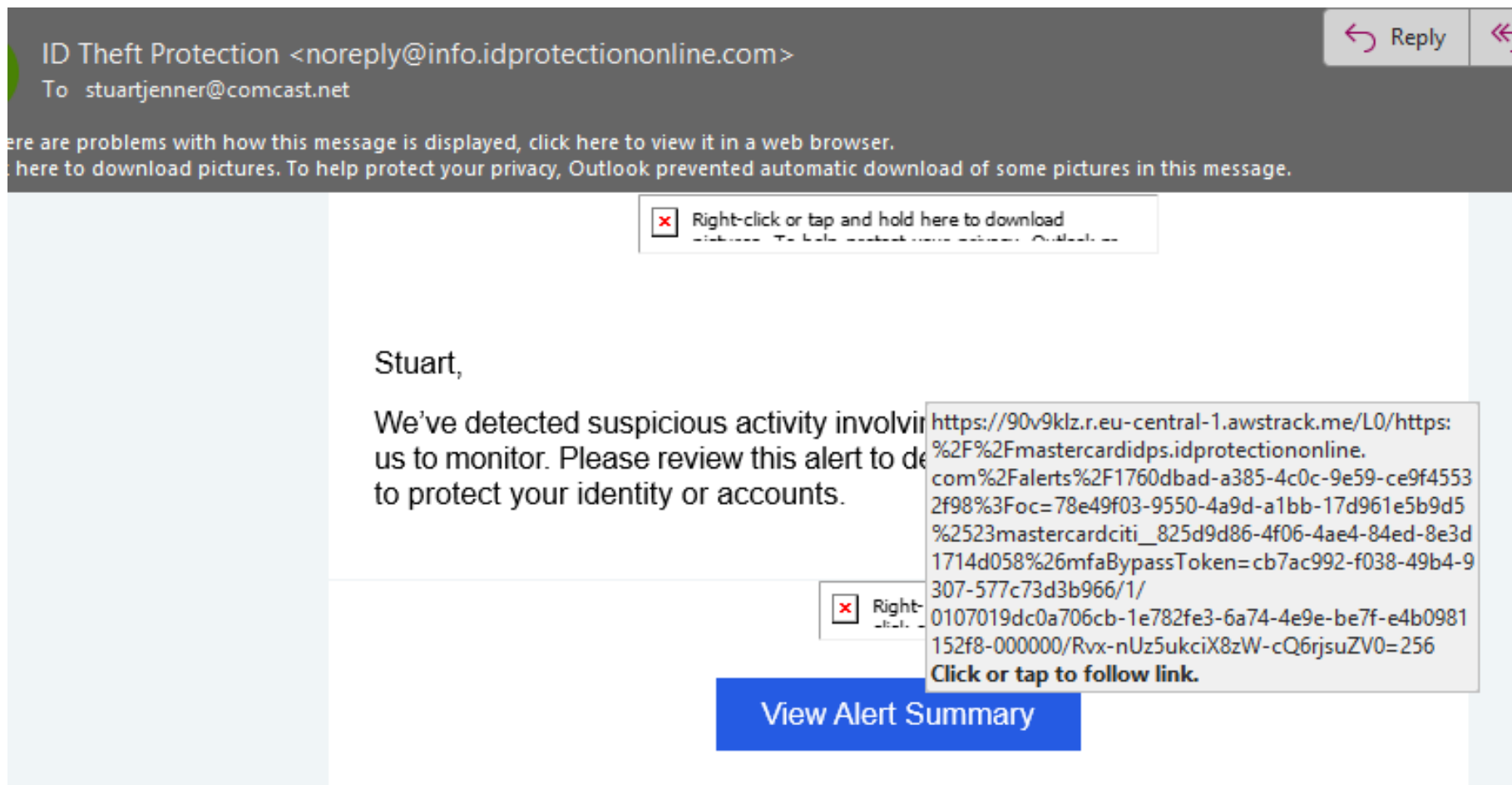
- Can't ignore: We have to be where customers and prospects are
- We have to understand HOW these tools get their data and assemble their results
- Frustration: AI answers at times have wrong facts, wrong conclusions, junk sources and other problems
  - But there are no feedback loops, no ways to report spam sites, junk data or wrong conclusions
- Other realities:
  - AI is very expensive for Chat GPT, Bing, Gemini etc to deliver
  - Only Google and Bing have ad delivery set up
  - Some click-thrus from AI show as "referrals" while others are "search engines" in Analytics
- Observations:
  - Wikipedia and Reddit are widely used by AI, but their info can be dated
  - Garbage in, garbage out. Facebook has major problems with truthful info. Iran has showed it is possible to manipulate Wikipedia - see <https://www.thefp.com/p/wikipedia-editors-are-helping-iran-rewrite-history>
  - Many times, the AI result is very similar to the first one or two Google organic listings
  - Some tools show sources. Study carefully.
- What's working for me with company 1: use phrases on the page that mimic questions people ask and answers we'd like them to see. But these are low volume.

