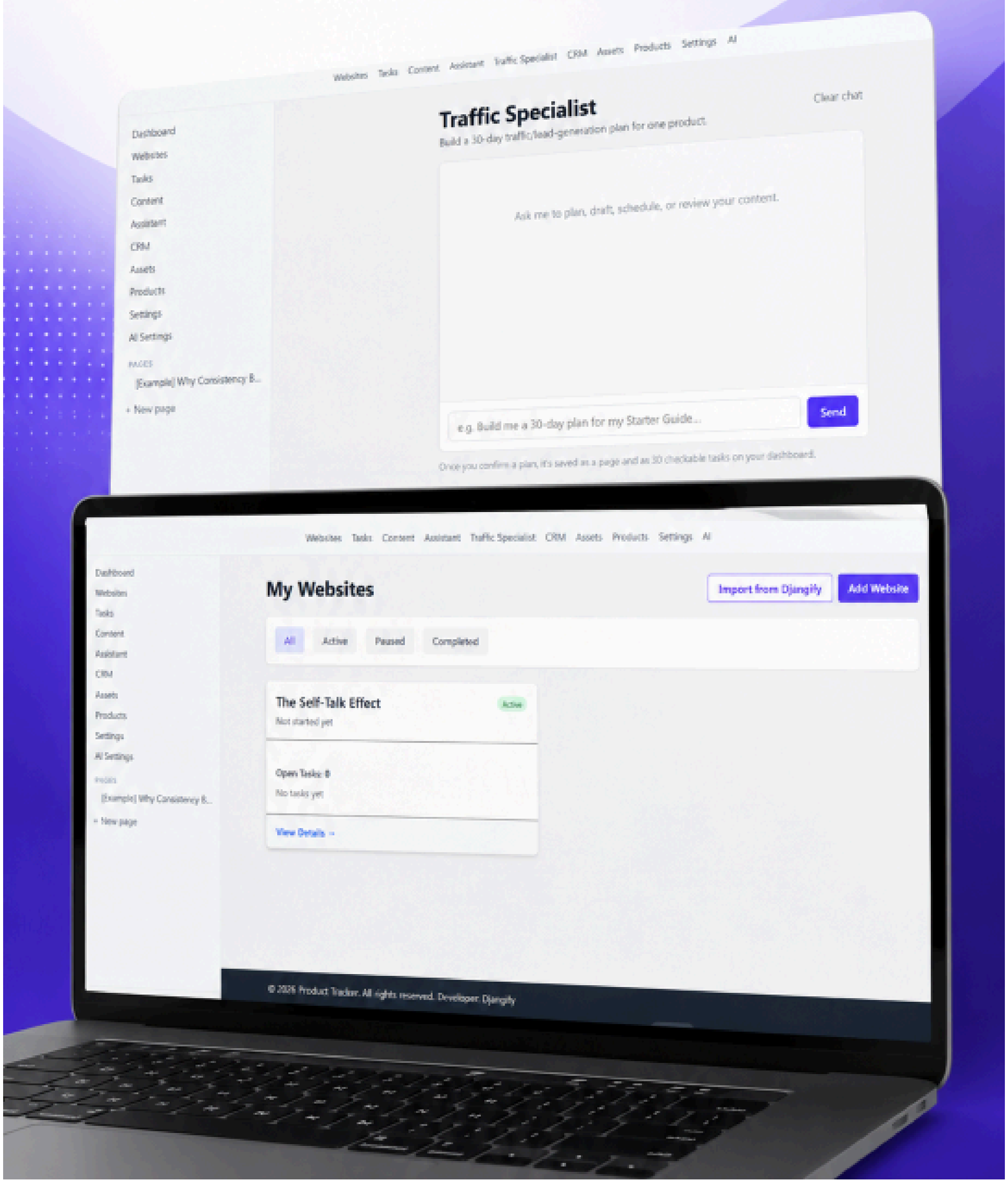
LEAD GENERATION SCOUT

Get Found. Get Known. Get Paid.



