The 10-Project Checklist

A practical, print-ready companion to the IncomeBunny AI marketing engineer guide.

HOW TO USE THIS WORKBOOK

- [ ] Choose one project and document the business problem before opening a tool.
- [ ] Use authorized or synthetic data; never claim prototype metrics are client results.
- [ ] Build the smallest working version, write tests, and show the limitations.
- [ ] Save a short video or screenshot, your code, a README, and a one-page reflection.

YOUR 90-DAY BUILD ROUTE

DAYS 01-15	Python, JSON, APIs; validate a sample export
DAYS 16-30	Build and test an advertising decision monitor
DAYS 31-45	Build the SEO quality gate
DAYS 46-60	Build customer lifecycle event rules
DAYS 61-75	Create an analytics and conversion scorecard
DAYS 76-90	Document, test and publish your three best demos

Start date: _____ **Target finish:** _____

Rule: A working, documented prototype beats an unsupported performance claim.

Projects 1-5

Check each task only when you can show the evidence in your portfolio.

01 Advertising Decision Monitor

Identify weak campaigns without automatically changing live ads.

- [ ] Compute CPA and target variance from a campaign export
- [ ] Require minimum sample sizes, attribution checks and approval
- [ ] Log results; test threshold changes with synthetic data

02 Programmatic SEO Quality Gate

Use structured information while protecting reader value.

- [ ] Validate references and source freshness
- [ ] Detect duplicate slugs, thin entries and missing uniqueness
- [ ] Review 20 pages manually before considering publication

03 AI Video Creative Lab

Design purposeful advertising tests, not just many assets.

- [ ] Develop 12 concepts from a creative hypothesis matrix
- [ ] Check product accuracy, rights and approvals
- [ ] Select 4 concepts and define one primary success metric

04 Competitor Creative Research

Turn public ad observations into original hypotheses.

- [ ] Classify 50 ads by hook, offer, audience and CTA
- [ ] Record observed dates without inferring profitability
- [ ] Create 5 original tests; do not copy competitor assets

05 Creator Recruitment Pipeline

Organize relevant partnerships with responsible outreach.

- [ ] Research 30 relevant creators and public business contacts
- [ ] Use reviewable proposals, permission and stop rules
- [ ] Record offers, responses and approved partnership outcomes

Projects 6-10

Check each task only when you can show the evidence in your portfolio.

06 AI Search Question Tracker

Research useful buyer questions and track citation evidence.

- [ ] Compile 20 questions by actual buyer intent
- [ ] Create 5 sourced pages with distinctive value
- [ ] Log citation tests, URLs, dates and failed results

07 Lifecycle Automation Journey

Build event-triggered messaging with guardrails.

- [ ] Define 3 segments and a valid event for each
- [ ] Check consent, suppress duplicates and define stop rules
- [ ] Simulate emails and test opt-out scenarios

08 Conversion Experiment

Improve conversion by testing clear hypotheses.

- [ ] Investigate one funnel bottleneck
- [ ] Predefine the test metric and success criteria
- [ ] Interpret results honestly; avoid premature claims

09 Marketing Economics Dashboard

Connect customer acquisition to business contribution.

- [ ] Reconcile spend, customers and attributed revenue
- [ ] Account for costs, refunds and attribution limitations
- [ ] Report CPA, ROAS, margin and actionable uncertainty

10 Production-Ready Workflow

Make automation reliable, documented and observable.

- [ ] Add tests for missing data and external service failures
- [ ] Use least-privilege credentials and human approval gates
- [ ] Provide README, error logging and a deployment checklist

Quality & Publishing Gate

Use this scorecard before sharing a demo with a client or employer.

PROJECT EVIDENCE SCORECARD

Give each criterion 0 (missing), 1 (weak), 2 (good) or 3 (excellent).

Clear problem & intended user	____ / 3
Accurate data & documented source	____ / 3
Working interactions & automation	____ / 3
Safety, consent & human approvals	____ / 3
Testing & error handling	____ / 3
Honest measurement & limitations	____ / 3

TOTAL: _____ / 18

READY TO SHARE?

- [ ] Screenshot is from a functional tool—not an invented result.
- [ ] Any sample or synthetic data is plainly labeled.
- [ ] No private credentials, PII or unauthorized material are exposed.
- [ ] README explains how to run the project and reproduce the result.
- [ ] Claims, salary examples and external links are verified for the publishing date.
- [ ] The final PDF or web page passes visual, accessibility and link checks.

Project URL / notes: _____