

DIAGNOSTIC-FIRST GROWTH NETWORK

**Growth Recon**



## Convert Toolkit

Fix the foundation before you spend a dollar on traffic.

## 01 Tracking & Benchmarks

- Inventoried all tracking tools**  
List every tool, every event, every metric being reported. If nobody can produce this list in 30 minutes, tracking is broken.
- Verified analytics events match conversions**  
Events should map to actual conversion points - not just pageviews. Every event needs a purpose.
- Audited UTM consistency across all channels**  
Standardize parameters across all campaigns. Ad-hoc UTMs created by whoever launches the campaign make attribution impossible.
- Checked CRM lead source accuracy**  
What percentage is labeled generically ('Website', 'Inbound')? Generic = useless for understanding what works.
- Documented attribution model**  
Does the team understand what model they're using and what it misses? Default last-click isn't a choice - it's negligence.
- Listed all reports and recipients**  
For each report, ask: who receives it, and what do they DO with it? Reports nobody acts on shouldn't exist.

### COMMON TRAP

Changing the funnel and the tracking simultaneously - now you can't tell which change caused which result. Fix tracking first. Wait. Then change the funnel.

- Tested event firing on all key pages**  
Walk through every conversion path. Click every button. Fill every form. Verify events actually fire and record correctly.
- Fixed duplicate/broken events**  
Duplicate events inflate numbers. Broken events create gaps. Both produce wrong answers with high confidence.
- Established naming conventions for events and UTMs**  
Consistency enables analysis. Without naming conventions, every new campaign creates a new data silo.
- Documented baseline metrics for all KPIs**  
This is your 'before' snapshot. Without it, you can never prove what changed. Write it down. Date it.

## 02 Funnel Rebuild

- Mapped entire funnel from first touch to purchase**  
Draw every step on a whiteboard. If it takes more than 30 seconds to draw, it's too complex for your customers too.
- Counted total steps in the conversion path**  
Every step is a potential exit. Fewer steps = fewer exits = more conversions at the same traffic.
- Measured drop-off rate at each step**  
You can't fix what you can't see. Drop-off rates reveal exactly where money leaks out of your funnel.
- Identified steps with >40% drop-off**  
Any step losing more than 40% of visitors is a red flag demanding immediate attention.
- Audited every form field (remove if sales can ask later)**  
Every field reduces completion. The form's job is to convert, not to qualify. Let sales ask after conversion.
- Tested all CTAs for clarity**  
Does the user know exactly what happens when they click? Ambiguous CTAs create hesitation. Hesitation kills conversions.
- Checked mobile experience at every step**  
50%+ of traffic is mobile. If any step is painful on a phone, you're losing half your potential conversions.
- Measured page load times at each step**  
Every second of load time costs conversions. Measure every page in the path - especially the payment page.
- Removed/combined unnecessary steps**  
If a step doesn't serve the objective, it serves the exit rate. Remove it or combine it with another step.
- Documented new funnel with expected benchmarks**  
Write down what you expect. Measure against it. This creates accountability for the rebuild.

### COMMON TRAP

Adding 'just one more question' to the form. Every field reduces completion. If sales needs the data, let them ask after the conversion.

## 03 User Journey Mapping

- Defined all user types from ICP mapping**  
Segments from Research become user types here. Each type moves through stages at different speeds with different triggers.
- Defined stage definitions with entry/exit criteria**  
Awareness, consideration, decision, retention, expansion. Each stage needs clear criteria for when someone enters and exits.
- Mapped current touchpoints per type/stage**  
Where do they interact with you at each stage? What questions do they have? Use the language audit - their words, not yours.
- Identified questions at each stage (from language audit)**  
What are they searching for? What are they asking peers? These questions become your content priorities.
- Mapped existing content to journey positions**  
Does your content cover every type at every stage? The gaps are your content priorities.
- Flagged content gaps by type and stage**  
Stop creating random blog posts. Create what the journey demands. Gaps = immediate production queue.
- Mapped campaigns to journey positions**  
Are you running campaigns for every stage, or just acquisition? Most budgets ignore everything after first touch.
- Identified trigger events between stages**  
What causes someone to move from awareness to consideration? From consideration to decision? Map the triggers.
- Created visual journey map document**  
One document the whole team references. Not a wall poster - a working document open during planning meetings.
- Shared with content and campaign teams for reference**  
If the map isn't used in planning meetings, it doesn't exist. Make it the starting point for every content discussion.

### COMMON TRAP

Creating a journey map that looks great on a wall but never gets used. If it's not open during planning meetings, it doesn't exist.

## 04 Retention & LTV

- Categorized all churn reasons by segment**  
Product doesn't fit = targeting problem. Onboarding failed = fixable. Different problems need different solutions.
- Identified timing patterns (when do most customers churn?)**  
First-30-day churn is different from month-12 churn. Different timing = different cause = different fix.
- Measured onboarding completion rate**  
What percentage of new customers complete onboarding? Every failure is a customer you paid to acquire and lost to confusion.
- Mapped where users get stuck in onboarding**  
Find the specific step where people stop. That's your highest-leverage fix.
- Calculated LTV by segment**  
A \$50/month customer staying 3 years (\$1,800 LTV) beats a \$500/month customer churning in 2 months (\$1,000 LTV).
- Identified highest-LTV segments**  
These segments deserve the most acquisition budget and the most retention effort. Math decides priority.
- Built churn risk scoring model**  
Which behaviors predict churn? Low login frequency, support ticket volume, feature non-adoption - build early warning signals.
- Designed win-back sequence for recoverable churn**  
Not all churn is permanent. Some customers left for fixable reasons. A targeted win-back sequence recovers revenue.
- Mapped upsell/cross-sell opportunities by segment**  
Which customers are most likely to expand? What triggers expansion? Systematize it instead of leaving it to chance.
- Tracked expansion revenue as % of total revenue**  
Healthy businesses grow from within. If expansion revenue is <15% of total, you're leaving money on the table.

### COMMON TRAP

Treating all churn the same. A customer who churns because the product doesn't fit is a targeting problem. A customer who churns because onboarding failed is fixable.