

Funnel Stage	Checklist Task	Status
Discover	Fix broken internal links on priority pages	<input type="checkbox"/>
Discover	Audit crawl errors in Google Search Console	<input type="checkbox"/>
Display	Add canonical tags to all indexable content	<input type="checkbox"/>
Display	Apply FAQ and How-To schema on pillar pages	<input type="checkbox"/>
Delight	Optimize at least 1 blog post for a featured snippet	<input type="checkbox"/>
Delight	Add alt text and descriptive filenames to all images	<input type="checkbox"/>
Decide	Test all CTAs for clarity and placement	<input type="checkbox"/>
Decide	Set up a GA4 Funnel Exploration report	<input type="checkbox"/>
Deal	Request reviews after service delivery	<input type="checkbox"/>
Deal	Segment customer emails for nurture or upsell	<input type="checkbox"/>