A PRACTICAL FIELD GUIDE

Small experiments. Smarter growth.

A 14-day playbook for businesses using AI, modern SEO, and better sales workflows. Start with one bottleneck. Make one useful change. Measure what happens.

YOUR FIRST GROWTH SPRINT

01 Find the point where customers get stuck.

02 Choose one measurable improvement.

03 Use AI to reduce the work, with human review.

04 Run a focused experiment and record the result.

Inside: five useful growth moves, a two-week action plan, an experiment worksheet, and a launch checklist.

This guide provides planning tools, not promised revenue or search rankings. Pick actions that fit your business and respect your customers.

01 / FIND THE BOTTLENECK

Start with the customer journey.

A growth problem is easier to work on when you can point to a specific stage. Draw the path from first visit to a qualified conversation or purchase.

A Map four stages

Discovery -> interest -> enquiry -> decision. Write down the page, message, or person responsible at each stage.

TRY THIS: Choose one service or product. Walk through the same journey a new customer would take.

B Choose a useful baseline

Track a relevant count and its denominator. For example: qualified enquiries divided by visits to the enquiry page. Keep the time period consistent.

TRY THIS: Record last week's visits, enquiries, qualified enquiries, and purchases in a simple spreadsheet.

C Choose one constraint

Look for unclear offers, weak next steps, slow replies, missing information, or a difficult form. A small business may not have enough data for formal statistical testing.

TRY THIS: Talk to three recent prospects. Ask what was unclear and what delayed their next step.

WORKSHEET: Our customer gets stuck at _____. We think this happens because _____. Our first measure is _____.

02 / FIVE USEFUL GROWTH MOVES

Make the next step easier.

These are practical changes you can test. Select one that addresses your actual bottleneck rather than changing every part of the funnel.

01 Answer the buying question

Add a clear explanation of the problem solved, who the offer is for, what is included, and the next action. Use an AI assistant to draft options, then edit them yourself.

TRY THIS: Rewrite one product or service introduction using a real customer question.

02 Offer one useful resource

Create a checklist or planning tool that helps a visitor make progress before they buy. Explain exactly what it contains and make the request straightforward.

TRY THIS: Turn your most common consultation question into a one-page checklist.

03 Reply with a clear next step

Use a response template to acknowledge an enquiry, answer the main question, and suggest an appropriate next action. Review AI drafts before sending.

TRY THIS: Create three replies: pricing question, service enquiry, and course question.

03 / SEARCH AND SYSTEMS

Build discovery. Remove repeat work.

Useful content and dependable operations can support the same growth goal. Give each improvement an owner and a simple maintenance habit.

04 Publish a page people need

Choose a specific audience question. Provide a direct answer, an example, and a sensible path to related content. Review accuracy and add useful internal links.

TRY THIS: Improve one existing page before creating ten new AI-generated articles.

05 Automate a bounded task

Start with a low-risk workflow such as organizing enquiries for review. Define the trigger, inputs, validation, owner, and failure path before connecting tools.

TRY THIS: Map: form received -> validate fields -> categorize -> notify a human owner.

AI PROMPT YOU CAN ADAPT

Act as a business process analyst. Our audience is [audience]. We offer [offer]. Customers get stuck at [stage]. Suggest three small experiments. For each, give the hypothesis, required work, success measure, and risks. Do not invent customer data or promise results.

Review the response for factual accuracy, feasibility, customer consent, and cost. Do not paste confidential customer information into an unsuitable tool.

04 / YOUR TWO-WEEK SPRINT

14 days.
One focused change.

Assign a single owner and keep a short change log. If traffic is low, extend the measurement period and use customer conversations alongside the numbers.

Days 1-2

Map the journey

Record your baseline and talk to customers.

Days 3-4

Define the experiment

Write the hypothesis, measure, and stop condition.

Days 5-6

Build the change

Create the page, resource, response, or workflow.

Day 7

Check the experience

Test on mobile, review accuracy, and confirm the next step.

Days 8-12

Run and observe

Record counts, customer feedback, errors, and changes.

Days 13-14

Review and decide

Keep, refine, or stop. Schedule the next review.

05 / THE EXPERIMENT CANVAS

Write it down.
Make it testable.

Complete this page before starting. A clear record helps you distinguish an improvement from a guess. Print it or copy the prompts into your team workspace.

CUSTOMER & STAGE

Who is affected, and where do they get stuck?

HYPOTHESIS

If we change _____, then _____ should improve because _____.

CHANGE & OWNER

What exactly will change? Who will build and review it?

PRIMARY MEASURE

Which count, denominator, period, and baseline will you compare?

QUALITY CHECK

What must stay acceptable: reply quality, cost, accuracy, or customer experience?

DECISION DATE

When will you review? What will make you keep, refine, or stop?

06 / BEFORE YOU LAUNCH

A better idea needs a good check.

Use this checklist for your landing page, lead resource, content update, or automated workflow. Fix anything that would confuse or disappoint a customer.

- [ ] The audience and the value are clear in the first paragraph.
- [ ] The offer lists exactly what is included and its price.
- [ ] There is one clear next action and a useful confirmation.
- [ ] The form has labels, helpful errors, and works on mobile.
- [ ] Only necessary customer information is requested.
- [ ] The delivery method and timing match the actual service.
- [ ] AI-assisted claims and examples have been checked by a person.
- [ ] Any automation has an owner, failure alert, and review step.
- [ ] The baseline and experiment dates are recorded.
- [ ] You can undo the change if it creates a problem.

A result is information. If an experiment underperforms, record what you learned and choose the next change deliberately.

07 / TAKE THE NEXT STEP

Turn the plan into a working system.

Tak helps businesses connect intelligent IT consulting, AI adoption, modern SEO, sales systems, and practical education.

01 Get clarity

A focused 60-minute online strategy session can help you prioritize one challenge and define a practical next move.

TRY THIS: Prepare your goal, current process, and the measure you want to improve.

02 Build your capability

Explore AI for Business, Modern SEO, Smarter Sales Systems, Automation That Works, and AI Content & Growth.

TRY THIS: Choose the course that fits the bottleneck you identified.

LET'S WORK ON YOUR NEXT MOVE

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FURTHER READING

Google Search Central: SEO Starter Guide

n8n: official learning resources

An original Tak planning resource. Third-party names are used for reference only. Tool subscriptions and implementation services are separate from this free guide.