

# Alan Hirsch Digital Platform Checklist

## TrailGuide “Eat Your Own Dog Food” Prototype

**Status Date:** September 8, 2025

**Purpose:** Complete digital publishing platform for Alan Hirsch as the flagship prototype

**Based on:** Promises made in 100-users page modals and TrailGuide value proposition

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## Core Website Infrastructure

### Public-Facing Pages

- ☐ **Homepage** - Hero, value prop, content highlights, clear CTAs
- ☐ **About Alan** - Story, mission, credibility markers, professional photos
- ☐ **Speaking/Consulting** - Topics, testimonials, booking integration (Calendly)
- ☐ **Contact** - General inquiries, media kit, press resources
- ☐ **Legal Pages** - Privacy policy, terms of service, cookie policy
- ☐ **Ethics Statement** - Human-first AI usage, transparency commitments

### Content Publishing System

- ☐ **Blog/Articles Index** - Organized by categories, tags, search
  - ☐ **Individual Article Pages** - Full content, sharing, comments
  - ☐ **Content Management** - Easy publishing interface for Alan
  - ☐ **SEO Optimization** - Meta tags, structured data, sitemap
  - ☐ **RSS Feed** - For content syndication
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## Content & Media Hub

### Written Content

- ☐ **Article Repository** - Existing Alan Hirsch content migration
- ☐ **Book Integration** - Links to published works, excerpts
- ☐ **White Papers/Research** - Downloadable resources
- ☐ **Newsletter Archive** - Searchable past issues

## Multimedia Content

- ☐ **Podcast Section** - Episode index, player, transcripts
- ☐ **Video Library** - Organized by topic, embedded players
- ☐ **Audio Player Integration** - For talks, sermons, interviews
- ☐ **Transcript System** - AI-generated, editable transcripts

## Resource Library

- ☐ **Lead Magnets** - Gated downloads with email capture
  - ☐ **Toolkits/Guides** - Practical resources for leaders
  - ☐ **Templates** - Church planting, missional frameworks
  - ☐ **Reading Lists** - Curated recommendations by topic
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## E-Commerce & Monetization

### Payment Processing

- ☐ **Stripe Integration** - Secure payment processing
- ☐ **Subscription Management** - Recurring billing system
- ☐ **Donation System** - One-time and recurring donations
- ☐ **Event Ticketing** - Workshop and conference registrations

### Product Catalog

- ☐ **Digital Products** - Courses, guides, templates
  - ☐ **Physical Products** - Books, merchandise
  - ☐ **Coaching/Consulting** - Service booking and payment
  - ☐ **Workshop/Events** - Registration and payment system
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## Membership & Authentication

### User Management

- ☐ **Supabase Authentication** - Secure login system
- ☐ **User Profiles** - Member information, preferences
- ☐ **Password Recovery** - Secure reset system
- ☐ **Social Login Options** - Google, Apple integration

## Membership Tiers

- ☐ **Free Tier** - Basic content access
  - ☐ **Premium Subscription** - Exclusive content, early access
  - ☐ **Patron Level** - Direct access, special events
  - ☐ **Content Gating** - Paywall implementation
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## Learning Management System

### Course Platform

- ☐ **Course Catalog** - Organized learning paths
- ☐ **Video Lessons** - Streaming with progress tracking
- ☐ **Quizzes/Assessments** - Knowledge checking
- ☐ **Certificates** - Completion recognition
- ☐ **Discussion Forums** - Student interaction
- ☐ **Progress Tracking** - Learning analytics

### Workshop System

- ☐ **Live Event Integration** - Zoom/Teams connection
  - ☐ **Workshop Materials** - Downloadable resources
  - ☐ **Cohort Management** - Group organization
  - ☐ **Feedback Collection** - Post-event surveys
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## AI Integration & Tools

### Content Creation Support

- ☐ **Writing Assistant** - AI-powered drafting help
- ☐ **Content Repurposing** - Blog to social, newsletter
- ☐ **SEO Optimization** - Keyword and meta suggestions
- ☐ **Transcript Generation** - Audio/video to text

### Community Management

- ☐ **Comment Moderation** - AI-assisted filtering
- ☐ **FAQ Automation** - Intelligent response system
- ☐ **Email Automation** - Personalized sequences
- ☐ **Analytics Insights** - AI-powered recommendations



# Analytics & Business Intelligence

## Content Analytics

- ☐ **Google Analytics 4** - Traffic and behavior tracking
- ☐ **Content Performance** - Views, engagement, time on page
- ☐ **Search Analytics** - Keyword performance
- ☐ **Social Media Integration** - Cross-platform tracking

## Business Metrics

- ☐ **Revenue Tracking** - Subscription, product, donation metrics
- ☐ **Conversion Funnels** - Lead magnet to sale tracking
- ☐ **Audience Growth** - Email list, social followers
- ☐ **Engagement Metrics** - Comments, shares, interactions