Contents

Lead Generation Scout — The Complete Guide

How to run your business, generate content, build a 30-day traffic plan, and stay accountable to it — one app, start to finish.
Djangify · Documentation · v1.0

Lead Generation Scout is a self-hosted workspace for running one or more small businesses at once — built to solve one specific problem: turning a product you've made into a steady stream of email signups and sales, without guessing at what to do each day.

It started as a simple task-and-website tracker *(you may still see it called "Product Tracker" in a few technical spots, like file paths)* and has grown into a full content-and-traffic operation: a dashboard, tasks, a light CRM, notes, digital products, email sequences, a content calendar with a built-in AI engine, and — the newest piece — a Traffic Specialist that builds you a 30-day plan for getting a product in front of people and tracks whether you actually did it.

Everything runs on your own machine/computer (or you can upload it to your own server). Your data lives in one SQLite file you control — no subscription, no third party holding your content or your customer list.

1. Welcome & what this is

Lead Generation Scout is a self-hosted workspace for running one or more small businesses at once. It started as a simple task-and-website tracker and has grown into a full content-and-traffic operation: a dashboard, tasks, a light CRM, notes, digital products, email sequences, a content calendar with a built-in AI engine, and — the newest piece — a Traffic Specialist that builds you a 30-day plan for getting a product in front of people and tracks whether you actually did it.

Everything runs on your own machine (or your own server). Your data lives in one SQLite file you control — no subscription, no third party holding your content or your customer list.

Who this guide is for: you don't need any marketing or technical background to use this app. Every term that might be new to you — asset, voice profile, prompt template, MCP — is explained the first time it comes up, and again in the glossary at the back.

The short version of what the app does, in the order you'll actually use it:

1. Set up a website/business, its brand info, and its product(s)
2. Feed it your writing, transcripts, and existing content as assets
3. Plan a 30-day traffic plan with the Traffic Specialist
4. Do it — and tick off each day on the tracker

2. Getting started

Log in with the account you created when the app was installed (via Django's admin login screen). You'll land on the Dashboard — your home base, showing what's due today, this week's plan, and a running work log.

The app works fully without AI.

Tasks, the CRM, Pages, Products, and the content calendar all work with zero setup. AI features — the ✨ Generate panel, the Assistant, and the Traffic Specialist — are optional, and you can turn them on later from AI Settings (see Section 19) whenever you're ready.
A sensible first session looks like this: create your first website (Section 3), add your product(s) (Section 9), upload a few pieces of writing as assets (Section 11), and — only once that's in place — try the Traffic Specialist (Section 16).

3. Websites — your hub

A Website is a business — it doesn't have to be a literal website, just the container for everything related to one venture. Nearly every other part of the app hangs off a website: its tasks, its content calendar, its products, its assets, its traffic plans. Each website has a status (active/paused/completed) and a priority number, so the dashboard can tell you which business to focus on when two things clash on the same day. It also stores your brand and EEAT (Experience-Expertise-Authoritativeness-Trustworthiness) details:

Field	What it's for
Domain, brand name	Identifies the business
Author / founder name & bio	Who's behind it — used by AI generation and the Traffic Specialist for authentic hooks
Founder expertise	Comma-separated topics you're known for
Business bio, meta description	The short pitch, reused wherever a summary is needed
Support email	Where customer questions about this business go

Import from Djangify: if this business already has a live store on Djangify, use Import from Djangify instead of typing everything by hand: enter the domain and a read-only export token, and the app fetches the brand info and product list so you can pick which products to bring in. It remembers the connection so you can re-sync later.

4. Tasks & habits — the accountability engine

This is the part of the app that actually keeps you doing the work, not just planning it. Every task belongs to a website, has a status (planned / in progress / done), and — usually — a scheduled date.

