

DIAGNOSTIC-FIRST GROWTH NETWORK

Growth Recon

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Convert Checklist

Fix the foundation before you spend a dollar on traffic.

QUICK-REFERENCE CHECKLIST

01 Tracking & Benchmarks

- Audit every tracking pixel and tag - remove duplicates and anything firing on the wrong pages
- Set up a conversion event for every meaningful action: form submit, demo booked, trial started, payment
- Confirm server-side tracking is in place for iOS/ad-blocker resilience (CAPI, S2S)
- Verify Google Tag Manager container has no broken or paused tags from old campaigns
- **[START HERE]**** Document current baseline conversion rate at each funnel stage in a single spreadsheet
- Run a cross-browser test on your top 3 conversion pages - check that forms and CTAs work on mobile

02 Funnel Rebuild

- Map every step from first touch to payment - include every page, email, and human touchpoint
- **[START HERE]**** Identify the single highest-friction step in your funnel and list 3 hypotheses for why it leaks
- Reduce form fields to the minimum needed to qualify a lead (name, email, one qualifying question)
- Calculate conversion rate between each stage and flag any drop-off greater than 50%
- Review your top landing page - does the headline match the ad/email that drives traffic to it?
- Add urgency or specificity to your primary CTA - replace "Learn More" with what actually happens next

03 User Journey Mapping

- Install session recording (Hotjar, FullStory) on your top 5 pages and watch 20 sessions
- Tag every exit page where visitors leave without converting - list the top 5 by volume
- **[START HERE]**** Check load time on your top landing page - if above 3 seconds, fix it before any other optimization
- Identify the 3 most common paths visitors take and compare them to the path you designed
- Map the email nurture sequence: count touchpoints, measure open rates, flag any with under 15% opens
- Document every dead end in the journey (pages with no clear next step) and add a CTA

04 Retention & LTV

- **[START HERE]**** Calculate current customer lifetime value by segment - know which customers are worth the most
- Identify the first 30-day experience post-purchase - map every touchpoint the customer receives
- Set up a Net Promoter Score survey at day 30 and day 90 post-purchase
- Pull churn data for the last 6 months and categorize reasons (price, fit, support, competitor)
- **[START HERE]**** Audit your onboarding flow: does it get the customer to first value in under 48 hours?
- Calculate the cost of acquiring a new customer vs. retaining an existing one - present the ratio to leadership