

google.wtf

Launch Strategy

The Search Engine That Dares to Lie

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Confidentiality: Internal Use Only

Executive Summary

Project Overview

google.wtf is a satirical search engine that inverts the traditional search paradigm. Instead of delivering accurate, helpful results, google.wtf returns intentionally absurd, opposite, or sarcastically unhelpful responses to user queries.

Core Value Proposition: "Why trust the internet when you can be hilariously misinformed?"

Unique Selling Points

Feature	Description
Inverted Results	Search "best pizza near me" → Get directions to a salad bar

Sass Mode	AI-powered sarcastic commentary on every search
Real Links	All results link to real content (Reddit, YouTube, WikiHow)
Instant Speed	No API costs, infinite scalability, 100ms response time

Target Audience

- **Primary:** Gen Z/Millennials (18-35) - Meme culture, irony-poisoned, tech-savvy
- **Secondary:** Tech early adopters, Reddit power users, Product Hunt enthusiasts
- **Tertiary:** Content creators seeking fresh, shareable content

Pre-Launch Phase (Days -7 to 0)

Technical Checklist

- ☐ Deploy to Vercel/Netlify with custom domain
- ☐ Setup Google Analytics 4 + Plausible (privacy-friendly)
- ☐ Configure Cloudflare CDN for global speed
- ☐ Test mobile responsiveness (iOS Safari critical)
- ☐ Setup error monitoring (Sentry)
- ☐ Create 20+ screenshot examples for marketing
- ☐ Prepare 5 "viral-ready" search combinations

Social Media Setup

Platform	Handle	Priority
Twitter/X	@goooglewtf	🔥 Critical
Reddit	u/gooogle-wtf	🔥 Critical
TikTok	@gooogle.wtf	⚡ High
Instagram	@gooogle.wtf	📌 Medium
YouTube	gooogle.wtf	📌 Medium

Influencer Outreach (Days -5 to -1)

Target 50 micro-influencers (10k-100k followers) in tech/comedy space:

- DM template: "Built the world's worst search engine. Want early access?"
- Offer: Exclusive preview + co-created content
- Goal: 10 influencers committed to launch day posts

Launch Day (Day 0) - Hour by Hour

08:00 - Final Checks

Deploy production build, test all links, verify analytics

09:00 - Soft Launch

Post on personal accounts, gather immediate feedback

10:00 - Product Hunt Launch

Submit with video demo, tagline: "Google's evil twin"

11:00 - Twitter Blast

Thread: "I built a search engine that hates you (a thread)"

Pin tweet with best screenshot examples

12:00 - Reddit Push

r/InternetIsBeautiful, r/ProgrammerHumor, r/webdev

Title format: "I made a search engine that gives the opposite of what you want"

14:00 - Influencer Activation

Coordinated posts from pre-seeded influencers

16:00 - TikTok/Reels

Post screen recording: "Searching how to save money on google.wtf"

18:00 - Newsletter/PR

Submit to TechCrunch, Hacker News, Morning Brew

20:00 - Community Setup

Launch Discord, first 100 users get "Founder" role

22:00 - Analytics Review

Check viral coefficient, double down on best performing channel

Post-Launch Viral Push (Days 1-30)

Reddit Strategy

Subreddit	Post Type	Frequency
r/InternetIsBeautiful	Showcase best search results	1x week
r/ProgrammerHumor	Tech jokes about the site	2x week
r/webdev	"How I built this" posts	1x week
r/AskReddit	"What's the worst advice you've received?"	1x week
r/Showerthoughts	Philosophical opposites	Bi-weekly

Twitter/X Growth Tactics

- **Daily Screenshot Series:** "Search of the Day" featuring funniest results
- **Reply Guy Strategy:** Respond to popular tweets with relevant gooogle.wtf searches
- **Poll Engagement:** "What's worse: this result or that result?"
- **Thread Strategy:** Weekly "Best of gooogle.wtf searches" compilation
- **Hashtag Campaign:** #AskGooogleWTF - users submit searches, you reply with results

TikTok/Reels Content Plan

Format A: Reaction Video

"I asked gooogle.wtf how to get rich and it told me to..." [show result]

Format B: Duet/Stitch

Find "life advice" videos, search opposite on gooogle.wtf, show result

Format C: POV

"POV: You're asking goooogle.wtf for relationship advice"

Community Building

Discord Server Structure

- **#general** - Chat and introductions
- **#best-results** - User-submitted funniest searches
- **#suggestions** - Feature requests, new opposite categories
- **#memes** - Community-created goooogle.wtf memes
- **#bug-reports** - Technical issues
- **#founders-only** - First 100 users exclusive channel

UGC Campaigns

1. **"Worst Search Contest"** - Weekly competition for funniest search query
2. **"Google Translate"** - Users submit real advice, community writes opposite
3. **"Opposite Day"** - Monthly event where everything on site is normal (meta joke)

Ambassador Program

Recruit 20 "Official Googlers":

- Requirement: 10+ posts about goooogle.wtf
- Benefits: Early access, exclusive merch, input on new features
- Responsibility: Create 2 pieces of content per week

Monetization Roadmap

Phase 1: Token Launch (\$WTF)

Component	Details
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Token Name	\$WTF (WTF Coin)
Blockchain	Solana (low fees, fast)
Total Supply	1,000,000,000 WTF
Airdrop	10% to first 10,000 users
Use Case	Vote on new "opposite categories", premium features

Phase 2: NFT Integration

- **"Search of the Day" NFTs:** Mint viral searches as collectibles
- **Founder Pass:** Limited edition for first 1,000 users
- **Custom Categories:** NFT holders can create personal opposite categories

Phase 3: Sponsored Results (Ironic)

Fake ads that are obviously absurd:

Example: Search "investment advice" → Sponsored result: "Invest everything in beanie babies. Trust us."

Phase 4: Premium Features

- **API Access:** \$9/mo for developers
- **Custom Opposites:** Create your own result categories
- **Historical Data:** See what people searched most
- **Ad-Free:** Remove the ironic ads (lol)

Metrics & Analytics

Key Metrics to Track

Metric	Target (Month 1)	Tool
Daily Active Users	10,000	Plausible/GA4
Searches per User	5+	Custom
Viral Coefficient	>0.3	Referral tracking
Social Shares	1,000+/week	Share counters
Discord Members	5,000	Discord analytics

Reporting Schedule

- **Daily:** Traffic, top searches, social mentions
- **Weekly:** Full analytics report, content performance
- **Monthly:** Strategy review, pivot decisions

Risk Management

Potential Issues & Solutions

Risk	Likelihood	Solution
Google trademark dispute	Medium	Parody/satire defense, clear disclaimer, no monetization confusion
Site crashes under viral load	High	Static hosting (Vercel/Netlify), CDN, edge caching

Offensive results generated	Low	Content moderation, blacklist sensitive topics
Copycat competitors	High	First-mover advantage, community building, continuous innovation

Legal Considerations

Disclaimer Required:
"gooogle.wtf is a parody website intended for entertainment purposes only. Results are intentionally inaccurate. Do not follow this advice. Not affiliated with Google LLC."

Crisis Management Plan

- If site goes viral unexpectedly:
- 1. Monitor server load (Vercel auto-scales)
 - 2. Enable Cloudflare "Under Attack" mode if DDoS
 - 3. Post on social: "We're trending! Bear with us if slow"
 - 4. Have "viral press kit" ready (screenshots, description, founder story)