One-off tasks vs. habits: most tasks are one-off — do it once, mark it done. A habit is a task set to repeat daily, weekly, or monthly — its "done" status resets each period instead of staying done forever, and the app tracks a separate completion record per day/week/month. This is exactly the mechanism behind your 30-day traffic plan (Section 17): each day of the plan becomes a real task with its own date, so "did I do day 14" is a genuine yes/no the app can check, not something you have to remember.

Three views:

- Table — every task, sortable by website, title, status, date, or estimate. Good for bulk edits.
- Board — grouped by status, drag-and-drop feel via a dropdown per card.
- Calendar — a month grid; a day with tasks from two different websites gets flagged as a clash so you notice before it becomes a problem.

The Dashboard's Today panel shows what's scheduled today plus anything overdue and any habit not yet done for its current period — your actual to-do list for right now.

5. The daily reminder email

Looking at a dashboard only works if you remember to look.

The daily_reminder command emails you once a day with whatever's still open: overdue tasks, anything scheduled for today, and any habit not yet marked done for its current day/week/month. If everything's done, it either says nothing (default) or sends an "all clear" note if you ask it to always send.

Setting it up: this runs as a scheduled job (cron on macOS/Linux, Task Scheduler on Windows) calling python manage.py daily_reminder once a day, e.g. 6pm. It needs a recipient email address configured in your environment — ask whoever set up the app if this isn't sending yet.

This is the single most important habit-forming feature in the app: a 30-day plan only works if something taps you on the shoulder when you skip a day, and this is that tap.

6. Work sessions

A work session is a simple timer log: start one from a website (optionally against a specific task), add notes, and stop it when you're done. Sessions roll up automatically into the website's "last worked on" timestamp and into the Dashboard's weekly Work Log, so you get an honest picture of where your hours actually went this week — not just what you planned.

7. CRM

A lightweight contacts list: each contact has a pipeline status, an interaction log, and follow-up reminders (with an email digest so you don't have to check manually). It's deliberately simple — this isn't a full sales CRM, just enough to not lose track of a warm lead.

8. Pages

Pages are nestable notes with a block editor — think of them as your wiki. Anything generated by the AI (a traffic plan, a piece of generated content) is saved here as a Page, but you can also just write your own notes, nest them under each other, favorite the ones you use often, and delete to a soft-delete trash you can restore from. Pages can optionally link to a website or a CRM contact.

Pages vs. Assets — the distinction that matters most in this guide: a Page stores output — something finished, written, ready to read. An Asset (Section 11) stores input — raw material you feed the AI. Keep this straight and the rest of the AI features make a lot more sense.

9. Products

Each website can have one or more digital products: a name, price, description, an optional deliverable file, a sales log, and simple funnel steps. Your product ladder — usually a cheap entry product, a mid-tier course, and a bigger programme — is exactly what the Traffic Specialist reads when it asks "which product is this plan for" (Section 16), so it's worth keeping descriptions accurate here even if you never look at this screen again.

10. Content calendar

Everything you'd normally track in a content-planning spreadsheet, in one record per piece of content: scheduled date, pillar, content type, topic, platforms, hook, caption, call to action, hashtags, tags/links, and the published link, plus two separate statuses — a production status (idea → draft → scheduled → published → archived) and an approval status (draft → ready → approved → changes) so you can review before something goes out.

- Calendar view — a Sunday–Saturday grid.
- Board view — grouped by approval status; this is where you review and approve.
- Table view — filterable, for bulk work.

Platforms (TikTok, Instagram, Pinterest, Facebook, YouTube, WhatsApp) come seeded in; add more without any code changes.

11. Assets — what they are, and what to upload where

An Asset is a piece of raw source material: something you upload, or text/a transcript you paste in. It's the "input" side of the AI engine — every generation feature (Section 14), the voice profile (Section 12), and the Traffic Specialist (Section 16) all draw on your assets instead of you re-explaining your business every time.

