
Buyer-Specific Paths

Founder working alone

Use Start Here, Funnel Snapshot, 120-Point Audit, Checkpoint Guide, Prioritization, and Weekly Review. Pick only the top three high-confidence constraints.

Ecommerce manager with a team

Assign owners by function. Use the Weekly Review tab to make decisions and prevent scattered fixes.

Marketer diagnosing paid traffic

Start with Decision Trees, landing-page message match, traffic-source segments, paid product pages, and revenue per session.

Store preparing for launch or redesign

Start with Launch Readiness, Checkout Trust, Mobile QA, Analytics Reconciliation, and test orders.

Internal operator auditing a store

Create a ranked constraint map with evidence, business impact, owner, guardrail, and decision date.