## Custom Dashboards

- ☐ **Executive Dashboard** - High-level KPIs for Alan
- ☐ **Content Dashboard** - Publishing metrics and suggestions
- ☐ **Financial Dashboard** - Revenue streams and projections



# Email Marketing & Communication

## Newsletter System

- ☐ **Email Capture Forms** - Lead magnets, popups
- ☐ **Newsletter Templates** - Branded, mobile-responsive
- ☐ **Automated Sequences** - Welcome series, nurture campaigns
- ☐ **Segmentation** - Audience-based targeting
- ☐ **A/B Testing** - Subject lines, content optimization

## Communication Tools

- ☐ **Announcement System** - Site-wide notifications
  - ☐ **Direct Messaging** - Member communication
  - ☐ **Community Updates** - Regular engagement content
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# Integrations & Third-Party Tools

## Essential Integrations

- ☐ **Calendly** - Speaking/consulting booking
- ☐ **Zoom/Teams** - Workshop delivery
- ☐ **Mailchimp/ConvertKit** - Email marketing
- ☐ **Stripe** - Payment processing
- ☐ **Google Workspace** - Email, calendar, docs

## Social Media

- ☐ **Auto-posting** - Blog to social distribution
  - ☐ **Social Sharing** - Easy content sharing buttons
  - ☐ **Social Login** - Authentication options
  - ☐ **Social Proof** - Testimonials, reviews display
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## Mobile & Responsive Design

### Mobile Optimization

- ☐ **Responsive Design** - All pages mobile-friendly
- ☐ **Mobile Navigation** - Touch-friendly menus
- ☐ **Mobile Payment** - Apple Pay, Google Pay support
- ☐ **App-like Experience** - PWA implementation

### Performance

- ☐ **Page Speed Optimization** - Sub-3 second load times
  - ☐ **Image Optimization** - Compressed, responsive images
  - ☐ **CDN Implementation** - Global content delivery
  - ☐ **Caching Strategy** - Optimized loading
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## Security & Compliance

### Data Protection

- ☐ **SSL Certificate** - Secure connections
- ☐ **Data Encryption** - User information protection

- ☐ **GDPR Compliance** - European data regulations
- ☐ **CCPA Compliance** - California privacy laws

## Backup & Recovery

- ☐ **Automated Backups** - Daily site and database backups
  - ☐ **Version Control** - Content versioning system
  - ☐ **Disaster Recovery** - Site restoration procedures
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## Design & Branding

### Visual Identity

- ☐ **Brand Guidelines** - Colors, fonts, logo usage
- ☐ **Professional Photography** - High-quality headshots, lifestyle
- ☐ **Custom Graphics** - Branded illustrations, icons
- ☐ **Video Branding** - Consistent intro/outro templates

### User Experience

- ☐ **Intuitive Navigation** - Clear site structure
  - ☐ **Search Functionality** - Site-wide content search
  - ☐ **Accessibility** - WCAG compliance, screen reader support
  - ☐ **Loading States** - Smooth user experience indicators
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## Growth & Marketing Tools

### Lead Generation

- ☐ **Pop-up Forms** - Strategic email capture
- ☐ **Content Upgrades** - Article-specific lead magnets
- ☐ **Referral System** - Member referral rewards
- ☐ **Affiliate Program** - Partner promotion system

### Marketing Automation

- ☐ **Drip Campaigns** - Automated email sequences
- ☐ **Behavior Triggers** - Action-based communications
- ☐ **Retargeting Setup** - Pixel implementation
- ☐ **Cross-platform Tracking** - Unified analytics



# Launch Preparation

## Pre-Launch Testing

- ☐ **User Acceptance Testing** - Alan's approval on all features
- ☐ **Performance Testing** - Load and speed optimization
- ☐ **Security Audit** - Vulnerability assessment
- ☐ **Mobile Testing** - Cross-device compatibility

## Go-Live Readiness

- ☐ **Domain Setup** - Custom domain configuration
- ☐ **SSL Certificate** - Secure connection implementation
- ☐ **Search Engine Submission** - Google, Bing indexing
- ☐ **Social Media Setup** - Profile optimization

## Post-Launch Support

- ☐ **Monitoring Setup** - Uptime and performance tracking
- ☐ **Support Documentation** - User guides for Alan
- ☐ **Maintenance Schedule** - Regular updates and backups
- ☐ **Growth Planning** - 90-day optimization roadmap



# Success Metrics

## Technical KPIs

- ☐ **Page Load Speed** - < 3 seconds
- ☐ **Uptime** - 99.9% availability
- ☐ **Mobile Score** - 90+ Google PageSpeed
- ☐ **Security Rating** - A+ SSL Labs rating

## Business KPIs

- ☐ **Email List Growth** - 500+ subscribers in 90 days
  - ☐ **Content Engagement** - 2+ minutes average time on page
  - ☐ **Conversion Rate** - 3%+ free to paid conversion
  - ☐ **Revenue Target** - \$5K+ MRR within 6 months
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**Next Steps:** Prioritize P0 (critical path) items for MVP launch, then iterate through P1 and P2 features based on user feedback and performance data.