Field	What it does
Title	How you'll find it later
File (optional)	Upload the original — PDF, doc, image, audio, video, or an interactive HTML tool
Type	Text · Markdown · PDF · Image · Audio · Video · Interactive tool (HTML) · Other
Content	The actual text — this is what gets sent to the AI
Tags	Comma-separated, for filtering later
Website	Optional — leave blank for something reusable across every business

Important — what actually gets used: the Content field is what the AI reads, not the uploaded file itself. If you upload a PDF or a Word doc, paste the actual text into Content too (copy/paste from the source document). The file upload is for your own reference and download — think of it as an attachment, not something the app reads on your behalf.

Website-specific vs. global assets: most assets belong to one website — a blog post, a transcript, a lead magnet for that specific business. But some things are useful across every business you run: a general interactive tool, a style guide, a piece of evergreen writing. Leave Website blank on those and they become global — visible to every business's asset list and to the Traffic Specialist regardless of which plan you're building.

The "Interactive tool (HTML)" type: if you've built a standalone HTML tool — a quiz, a diagnostic, a storytelling builder — upload it as an asset with type Interactive tool (HTML). This is exactly how the app's own reusable tools library works (Section 18): a small library of tools you can point people to or fold into a content piece.

12. Voice profiles

A voice profile is a distilled description of how you write — built once from your own words, then applied automatically everywhere content gets generated, so drafts sound like you instead of a generic AI.

How to build one: paste a few writing samples (or point it at saved assets) and run Distil. The AI reads your samples and produces:

- A one/two-sentence summary of your voice
- A handful of tone words
- Typical sentence length (short & punchy, medium, long & flowing, or varied)
- Words to avoid
- Do's and don'ts, in your own patterns

You can keep more than one voice profile (useful if you write very differently for two businesses), but only one is marked active at a time — that's the default used whenever generation doesn't have a specific voice chosen for it.

Why this matters for the Traffic Specialist: a 30-day plan full of content ideas is only useful if the hooks actually sound like something you'd say. Build your voice profile before your first traffic plan, not after.

13. Prompt templates vs. content templates

The app has two different things called "templates," living in two different places, doing two different jobs. Mixing them up is the single most common point of confusion, so here's the distinction up front:

	Prompt template (Assets)	Content template (Content Calendar)
What it is	One reusable system prompt/instruction	An ordered recipe of several prompts
Input	One or more assets you pick	A brief you write, or nothing
Output	A new Page (freeform)	One Content Item with its fields filled in (hook → caption → CTA → hashtags) in one run
Used from	The Generate-from-Assets panel	The calendar's ✨ Generate panel, and the Assistant's generate_draft
Categories	Blog post · Social media · Email · Funnel/sales copy · Documentation · General	Named per recipe, e.g. "Instagram carousel"

Creating a prompt template: give it a name, pick a content type, and write the system prompt — the instruction the AI follows before it reads whichever assets you select at generation time. A few starting ideas:

- **Blog post:** "Write a helpful, SEO-friendly blog post from the material provided. Use the voice profile if one's active. Include a clear intro, 3–5 subheadings, and a soft call to action at the end."
- **Social media:** "Turn this material into a short, scroll-stopping social post. Open with a hook, not a summary. One idea per post."

- **Email:** "Write a warm, plain-spoken email from this material. One clear call to action. No corporate tone."
- **Funnel/sales copy:** "Write persuasive but honest sales copy for the product described. Lead with the transformation, not the features."

Creating a content template: a content template is a sequence of steps, each targeting one field on the content item (topic, hook, caption, call to action, or hashtags) with its own instruction and order — e.g. step 1 writes the hook, step 2 writes the caption using that hook, step 3 writes the CTA. Set a default content type and platforms so items generated from it come out pre-tagged correctly.

14. The two Generate panels

Generate from Assets: pick one or more assets → pick a prompt template → optionally a voice profile and instructions → result: a new Page. Found on the Assets pages — select the source material, the prompt template that says how to use it, optionally a voice profile, add any extra instructions, and run it. The result is saved as a new Page you can edit further in the block editor.
The calendar's ✨ Generate panel: found on the Content Calendar — pick a content template, or just write a short brief, choose a date, and get a full draft content item (hook, caption, CTA, hashtags) dropped into the calendar with approval status "Ready for Approval," waiting for you to review on the Board view.

