

HOW HARD IS IT TO GET CONVERSIONS ON YOUR SITE

(Explained with ships)



Represents the size of your offer (the bigger the product/service you want to sell, the bigger the ship and therefore harder to 'move').



How optimized is your landing page/site? The more optimized, the bigger the sails will be. How many landing pages do you have? More landing pages mean more sails capturing that wind.



The motivation people bring to your site (the more motivated, the more push they'll bring).



Frictions encountered on your site (like being slow, inaccessible or clunky).



Example 1

Enroll to a primary school, 20k per year commitment.



Example 2

A site that isn't catching the wind because is lacking optimization.



Example 3

A good ship that is catching the traffic 'wind' but isn't moving forward due strong sea current: too many frictions are preventing users to complete the sale.



Example 4

No wind: the traffic you bring to your site is lacking motivation and there's no 'push'.



Example 5

A company selling covid-19 masks in March 2020.