

Sunday OODA Loop (15/09/2024)

1 - What is your goal?

Specific Target:

→ Optimize both of my client's website's pages' keyword SEO to 80/100 or more and get both of my client's website's response time to 0.4 seconds or less.

Why it's important:

→ So I can blow his mind with the results, get a video/voice testimonial out of it, and collect my 150 euros, referrals (other people he knows in the SEO space), and upsell him on the next part of the funnel, e.g. rewriting the copy on his website/creating an AI chatbot for his websites or upselling him on a completely different funnel, initially from social media (social media management).

Deadline:

→ He said I can get it done whenever I want, there's no rush. But I'm hoping to get it done by the end of next week, Sunday 22nd of September 2024.

2 - What did you get done last week to progress toward your goal?

→ I completed all of the page's keyword SEO for one of the sites (except 1 page), improved both of the website's response times by 10 seconds or more, and completed 2 or 3 of the page's keyword SEO for the other site.

3 - What are the biggest obstacles you need to overcome to achieve your goal?

→ I need to do my research and find the best ways to reduce the response time on WordPress sites.

→ I need to ensure that the SEO count for each keyword for each of the pages on both of my client's websites is 80 or more.

4 - What is your specific plan of action for this week to move closer to your goal?

→ Optimize all of the page's SEO counts for both of my clients' websites to 80 or more (use UberSuggest to help you find the most relevant keywords to use).

→ Analyze my client's websites using Seobility and fix all the errors it provides me with (use the ChatGPT SEO audit bot to help and leverage TRW chats).

→ Once finished, take a screenshot of the results and use it for future content.

→ Inform my client and collect the 150 euros, video/voice testimonial, and referrals, and upsell him on another part of the funnel.