15. The Assistant

The Assistant is a chat page focused on your content calendar. Unlike the Generate panels, it acts — it calls the same tools directly, so you can just tell it what you want in plain language:

- "What content do I have scheduled this week?"
- "Give me 5 August Instagram post ideas about summer skincare."
- "Move item 3 to next Friday."
- "Approve item 5."
- "Draft an Instagram post about morning routines for Aug 20."

If a request is ambiguous, it asks a short clarifying question rather than guessing. Clear the conversation any time with Clear chat — it doesn't affect anything it already created.

16. The Traffic Specialist

This is a separate chat from the Assistant, with one job: build you a 30-day plan that gets people onto your email list first, and buying a product second. It's built for someone new to marketing — plain language, no jargon, encouraging.

What it asks you, in order:

1. **Which business.** It loads that website's brand info and product ladder itself — you won't be asked to repeat anything already in the system (Section 3).
2. **Which product.** Usually your cheapest one, since the goal is list signups, not a sale. It confirms the price and what it delivers.
3. **Your audience, concretely.** Not "entrepreneurs" — "busy parents wanting a side income." It helps you nail the one main problem your product solves if you're not sure yet.
4. **Time available per day.** Roughly how many hours, most days — this decides everything that follows.
5. **What already exists.** It checks your assets (Section 11) first and tells you what it found — a lead magnet, a transcript, a tool — instead of asking you to describe things from scratch. It also asks about anything not tracked yet: existing email list size, social following, platform experience.

How it picks channels:

Time budget	Channels recommended
A couple of hours a day or less	One channel. Depth beats breadth when time is tight.
Several hours a day	Up to three channels, never more.

Channels are chosen for where your specific audience actually spends time, and for what content you already have to reuse — not by default habit. It will also tell you plainly that commenting and engaging on other people's posts counts as real traffic-generation activity, not just posting your own — especially in the first couple of weeks when your own reach is low.

The plan itself: for each day (or grouped by week, if that reads more clearly), the plan specifies: which channel, whether it's original content, engagement, or both, a concrete hook tied to your audience and offer — never just "post something" — the exact call to action (almost always "join the list," except on the deliberate soft-pitch days), how long it should take, and, where one of your existing assets fits, a note to reuse it by name instead of starting from scratch.

It's grouped into a simple rhythm so it reads as a story, not 30 disconnected chores — typically: Week 1 build visibility, Week 2 deepen engagement, Week 3 introduce the lead magnet, Week 4 soft pitch and push signups.

17. Running your 30-day plan and doing it again next month

Once you confirm the plan looks right, the Traffic Specialist saves it and this is the part that makes it more than a document. It's saved two ways at once: as a readable Page (the full plan, in your Pages) and as 30 real Tasks, one per day, dated — which means they're on your dashboard, and trigger the daily reminder if left undone.

The day-by-day tracker: open the tracker from the plan's Page (a banner offers a direct link once tasks exist) to see all 30 days as a grid, with a progress bar at the top. Click any day to open its log and record:

- Whether you actually showed up and posted
- The link to what you posted
- The hook you used
- Notes — what you'd change next time
- Views, clicks, and new followers/subscribers

Save it, and that day is marked done — on the tracker, on your dashboard, and in the daily reminder's eyes. This is deliberately the same day-by-day accountability format as a paper tracker, just backed by a real database instead of your memory (or a browser tab you'll eventually close).

Doing it again next month: before you ask for the next 30 days, open the finished tracker and actually look at it — which days had the best hooks (by views/clicks), which channel pulled its weight, which days you skipped and why. Bring that into your next conversation with the Traffic Specialist — "last month's Instagram Reels did better than the carousels, and I skipped most Wednesdays" — so each plan gets sharper instead of repeating the last one blind.

