Your first 90 days: tracking checklist and plan

One example sequence for a business that needs enquiries but has limited money. Adjust it to your own situation and fill in your own answers.

Before you spend: tracking checklist

- [ ] Decide which actions count as a conversion: purchase, sign up, phone call, form, WhatsApp message
- [ ] Google Ads: the conversion tag is on your site and checked
- [ ] Meta: the pixel is installed and, if you can, the Conversions API is set up
- [ ] Phone and message enquiries are counted too (call tracking, a messaging goal, or a note of every enquiry)
- [ ] Every new customer is asked “How did you find us?” and the answer is written down

The 90 day plan

WHEN	WHAT	YOUR PLAN
Days 1 to 14: foundations	Write your offer in one sentence, set up and test conversion tracking, reply to every enquiry the same day, complete your Google Business Profile	
Days 15 to 45: one paid test	One channel chosen from the decision table, a budget you can afford to lose, one offer, one landing page, few edits	
Days 30 to 90: build the asset	Turn the search terms and questions that worked into a few useful pages and keep improving them	
Day 90: decide	Keep what produced customers at an affordable cost, pause or change one variable on the rest	

Notes for the paid test

- Tracking comes before spend.
- Record the cost per enquiry and, more importantly, how many enquiries became customers.
- Review after a planned test window, not after a few days.

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