



### Your Exam Study Guide

The following guide walks through key lessons from each of the Growth-Driven Design Certification courses. Use this as you prepare for your exam.



## Growth-Driven Design Methodology

What is Growth-Driven Design (GDD)?

- I. **What is the Growth-Driven Design Methodology and why is it helpful?**
  - What is the Growth-Driven Design Methodology and what are the stages?
  - Why is a website important to a business?
  - What is the difference between the traditional web design process and how does it differ from the Growth-Driven Design approach?
  - What are the problems with the first version of a website?
  - What are common major challenges agency's have with traditional web design?
  - What are the two interconnected pieces of the "Continuous Improvement" phase of the Growth-Driven Design Methodology?

Developing a Website Strategy

- I. **Why is a website strategy important in Growth-Driven Design?**
  - Why are goals important and how does one develop them?
  - What are some important types of goals to set?
  - Which types of goals are not important to set?
- II. **How does one develop a website strategy?**
  - What elements are on the goals document and why is each one important?
  - What is a buyer persona?
  - Why is it important to develop buyer personas for a website?
  - What are fundamental assumptions and how do they help?
  - What is the proper problem-solving order for a Growth-Driven Design mindset?
  - What is a user journey map and how should one use it?
  - What elements are on the journey map and why is each one important?
  - What is a wish list and how is it used?
  - What is the best method of prioritization for launch pad ideas?



- When is it okay to skip the strategy step?

## Creating Your Growth-Driven Design Tool Stack

### I. Why is a tool stack important to Growth-Driven Design?

- What is a tool stack?
- What are the benefits of selecting the right tool stack?

### II. How should one select the proper tool stack?

- How should one evaluate an available tool stack?
- What should one look for in a tool stack in relation to user research?
- Why would a business be inclined to use an all-in-one solution vs. independent tools?
- What are the considerations for choosing a growth platform for a business?
- What is the goal of using team collaboration tools?
- What opportunities does selecting the right tool set afford a person/company?

## Building a Launch Pad Website:

### I. What is a launch pad website?

- What is a launch pad website and what is the goal of it?
- What are the benefits a launch pad website?

### II. How should one build a launch pad website?

- When is a good time to sell the launch pad website to an existing client?
- What are the different options one has to speed up the process of building a launch pad website?
- What client/company sizes benefit from a launch pad website?
- What are harvest period activities and how does it relate to growth?

## Creating a Roadmap with the Growth-Driven Website Hierarchy

### I. Why creating a roadmap is important

- Why would one use the Growth-Driven Design website hierarchy framework?



## II. How can one create a website hierarchy

- What is a focus metric?
- Why are focus metrics important?
- What are leading indicator metrics?
- When is it appropriate to adapt the hierarchy steps for clients?
- What are the steps of Growth-Driven Design hierarchy?
- Why are the steps of Growth-Driven Design hierarchy important?
- Why is audience is the first step in the Growth-Driven Design hierarchy?
- Why and when is website personalization important?

## Implementing the Continuous Improvement Cycle

### I. What is the continuous improvement cycle?

- What is the continuous improvement cycle?
- What are the different steps of the continuous improvement cycle?
- How do you know where to focus your time while in the continuous improvement phase?
- Why is it important to know how much effort is required to implement each action item?

### II. How should one approach the continuous improvement cycle?

- What are the outcomes of each of the steps (plan, build, learn and transfer) in the continuous improvement cycle?
- How does one determine which action items to work on in any given cycle?
- How do you know what your production capacity is for each continuous improvement cycle?
- What should your team do with action items that don't influence your current focus metric?
- What part of the continuous improvement cycle do you meet with the client?
- How do you know when to move on to the next website hierarchy step?
- What do you do after you complete your first cycle?

## Conducting User Research

### I. Why is conducting user research important?

- What are the steps in the research process and what is the correct order?
- If your team doesn't need all the answers, what does your team need to know how to do?