There's nothing to reset — just open the Traffic Specialist chat again (or clear it first, if you'd rather start the conversation fresh) and ask for the next 30 days for the same product, or a different one if you've moved on.

18. Growth Plans - the 90-day version

Everything Section 16 and 17 describe for a single 30-day traffic plan also comes in a longer form: a 90-day Growth Plan, broken into three linked 30-day phases, for when a business needs more runway than one month to go from unknown to making sales.

It runs on the same underlying framework as the 30-day plan — hooks, channels, one product, one audience — just organized into a bigger arc:

Getting Found (Days 1–30) — people discover the business: SEO/content, Pinterest, YouTube, or whatever channel actually fits the audience.

Getting Known (Days 31–60) — showing up consistently as a real, specific person. People start to trust the founder, not just recognize the name.

Getting Paid (Days 61–90) — people buy. An email subscriber who's never bought isn't a “true fan” yet — they're a prospect. The list exists to move people toward a sale, not to be the finish line.

The names Getting Found / Getting Known / Getting Paid are the defaults — the assistant will ask if you already use your own wording for this before assuming them.

The one question the plan keeps returning to, every single week regardless of phase: did anything done this week move someone closer to buying? A full content calendar or a bigger follower count isn't the point if the answer is no.

Starting one

Open the Growth Plan chat — a separate conversation from the Traffic Specialist, built for the full 90 days instead of just 30. It asks the same questions as the Traffic Specialist, in the same order (which business, which product, your audience, time available, what already exists), then plans Phase 1 as four connected weeks rather than 30 loose days:

- Week 1: lock the one-line positioning message and make it consistent everywhere you're already visible (every bio/about page). This is also where one-time foundation basics get checked off — analytics installed, an opt-in page live, any automation set up.
- Weeks 2–3: the first content wave on the chosen channel(s), same hook/CTA specificity as a 30-day plan.
- Week 4: a review + push week — look back at what actually got a response, replicate whatever performed best, and make a direct ask.

Once you confirm Phase 1, it saves the same way a 30-day plan does — a readable page per week, and real checkable tasks per day, so the existing tracker and daily reminder both just work.

Phases 2 and 3 are generated later and adaptively

Phase 2 and Phase 3 aren't drafted up front. You go back to the Growth Plan chat once a phase is finished (or nearly), and it checks real completion data before writing anything - not a guess, the actual task completion from your dashboard:

If the finished phase's completion was...	**What happens next**
Below the plan's threshold (default 40%)	The assistant recommends repeating the phase rather than escalating to a harder one — plainly, with the reason. Piling on more work when the last phase wasn't actually done just compounds the gap. You can still choose to press on anyway.
Above threshold, but some days were skipped	The next phase folds those specific skipped items back in early (by channel/topic), instead of assuming they happened.
Above threshold and mostly done	The next phase carries forward whatever performed best and ramps up volume/specificity, per the phase's own structure (Phase 2 = more volume + more product-specific; Phase 3 = heavier, more direct CTAs toward the offer).

This is the actual difference between a 90-day plan and just running the 30-day plan three times in a row: the app looks at what really happened before deciding what comes next.

What's tracked to make that check possible

A few small pieces support the adaptive logic — all optional to fill in, but the more complete they are, the sharper each new phase gets:

Foundation checklist — one-time setup items (analytics installed, search console verified, email list connected, brand info complete, opt-in page live), checked once, not weekly.

Weekly metrics — the real inputs, not vanity numbers: email list size, new subscribers and which channel sent them, sessions and the one channel doing the work, revenue plus number of transactions (ten £5 sales is a different signal than one £50 sale), first purchase date, which product sold, and content pieces published per channel.

Weekly journal — a handful of reflective questions the assistant writes specifically for that week and plan (not boilerplate), with a real place to type your own answers — things like what might get in the way this week, or how you'll stay focused if results feel flat.