# AI Optimization: Broader Marketing Impacts

1. Will people click on ads?
2. Google uses AI automation extensively for ad delivery
  - What inputs and data are prioritized? What is ignored?
  - How can we work around junk data or irrelevant form fills being used to guide the AI?
  - Do ads created with AI tools meet all brand standards?
3. Google can not index all pages or capture all content.
  - In the past, site size has been a signal of quality in the Google algorithm
  - Now? Creating large sites is too easy
  - So how will Google adjust its algorithm?
4. Fraud, security, trust
  - Easier than ever to create misleading, unsafe content
  - What will users trust? Why?
  - Potential huge impact on drip marketing such as follow up emails

# Email Example of a Security Mystery

- Email received April 24, 2026. Domain “idprotectiononline.com” redirects to a different domain.
- Phone in email is from Citibank ... but I don't have an account with them



# Back to our Original Example: Seattle Restaurant supply

- Who is our target audience: could be financial buyer, could be technical buyer, could be a generalist who knows very little
  - What is our geography?
- First Google Keyword Planner data: Washington is 1 to 10% of US



Get search volume and forecasts


seattle restaurant equipment  
seattle commercial kitchen  
seattle bakery supplies



restaurant equipment  
commercial kitchen  
bakery supplies


 Upload a file

Get started

United States   All languages

<input type="checkbox"/> Keyword 	Avg. monthly searches
<input type="checkbox"/> bakery supplies	10K - 100K
<input type="checkbox"/> commercial kitchen	1K - 10K
<input type="checkbox"/> restaurant equipment	10K - 100K
<input type="checkbox"/> seattle bakery supplies	-
<input type="checkbox"/> seattle commercial kitc...	10 - 100
<input type="checkbox"/> seattle restaurant equi...	100 - 1K

Washington, United States   All languages

<input type="checkbox"/> Keyword 	Avg. monthly searches
<input type="checkbox"/> bakery supplies	100 - 1K
<input type="checkbox"/> commercial kitchen	100 - 1K
<input type="checkbox"/> restaurant equipment	100 - 1K
<input type="checkbox"/> seattle bakery supplies	-
<input type="checkbox"/> seattle commercial kitc...	10 - 100
<input type="checkbox"/> seattle restaurant equi...	100 - 1K

# More on Keyword Planner

- Second Keyword planner data set
- Keyword planner requires a Google Ads Account, but not actually running ads

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> seattle restaurant equipment	100 - 1K
Keyword ideas	
<input type="checkbox"/> restaurant supply store seattle	100 - 1K
<input type="checkbox"/> seattle restaurant supply	100 - 1K
<input type="checkbox"/> used restaurant equipment seattle	100 - 1K
<input type="checkbox"/> seattle restaurant equipment supply	10 - 100
<input type="checkbox"/> restaurant equipment seattle wa	10 - 100
<input type="checkbox"/> commercial kitchen equipment seattle	10 - 100
<input type="checkbox"/> kitchen equipment seattle	10 - 100
<input type="checkbox"/> restaurant supply seattle wa	100 - 1K

# Restaurant Supply (continued)

- Competition: how do we differentiate with our Title and Description tags?
- Since map listings are showing in search results, we need a listing there
- Does advertising make sense? How focused can we be given Google's limits?
  - We do not want to show to people who are searching for home kitchen equipment, a restaurant to buy, dining out, food delivery or more
- What to do in an emergency or tough situation?
  - Run ads?
  - Respond to Google, Yelp, Tripadvisor complaints? These do feed into AI

# For Further Reference

- Many conferences on search engine marketing, analytics, ads and related topics
- Many web sites: Search Engine Land, Search Engine Journal, Many more
- Training courses: American Marketing Association, UW Continuing Education Certificate in Digital Marketing, community colleges, many more
- Vendor certifications: Google Analytics, Google Ads, Adobe Analytics, more
- Comprehensive tools such as Hubspot, and web site tools such as Square Space, Wordpress and more have many training materials
- Consider:
  - What information do you need to know?
  - How can you get information right when you need it?
  - How do these help you evaluate cost/ benefit analysis of alternatives?

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