

Root cause analysis:

1. Identify a problem you are facing (bad outcome/symptom)

I'm struggling to get my client I've had for 6 months any remarkable results (the goal is 100 members)

2. "Walk the factory line"

- When we first jumped on a call back in October, I was new and unprepared. We agreed to get him 100 new members and I earn 10% of each membership as commission.
- I redesigned his website so it would convert better because his previous website looked old, outdated and was crammed with so much text.
- After that, I had to learn about SEO to get more attention to his site which was daunting. I would Google, Youtube and ask other students for help.
- I reached out to another student to help me out because it was taking longer than initially planned.
- I started getting more impressions, 13 people have joined, but the clicks to the site are still very low in comparison and 50% of people are leaving after viewing one page.

3. Ask "why" until you find the root causes. Use outside resources if needed.

Why are you getting more impressions but little clicks and half of the traffic bouncing off your page?

Maybe the website is not high enough for the visitor to see it in the search results for them to click on it.

If it is, maybe it doesn't interest the visitor enough to want to click on the site. When they click on the site, maybe the site isn't compelling or urgent enough to make them book a free trial.

Why is the site not high enough to be seen in the search results?

It is lacking the relevant keywords and backlinks for google to prioritize it.

Why doesn't the meta title and description make the visitor want to click on the site?

The top two kickboxing gyms are using images to stand out in the search results. They either have "kickboxing" in their gym name or they mention training kids which is a big market. We don't train kids. They also say "suitable for all" which handles a big objection people have before joining a gym.

Why does 50% of the traffic bounce off the page when they click on the site? I asked the students in the agoge chat for feedback...

Fellow student - *"From a first glance, your website needs more space in between pages. You need to utilize more color. Add some highlighting to your text. Don't just use plain white for all your text. Play around with some color pallets and font pairing. But to get a more detailed reason they bounced, you need to use a software to track which part of your website the traffic get off."*

- *"Visual is just as important as the copy. Your visual need to be striking and attention grabbing for your audience to be interested and read the rest of your page"*

- *"When I first got on the website everything looked pretty good. I think you could sprinkle a little bit more red in there. At the very bottom there is no footer where it says what time your open"*

- *"Don't convince the reader to sign up for the free trial... entice them to sign up for the free trial"*

- Needs more credentials, 5 star google reviews, logo and more google reviews

- *"needs more refining. The repetitions of the words "best" and "world" that come across salesy."*

- *"The visual side of it, AMAZING. The CTA needs working on tho. Not quite sure what your CTA is apart from your first page, try to squeeze it in a couple more times somewhere. Maybe the second page needs some working on, it is a bit non defined, maybe that's where people click off"*

- Needs to include the CTA through the page
- Add a business email for people not wanting to give away their personal info.
- Have a "get in touch" CTA at the bottom

My personal opinion: The first picture is too dark and moody. It doesn't capture attention. The headline needs to address the market's specific pain and solution based on their awareness levels.

The website needs to increase their trust levels and certainty threshold. Also more relevant keywords need to be included and videos of the classes.

4. Create or update your strategy and tasks to solve the problem and get your outcomes

- I need to research top players' websites, analyze what they're doing in the "will they buy" diagram on their meta title and descriptions and google my business.
- Use a free seo tracking website to analyze what they're doing for their keywords, backlinks and other factors to get more traffic to their site.
- Consider using google or facebook ads to gain more traffic to the site.

"Maybe it's your SEO. Try installing mouseflow into your website to see exactly where your traffic clicks off the page. Maybe you just ain't getting enough traffic. If that's the case, run ads for it." Ask the client to fund it.

1. Identify a problem you are facing (bad outcome/symptom)

I'm struggling to schedule time to complete my tasklist on the weekend while making quality time for my girlfriend.

2. "Walk the factory line"

- Saturday: I woke up early, finished my tasks, and then picked up my girlfriend for a day together. She suggested going out for drinks in Huddersfield and staying overnight at her place, which I hadn't planned for, but I agreed since we'd never done that before.
- Sunday: We spent most of the day shopping for a picnic barbecue and enjoyed the afternoon in the sun. Later, we drove back to my house (35 minutes) and spent the evening together, so I didn't get around to my tasks.
- Monday: It was a bank holiday, so we got up at 9 a.m. to drive to Leeds (45 minutes) for an appointment. Afterward, we both hit the gym, then drove back home and stopped at Asda for groceries. We cooked some snacks, watched some videos about Kendrick and Drake, and then went to bed.
- Tuesday: My girlfriend called in sick to work and stayed at my place while I went to work. When I got back around 5:30 p.m., we spent some time together. Since she would have had to wait two hours for a train, I drove her home, and by the time I returned, it was 9 p.m., leaving me no time to do my tasks again.

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