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00 / 2027 PLANNING GUIDE

The 2027 Digital Growth Checklist

12 Things to Lock In Before Q1

Every item maps to a capability your business needs in 2027. Check off what you've done, circle what's next, and use the scoring guide at the end to see where you stand.

12	36	5
ACTION ITEMS	CHECKPOINTS	PAGES

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2027

PLANNING GUIDE

01 AI Readiness Audit

Assess where AI can save time, cut costs, or unlock new revenue in your business.

- [ ] Map your top 10 repetitive tasks and score each for AI automation potential
- [ ] Identify 3 customer-facing processes that AI could personalise
- [ ] Evaluate your data infrastructure — can your systems feed an AI tool?

02 Content Engine Setup

Build a sustainable content machine — blog, video, and social — before Q1 hits.

- [ ] Define your content pillars (3–5 topic areas you'll own)
- [ ] Set a realistic publishing cadence: blog weekly, social daily, video bi-weekly
- [ ] Assign or hire for each format — who writes, who films, who edits?

03 SEO Health Check

Make sure search engines can find, crawl, and rank your pages.

- [ ] Run a Core Web Vitals audit — fix any pages scoring below 'Good'
- [ ] Add structured data (JSON-LD) to your homepage and service pages
- [ ] Verify indexing in Google Search Console — fix crawl errors and orphan pages

04 Paid Media Budget Framework

Allocate spend across channels based on data, not habit.

- [ ] Pull last year's ROAS by channel — rank from best to worst
- [ ] Set a test budget (10–15% of total) for emerging platforms
- [ ] Build a monthly pacing sheet so you catch overspend early

05 Analytics & Attribution Stack

Know which touchpoints actually drive revenue — not just clicks.

- [ ] Audit your GA4 setup: events, conversions, and cross-domain tracking
- [ ] Implement UTM governance — one naming convention, enforced everywhere
- [ ] Evaluate a multi-touch attribution model (data-driven or position-based)

06 Customer Journey Mapping

Understand every step from first touch to repeat purchase.

- [ ] Document your top 3 buyer personas with real data, not assumptions
- [ ] Map the full journey: awareness → consideration → decision → retention
- [ ] Identify the biggest drop-off point and design an intervention

07 Brand Consistency Audit

Make sure your website, socials, and listings tell the same story.

- [ ] Compare messaging across your website, LinkedIn, Google Business, and directories
- [ ] Verify contact details match everywhere (email, phone, address)
- [ ] Check that your logo, colours, and tone are consistent across all channels

08 Martech Stack Consolidation

Cut the tools you're paying for but not using.

- [ ] List every marketing tool and its monthly cost — flag anything unused for 90+ days
- [ ] Check for overlap: do you have 2 email tools? 3 analytics platforms?
- [ ] Evaluate an all-in-one platform if you're running 8+ point solutions

09 Competitor Positioning Review

Know what your competitors claim so you can say something different.

- [ ] Audit 3–5 competitors' homepages: what do they promise?
- [ ] Identify gaps — what do they not talk about that you can own?
- [ ] Rewrite your value proposition to highlight your unique angle

10 Video & OTT Strategy

Video isn't optional in 2027. Plan your presence now.

- [ ] Decide your primary video platform: YouTube, TikTok, LinkedIn, or OTT
- [ ] Plan 4–6 video assets for Q1 (testimonials, explainers, behind-the-scenes)
- [ ] Set up a production workflow: brief → script → shoot → edit → publish

11 Mobile Experience Audit

More than 60% of web traffic is mobile. Your site must feel native.

- [ ] Test every page on a real phone — not just Chrome DevTools
- [ ] Check tap targets: buttons should be at least 44×44px
- [ ] Verify forms work on mobile — autofill, keyboard type, error messages

12 Q1 90-Day Sprint Plan

Turn this checklist into a concrete 12-week execution plan.

- [ ] Pick your top 3 priorities from items 1–11 above
- [ ] Assign an owner, a deadline, and a success metric to each
- [ ] Schedule a monthly review to track progress and adjust

05 / SCORING

How Did You Score?

10 – 12 checked **You're ahead of the game.**

Fine-tune and accelerate. You're ready for a growth sprint.

6 – 9 checked **Solid foundations, real gaps.**

Focus on the unchecked items — they're your biggest growth levers.

0 – 5 checked **Time to get serious.**

You're leaving growth on the table. Start with items 1, 3, and 7.

Need Help Getting to 12/12?

Book a free 30-minute strategy call with our team.

We'll review your checklist and build a custom 2027 roadmap.

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