

Your setup checklist

Use alongside the workbook and downloadable prompts.

01 Build your site + first landing page

[] Open ChatGPT and select Sites, or mention @Sites in your request. Use the starter prompt below.

[] Fill in the bracketed fields with your audience, language, brand, offer, and registration destination. Attach your brand guide if you have one.

[] Review the first page on a phone and desktop. Test the call to action, then approve publication. Keep adding pages to this same site.

Ready when: You can open a published page, complete its intended next step, and request a second page using the same template.

02 Connect Google Analytics

[] Ask ChatGPT to open Google Analytics. Sign in yourself in the browser; choose the right account and create or select a GA4 property and web data stream.

[] Have the agent add your real Google tag to the shared site layout. Agree on the events that describe the visitor journey.

[] Test a real page visit and the intended action. Check the events with Google's verification tools and record what was observed.

Ready when: The correct property receives a test visit and the chosen event. A button click is not mislabeled as a completed registration.

03 Set up Google Ads conversion tracking

[] Open Google Ads and sign in. Select the intended account and decide which successful action should count as a conversion.

[] Choose one measurement path for that action: a linked GA4 key event or direct Google Ads conversion tracking. Reuse the existing Google tag where appropriate.

[] Test the successful action and check diagnostics. Record the conversion source so your reports and bidding do not double-count the same outcome.

Ready when: One intended conversion action is configured, its source is documented, and a test shows the correct tag or event firing.

Your daily working rhythm

Use alongside the workbook and downloadable prompts.

04 Connect ChatGPT to Ryze AI

[] Register or sign in to Ryze AI. In its integrations area, connect your ad accounts and Google Analytics property.

[] In ChatGPT, use the available Ryze app or supported MCP connection. Complete the Ryze sign-in and choose the correct workspace yourself.

[] Ask the agent to list accessible accounts and read a small report. Check the account names, date range, and currency before giving it management tasks.

Ready when: ChatGPT can name the intended accounts and return a real report from them. Missing services or write permissions are listed clearly.

05 Train Dot to report every day

[] Give Dot the reporting prompt. Set the accounts, conversion definition, time zone, delivery time, and where you want the report.

[] Review a sample report together. Correct misunderstandings about your goals, conversion quality, or campaign strategy.

[] Have Dot save the recurring task and show its schedule. If recurring work is unavailable, use the same prompt manually and keep the routine.

Ready when: A sample report is accurate, and the recurring task has a confirmed schedule and destination—or a clear manual fallback.

06 Review, act, and gradually delegate

[] Choose one recommendation and review its evidence. Specify exactly what change is allowed and what should stay untouched.

[] Have the agent apply the approved change, verify the resulting state, and log the reason and review date.

[] When you are ready for autonomy, agree on permitted actions, spend limits, stop conditions, and the review rhythm. Start narrow.

Ready when: Every change has an owner, a reason, a verified result, and a review date. Autonomous actions stay within a written scope.

Online guide + all prompts

<https://zume-ad-team-guide.chrischasm.chatgpt.site>