**II. How should one complete user research?**

- What is the purpose of a discovery question?
- What is the purpose of a user question?
- How do you choose the best research method?
- What are the common scenarios where you would use each research method?
- How can you use online chat for user research?
- What is the optimal amount of user tests or interviews?
- What is the best strategy to leverage user recordings?
- How do you use user questions to determine the type of research you should do?

Running Experiments

**I. Why should you run experiments?**

- What is the purpose of running experiments on your website?
- Where does experimentation fit within the continuous improvement cycle?

**II. How should one run an experiment?**

- What is the process for generating ideas for your experiments?
- How do you run a group brainstorming session?
- What is the goal of running experiments?
- Why is it important to have a minimum threshold of visitors coming to the website before even considering the option of multivariate testing?
- What are the alternatives for testing if you lack the hundreds of thousands of visitors needed to hit statistical significance?

## Market, Sell & Service GDD with Clients

Pricing & Packaging Retainers

**I. Why is the proper pricing and packaging important?**

- Why is the proper pricing and packaging important?

**II. How should one package and price GDD service retainers?**

- What services are included in an ideal retainer in order to hit peak results?
- What do you need to consider when deciding if value-based pricing is a good option for you?



- What steps should you take to price each of the GDD Methodology steps; Strategy, Launch Pad Website, and Continuous Improvement?
- What is the minimum number of hours required for a successful Growth-Driven Design retainer? What are the industry averages?
- What are the various line items in a Growth-Driven Design proposal?
- What are the best ways to adapt a proposal for clients with a small size budget?

### Marketing & Prospecting Qualified Leads

#### I. Why is it important to market and prospect qualified leads?

- Why is it important to market your Growth-Driven Design services?
- How does prospecting help grow the business?

#### II. How should one market and prospect GDD services?

- What are the three recommended marketing strategies for generating leads for your Growth-Driven Design services?
- Can you talk to existing clients about new Growth-Driven Design proposals?
- What is the best strategy to generate a long-term, consistent lead flow to your sales team?
- What are the three strategies for integrating Growth-Driven Design workshops into your agency's growth efforts?
- What does a good fit company look like for Growth-Driven Design services?
- What is the purpose and the steps of the prospecting connect call?

### Selling Growth-Driven Design Retainers

#### I. Why is selling Growth-Driven Design retainers important?

- Why should your sales team want to sell Growth-Driven Design retainers?
- How does selling Growth-Driven Design retainers help your agency grow?

#### II. How to sell Growth-Driven Design retainers

- What questions can you ask to uncover possible pain points around a prospect's previous experiences with traditional web design?
- How should you respond to prospects who incorrectly assume a launch pad website is a half-built website?
- Is Growth-Driven Design a good option for prospects who only want to start with a website redesign?
- In what scenarios may it be a good strategy to pitch both traditional web design and Growth-Driven Design and let the prospect choose?

- What are the various strategies for breaking apart and pricing the quote and when would you use each one?
- Why is Growth-Driven Design more expensive than traditional design?

## Transitioning Your Team

### I. How to transition your team to Growth-Driven Design?

- At what number of team members do you begin to lose efficiency in a pod?
- What are the recommended pod sizes and the roles of each person?
- What are the recommended steps to use when updating your existing website design process to fit Growth-Driven Design?
- What are your options if you don't have certain resources in-house and what considerations must you keep in mind?
- What are the ways in which an agency can manage Growth-Driven Design and traditional design web design projects concurrently?

## Reporting, Renewing & Upselling

### I. How to report, renew and upsell Growth-Driven Design clients

- When is the recommended time to host your reporting meetings with a client?
- What is the "State of the Union", what are the main focus areas and in what manner should it be run?
- How far in advance should you start renewal conversations with your GDD clients?
- What steps should you take in ensuring the renewal of a GDD client?
- What are the ways an agency owner can help drive the upselling of value-add services to existing clients?