Where to find it

Growth Plans get their own section in the left sidebar, above Pages — not buried in the general page tree the way a single 30-day plan's page is. Opening a plan from there shows every phase, each week's progress, and links into:

the day-by-day tracker — the exact same tracker described in Section 17, just one per week instead of one for the whole plan that week's journal

the foundation checklist and the weekly metrics log, both on the plan's overview page

30-day plan or 90-day plan — which one

Use the Traffic Specialist (Section 16) for a single product push you want to review and re-plan month to month. Use the Growth Plan chat when you want the next two months mapped out in advance, with the app checking your actual follow-through before deciding whether to make things harder or repeat the basics. Nothing about the 30-day plan changes — the 90-day version is an option alongside it, not a replacement.

19. The reusable tools library

Any interactive tool you've built — a quiz, a diagnostic, a content builder — can live in the app as a global asset (Section 11) so it doesn't get forgotten in a folder somewhere. Upload it as type Interactive tool (HTML) with website left blank, and two things happen:

- It shows up in a reminder banner at the top of the Dashboard, listing every reusable tool with a direct link, plus an "Add a tool" shortcut.
- The Traffic Specialist can see it too — when it checks your assets while building a plan (Section 16), global tools show up alongside anything specific to that business, so it can suggest working one into a day's content instead of inventing something new.

20. AI Settings

One setting drives every AI feature in the app — asset generation, the content calendar's Generate panel, the Assistant, and the Traffic Specialist. Open AI Settings, choose a provider, paste an API key, and hit Test connection.

Provider	Notes
OpenAI	GPT models
Anthropic	Claude models
Google Gemini	Gemini models

Your key is encrypted at rest and never stored in plain text. Swap providers any time without touching any other setting.

You may not need this at all: if you'd rather drive everything from Claude Desktop instead of paying for API calls, skip this section entirely and read Section 20 — MCP runs on your existing Claude subscription, not a separate API key.

21. MCP — using Claude Desktop instead of the app

Everything the Assistant and Traffic Specialist can do is also available as an MCP connection — a way for the Claude Desktop app to talk directly to your Product Tracker install and run the same tools, from a chat window instead of this app's UI.

Why you might prefer this: running things from Claude Desktop uses your existing Claude subscription — no API key, no per-token cost — for everything except two specific tools noted below. If you already pay for Claude, this is the free path.

Requirements:

- The Claude Desktop app, installed and signed in (this does not work from claude.ai in a browser or on a phone)
- This app installed and running locally

Setup: on first launch the app tries to register itself with Claude Desktop automatically — just restart Claude Desktop once. If it doesn't appear, open Claude Desktop's settings (Developer → Edit Config) and add an entry pointing at this install's Python and the app folder; the app's own mcp_server/README.md has the exact snippet to paste in.

What you can ask it to do:

Tool	Example prompt
List/search content	"What content do I have scheduled this week?"
Create content	"Add a Reel for Aug 12 titled 'Morning routine.'"
Approve / change status	"Approve item 5." / "Mark item 5 published."
Reschedule	"Move item 3 to next Friday."
Draft content	"Draft an Instagram post about summer skincare for Aug 20."
Update your voice	"Here are three of my posts — learn my voice: …"
Get brand/product context	"Pull up my brand info and products for [website]."
Check reusable assets	"What assets do I already have for [website]?"
Build a traffic plan	"Build me a 30-day traffic plan for my Starter Guide."

The one place this still costs money: everything above is free on your Claude subscription — including having Claude Desktop write the actual captions — except the two tools that call your configured AI provider directly (draft-from-template and voice-distilling), which use the API key from Section 19 if you've set one up. You can ignore those two entirely and let Claude Desktop do the writing for free instead.

