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	☐	☐	☐	☐
I'm a verified owner of my GSC Account	☐	☐	☐	☐
I know how to verify my website with GSC	☐	☐	☐	☐
I know that I do have a sitemap submitted	☐	☐	☐	☐

Reality Check

	Yes	No	Why?
I know why users are ending up on my website (The keywords they click to get on it]	☐	☐	☐
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	☐	☐	☐
I know how many pages google knows for me	☐	☐	☐
I know for a fact that all the content of my website Is on google (Crawled and indexed)	☐	☐	☐
I know that google believes I'm a nice mobile site	☐	☐	☐
I know the experience of my users on my website In terms of performance. How fast it loads	☐	☐	☐
I know the perception of google of my website performance in terms of time that takes to load (Core Vitals)	☐	☐	☐

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?	☐	☐	☐	☐
Are you admin on your Google Analytics Acct?	☐	☐	☐	☐
Do you collect Demographics of your users?	☐	☐	☐	☐
Is your analytics connected with your GSC?	☐	☐	☐	☐

Reality Check

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

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 a**dd 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

	Yes	No	Why?
I can add engagement points without asking a third party developer or imply costs?	☐	☐	☐
I can add a new page if you see needed	☐	☐	☐
I can change keywords if you see that your SEO Strategy needs it	☐	☐	☐
I can add content i.e. a blogpost	☐	☐	☐
I do use Landing Pages supporting my ads	☐	☐	☐
I can check the SEO specifics of my website and Modify them as I see needed	☐	☐	☐
I do have a blog on my website	☐	☐	☐
My website has been created with a keyword Research in mind and it's SEO optimized	☐	☐	☐

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?	☐	☐	☐	☐
Are you admin on your GTM account?	☐	☐	☐	☐
Have you ever spent time configuring GTM?	☐	☐	☐	☐
Is your GTM connected with your GA4?	☐	☐	☐	☐

Reality Check

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

Answered for Property:

As of Date:

Refers to platform:

in 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?	☐	☐	☐	☐
Are you using any automation tool on Linkedin?	☐	☐	☐	☐
Are your followers genuine or not?	☐	☐	☐	☐
What's the periodicity of your posts on SM?	☐	☐	☐	☐

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?
[   ]