

Growth Hacking Strategy - Foundation 1 of 5

Answered for Property:

As of Date:

Refers to platform:

 Google Search Console

Search Console tools and reports (aka Google Search Console) help you measure your site's Search traffic and performance, fix issues, and make your site shine in Google Search results.

Technical Readiness Check

| | Yes | No | Maybe | What is that? |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| I do have Google Search Console account | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I'm a verified owner of my GSC Account | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know how to verify my website with GSC | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know that I do have a sitemap submitted | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Reality Check


| | Yes | No | Why? |
|---|--------------------------|--------------------------|--------------------------|
| I know why users are ending up on my website (The keywords they click to get on it) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I can prove you that I have a very good reputation. PR doing great and I see that on how many are searching my brand name or the name of the founders | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know how many pages google knows for me | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know for a fact that all the content of my website Is on google (Crawled and indexed) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know that google believes I'm a nice mobile site | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the experience of my users on my website In terms of performance. How fast it loads | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the perception of google of my website performance in terms of time that takes to load (Core Vitals) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Growth Hacking Strategy - Foundation 2 of 5

Answered for Property:

As of Date:

Refers to platform:

 Google Analytics

Google Analytics helps you learn more about your users, including **who they are, how they found you** (the channel), and **how they interact with your website**.

Technical Readiness Check

| | Yes | No | Maybe | What is that? |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Do you have a Google Analytics 4 account? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you admin on your Google Analytics Acct? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you collect Demographics of your users? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your analytics connected with your GSC? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Reality Check


| | Yes | No | Why? |
|---|--------------------------|--------------------------|--------------------------|
| I know the percentage of users that are getting From mobile devices | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know all the channels that my users are coming from | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know how my traffic is trending the last year comparing to last year | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the net traffic of my website, entering my funnels | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the true traffic of my website, entering my funnels | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know my most popular pages and their traffic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the demographics of my users | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the countries of my users | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the engagement rate of my important Pages (hence the bounce rate for them) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Growth Hacking Strategy - Foundation 3 of 5

Answered for Property:

As of Date:

Refers to platform:

 Wordpress or other CMS

Wordpress or any other Platform allows users to adapt in a changing marketing environment. It gives the power to marketers or founders or entrepreneurs to create **new pages**, **add engagement points**, add power pages and **add ways to monetise their content**

Technical Readiness Check

What’s your CMS system?

Are you admin in your CMS?

Yes ☐ No ☐

Does your CMS uses a Builder to make modifications easy for you?

Yes ☐ No ☐

How you CMS is connected with your CRM

Reality Check

I can add engagement points without asking a third party developer or imply costs?

| Yes | No | Why? |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

I can add a new page if you see needed

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

I can change keywords if you see that your SEO Strategy needs it

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

I can add content i.e. a blogpost

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

I do use Landing Pages supporting my ads

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

I can check the SEO specifics of my website and Modify them as I see needed

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

I do have a blog on my website

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

My website has been created with a keyword Research in mind and it’s SEO optimized

| | | |
|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
|--------------------------|--------------------------|--------------------------|

Growth Hacking Strategy - Foundation 4 of 5

Answered for Property:

As of Date:

Refers to platform:

 Google Tag manager

Google Tag Manager is like a **toolbox for marketers**. It helps them to extend the features of the site and do things like track how many people visit your page, what they click on, or if they buy something. It's like adding **superpowers to your website** to understand and improve it without needing a programmer every time.

Technical Readiness Check

| | Yes | No | Maybe | What is that? |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| Do you have a GTM on your website? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you admin on your GTM account? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Have you ever spent time configuring GTM? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Is your GTM connected with your GA4? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Reality Check

| | Yes | No | Why? |
|---|--------------------------|--------------------------|--------------------------|
| I can track my user's journey on the website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know where my users engaged from (which page) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I track submissions or sales as "conversion" for ads to run in an optimized manner | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know users started my forms but never submitted them (drop-offs) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I have connected my cookie consents with Data capture so to follow the data privacy rules | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know my most popular pages and their traffic | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I have added all advertisement pixels via GTM | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the companies that are visiting my website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| I know the <u>heatmaps</u> of my website | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Growth Hacking Strategy - Foundation 5 of 5

Answered for Property:

As of Date:

Refers to platform:

 Linkedin and Communities

Communities are groups of people who share common interests, values, beliefs, or goals **with your buyer persona**. They can be found both offline and online, ranging from local neighborhoods to global forums. Linkedin, reddit, quora, and fb groups are among the most important.

Technical Readiness Check

| | Yes | No | Maybe | What is that? |
|--|--------------------------|--------------------------|--------------------------|--------------------------|
| Do you have a sales navigator account? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are you using any automation tool on Linkedin? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Are your followers genuine or not? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| What's the periodicity of your posts on SM? | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Reality Check

How many friends do you have on Facebook?

Are you using FB for business purposes?

Yes ☐ No ☐

How many followers do you have on Twitter?

How many followers do you have on TikTok?

Are you part of any community you can leverage?

Yes ☐ No ☐

By experience did you use to work on the same Business area before becoming part of the team?

Yes ☐ No ☐

Do you have access to data you can leverage?

Yes ☐ No ☐

Can you find lists of emails from people that are Your target persona?

Yes ☐ No ☐

What's the percentage of your personal posts vs Your professional posts?