22. Where to ask questions

Start with this guide and the in-app tooltips — most "how do I…" questions are answered in the section for that feature above. For anything this guide doesn't cover, or if something isn't behaving as described: **Support:** contact Djangify support via djangify.com/support *(link in your dashboard area)*

Quick answers to common questions:

Question	Answer
What's the difference between the Assistant, the Traffic Specialist, and Growth Plans?	Three separate chats, three jobs. The Assistant manages your content calendar. The Traffic Specialist builds and tracks a single 30-day traffic/lead-gen plan for one product. Growth Plans do the same job stretched to 90 days across three linked phases, and check your actual completion before deciding whether the next phase should be harder, the same, or a repeat.
Why didn't my growth plan generate Phase 2 or 3 on its own?	By design — nothing after Phase 1 is drafted automatically. Go back to the Growth Plan chat once a phase is finished (or nearly) and ask for the next one; it checks real completion data first and may recommend repeating rather than escalating.
What happens if my phase completion is below the 40% threshold?	The assistant recommends repeating the phase instead of moving on, and says why. You can still choose to proceed anyway — it's a recommendation, not a lock. The threshold itself is editable per plan if 40% isn't the right bar for you.

23. Quick-start checklist

The order that gets you to a running 30-day plan fastest:

- Log in and look at the Dashboard
- Create your first Website (or Import from Djangify)
- Add your product(s) — at least the one you'll build a plan around
- Upload 2–3 assets: past writing, transcripts, anything reusable
- (Optional) Build a voice profile from those assets
- (Optional) Set up AI Settings, or plan to use MCP/Claude Desktop instead
- Open the Traffic Specialist and answer its questions honestly — especially time budget
- (Optional) Want the next two months mapped out instead of just 30 days? Use the Growth Plan chat instead - same questions, a longer plan, and it checks your actual follow-through before generating Phase 2 or 3.
- Review the 30-day plan before confirming it
- Open the tracker and do day 1
- Turn on the daily reminder email
- 30 days later: review the tracker, then ask for next month's plan

24. Glossary

Term	Meaning
Website	A business/venture tracked in the app — the container for its tasks, content, products, and plans.
Task / Habit	A one-off to-do, or one that repeats daily/weekly/monthly and is tracked as done-per-period.
Asset	Raw source material (upload or pasted text) used as input for AI generation.
Global asset	An asset not tied to any one website — visible everywhere.
Growth Plan	A 90-day plan for one product, broken into 3 linked 30-day phases (default: Getting Found → Getting Known → Getting Paid, editable per plan).
Page	A note or piece of AI-generated output, in the block editor.
Voice profile	A distilled description of your writing style, applied automatically to generated content.
Prompt template	A reusable system instruction (Assets app) used with the Generate-from-Assets panel.
Content template	An ordered recipe of prompts (Content Calendar app) that fills a content item's fields in one run.
Content item	One planned/published piece of

Term	Meaning
	content in the calendar.
Approval status	Where a content item is in review: draft → ready → approved → changes.
The Assistant	The in-app chat that manages your content calendar by calling its tools directly.
Traffic Specialist	The in-app chat that builds and saves a 30-day traffic/lead-generation plan.
Traffic plan tracker	The day-by-day grid for a saved 30-day plan — mark done, log hook/link/notes/metrics.
MCP (Model Context Protocol)	The connection that lets Claude Desktop run the app's tools directly, on your Claude subscription instead of an API key.
API key	A credential for an AI provider (OpenAI/Anthropic/Gemini), needed only for the in-app Generate panels and chats — stored encrypted.
EEAT	Experience, Expertise, Authoritativeness, Trustworthiness — the brand-credibility details stored on a Website.
Phase	One 30-day segment of a Growth Plan, broken into weekly chunks, with its own status and a completion % computed from real task data.
Foundation checklist	One-time Phase 1 setup checks — analytics installed, search console

Term	Meaning
	verified, email list connected, brand info complete, opt-in page live.
Weekly metrics (snapshot)	The real inputs/conversion numbers tracked per website per week: subscribers + source, sessions + top source, revenue + transaction count + first purchase date/product sold, content published per channel.
Weekly journal	AI-written reflective questions for a week, with a real place to store your own answers — not boilerplate, and not just displayed.