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[Conversion Growth Program™](#) Checklist

What is the Conversion Growth Program™?
The Conversion Growth Program™ utilizes [The Good](#)'s time tested process to improve conversions and deliver results in an efficient manner.

This approach simplifies the process, minimizes headaches, and provides a one-stop solution for increasing conversions.

How to use this document
This document centralizes the key paths and tactics required to achieve the key outcomes from each Stuck Zone™ and chapter of [the book](#) *Stop Marketing, Start Selling*.

Program Components
- Customer Research
- Channel Efficiency
- Content Strategy, SEO & Testing
- Customer Conversion Strategy
- UX/UI Optimization
- User Testing
- Technology Optimization
- Post Purchase Optimization

Key Program Areas
- Navigating Channel Conflict
- Brand-Specific Challenges
- Email Campaign Planning & Testing
- Customer Service Feedback
- Mobile Commerce
- Inventory Projections & Planning
- Brand Seasonality

Stuck Zone™ 1: Brand
Outline how your brand approaches the web, including site goals, best practices, key roadblocks, and site management.

Paths/tactics to achieve outcomes
- Budget planning & forecasting
- Goal Discovery Session
- Staffing plan
- Partner selection (platforms)
- Risk mitigation

Key outcomes checklist:
- ❏ Correct funding for your site
- ❏ Dedicated staff and partner support
- ❏ A focus on process (not projects)
- ❏ Internal support and buy-in
- ❏ Clear vision and brand goals

Stuck Zone™ 2: Customer
Determine how well you understand your customer and outline your ideal customer profile, including key goals and customer service expectations.

Paths/tactics to achieve outcomes
- User testing
- Customer research & surveys
- Customer profiling
- Customer service interviews
- Web analytics data analysis
- Customer data analysis
- Customer goals definition
- Customer segmentation

Key outcomes checklist:
- ❏ Customer profile
- ❏ Customer data

- ❏ Customer stories
- ❏ Customer service data
- ❏ Clear customer goals

Stuck Zone™ 3: Channel

Cover your traffic sources and quality including affiliate mix, spend efficiency, marketing channels, and lead automation.

Paths/tactics to achieve outcomes

- Sales analysis (product and seasonality)
- Inventory planning
- Channel efficiency analysis
- Channel attribution
- Channel strategy
- Traffic generation strategy

Key outcomes checklist:

- ❏ Channel support strategy
- ❏ Traffic generation strategy
- ❏ Inventory management plan

Stuck Zone™ 4: Content

Focus on the effectiveness of site content, and any roadblocks to purchase, social proof, and metrics influencing buyer confidence.

Paths/tactics to achieve outcomes

- Content strategy
- Content management strategy
- Content creation process
- Content quality assessment
- Customer review/social proof review
- Content gap analysis
- Content relevance and freshness

- Style/Tone/Voice analysis

- Social media integration

- Product feature comparison strategy

- Customer service content analysis

Key outcomes checklist:
- ❏ Content audit
- ❏ Content strategy

Stuck Zone™ 5: Technology

Rate the technology behind your website and display flexibility, searchability, technology obstacles and more.

Paths/tactics to achieve outcomes
- Replatforming

- Responsive web design

- Site speed analysis

- Internal site search analysis

- SEO strategy

- Analytics and event tracking analysis & setup

- Platform functionality review

- Internationalization and localization

- Third-party integration review

- Site error analysis

Key outcomes checklist:
- ❏ Responsive web design site
- ❏ Speed optimization
- ❏ Site search optimization
- ❏ Robust tracking setup
- ❏ SaaS platform
- ❏ International site support

Stuck Zone™ 6: Customer Path
Optimize your site around customer behavior clusters, micro-conversions, browsing patterns, navigation clarity, and other key purchase elements.

Paths/tactics to achieve outcomes

- Browsing path analysis
- Purchase path analysis
- Micro-conversion analysis
- Checkout/CTA analysis
- Brand & Customer divergence analysis
- Brand / product information overload
- Customer device analysis
- Personalization
- UX analysis

Key outcomes checklist:

- ❏ Customer experience optimization
    - ❏ Customer-centric organization
    - ❏ Customer-centric content
    - ❏ Clarity on customer intent by device
    - ❏ Prioritize content by popularity
- ❏ Remove tactical roadblocks
- ❏ Purchase path optimization
- ❏ Customer experience optimization
- ❏ Personalize and delight

Stuck Zone™ 7: Post-purchase
Evaluate post purchase follow up and brand patterns including loyalty and reputation building.

Paths/tactics to achieve outcomes

- Post-purchase communication analysis
- Marketing automation analysis (platform)
- Marketing automation strategy
- Customer retention strategy

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- Personalization (based on purchases)

Key outcomes checklist:

- ❏ Optimize post purchase touchpoints
- ❏ Build lifetime customer value