

Goal: Finish the two websites for my family's businesses and have both generating daily income

Cause and effect chains

If I consume videos about how to build a website

→ and I edit the website as I watch the videos

- Set up a WordPress account
- Connect the domain of the website to a high-quality hosting
- Every time I learn something useful for what I have to do I apply it instantly on the website or write it down in detail to use it later.

→and Review my notes on how to write compelling copy

- Order my notes so I have next to me the ones that I need

→and plan the texts for the website

- Do my market research before starting the writing process
- Make a concept planner in Canva
- Write fascinations
- Write attractive titles

→and improve my design skills

- Engage in activities to enhance designing skills, possibly through additional tutorials, practice, or learning resources, and seek feedback

→ and I monitor and Analyze User Interaction

- Set up Google Analytics to track user behavior on the website.
- Analyze data to understand user engagement, popular pages, and areas for improvement

→ and I implement an easy-to-access customer service

- Set up a communication channel for customer inquiries and support
- Find out how to set up chatbots
- Use feedback to improve the website's functionality and user experience.

Then I will be able to build one of the two websites and replicate the process on the second one.

If I design an attractive website

- Choose a visually appealing and user-friendly design template
- Ensure a clean layout
- Use high-quality images
- Maintain a consistent color scheme.

→ and I learn how to do SEO

- Research and understand the basics of SEO
- Identify relevant keywords related to the website's content and target audience
- Optimize on-page elements (meta tags, headings, etc.) for search engines.
- Implement best practices for website SEO, including mobile optimization and site speed.

→ and I made it so people can pay through the website

- Choose a secure and reliable payment gateway for online transactions
- Integrate the selected payment gateway into the website.
- Implement necessary security measures to protect user payment information
- Test the payment functionality to ensure a smooth transaction process

→ and I make it as easy to navigate as possible

- Create a clear and intuitive navigation menu.
- Group similar content under relevant categories or sections.
- Implement a search function for users to find specific information easily.

Then the website will generate daily income and be functional

Unknowns

- How to enable payments through a website without triggering errors.
- How to do SEO effectively
- How to make it easy to navigate
- How to make it so the business owner can use the website as support to automatize easy but tedious tasks (e.g. sales tracking).

Assumptions

- Daily income generation is linked to the effectiveness of the website's design, SEO implementation, and the capability for successful online transactions.
- The skills and knowledge that I acquired while creating the first website are transferable and can be effectively applied to replicate the process of building a second website.
- When I finally learn how to do websites effectively I can offer better insights to future clients.
- Ease of navigation contributes to a positive user experience, potentially increasing user retention and satisfaction.

- Daily income is a measure of the website's effectiveness in meeting user needs, attracting customers, and facilitating transactions