

Sample: Quarterly Strategy Suggestions. Real Google Analytics data from a Middle Tennessee chamber of commerce website, July 21 to October 18, 2026, run through the same engine our clients get. The organization's name is withheld. Every number, finding and line of evidence is exactly as the engine produced it.

RenzaGroup

Quarter 1 · Jul 21 – Oct 18, 2026

QUARTERLY STRATEGY SUGGESTIONS

Plenty of visitors. Very few of them reach out.

Here's how your website did over the last 90 days, and the plan for the next 90. Visits held up well, with almost a third coming from Google, but this quarter's data has two problems worth fixing before anything else.

YOUR LAST 90 DAYS

VISITS

9,030

CALLS, TEXTS AND
FORMS

3

TIME ON SITE

0:26

FOUND YOU ON GOOGLE

30%

of visits

THE FOCUS FOR THE NEXT 90 DAYS

Clean up the numbers, then fix the forms

A big share of this quarter's visits look automated, and form sends may be going uncounted, so the first job is making the numbers trustworthy. With that done, the real gap is clear: people come, very few reach out, and the forms are where most of them stop. The plan cleans the data first, fixes the forms next, then gives every key page a clear next step.

HOW THESE SUGGESTIONS ARE MADE

1 Measured Every number comes straight from the site's Google Analytics and Microsoft Clarity data. Nothing is estimated.	2 Tested Fixed rules look for problems and openings, each with a minimum amount of data, so a small sample never becomes a big claim.	3 Checked Traffic that doesn't behave like people is flagged and kept out of the comparisons it would distort.	4 Followed up Each move names the number it should change. The next quarter measures whether it did.
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THE PLAN, MONTH BY MONTH

Month 1

MEASURING WHAT MATTERS

Find and filter the fake visits to the ambassadors page

We'll trace where those visits come from (usually a bot, an embedded page or a link that keeps refreshing), exclude them in Google Analytics, and fix whatever attracts them, so every number after this is real.

What the data shows

- 1,923 visits (21% of all visits) started on the /our-ambassadors page, and only 0.2% of them stayed 10 seconds, opened a second page or did anything else Google Analytics counts as engaging.
- People don't behave that way, so this is very likely automated traffic or a tracking fault. It pulls down the site-wide numbers, so the trend, timing, phone and traffic-source comparisons are held back until it's fixed.

Every decision this quarter rests on the numbers, and right now about a fifth of them aren't people.

We'll measure: Visits engaged on /our-ambassadors (now 0.2%) · Quick win

Yes, do this →

Month 2

TURNING VISITS INTO CUSTOMERS

Make sure every form actually sends

We'll send test entries through each form on a phone and a computer, confirm each one reaches your inbox and gets counted, then trim the membership and contact forms to the fields you truly need.

What the data shows

- 73 times this quarter someone started filling out a form, and 3 were recorded as sent (4%).
- Forms that send without reloading the page can go uncounted, so part of the gap may be tracking. Either way, it needs checking.

Someone who starts a form has already decided to reach out. Losing them is the most expensive leak on the site.

We'll measure: Started forms that were sent (now 4%) · Quick win

Yes, do this →

Month 3

TURNING VISITS INTO CUSTOMERS

Give every key page a clear next step

Add a "Join the Chamber" or "Talk to us" button near the top and bottom of the homepage, events and directory pages, with a phone number that taps to call on phones.

What the data shows

- Leaving out the suspect traffic, 3 of 7,107 visits ended in a call, text or form sent (about 1 in 2,369 visits).

Most visitors leave without reaching out, so an obvious next step is the most direct way to turn the visits you already get into new members.

We'll measure: Contacts per 100 visits (now 0.04) · Small project

Yes, do this →

Questions about any of it? Just hit reply. I read every one.

Rengie Mendoza

Founder, RenzaGroup

Every move here comes from your site's own numbers in Google Analytics and Microsoft Clarity, measured the same way each quarter. Visits from our team are left out. [Open your portal](#)