Diagnosing product issues

Possible Reasons for Decline	Reason Description	Counter-Measures
Increased competition	Other hotel booking websites may have increased their marketing efforts or added new features that are attracting more customers.	Conduct a competitive analysis to identify what your competitors are doing differently and try to improve upon or differentiate yourself. Develop unique selling points (USPs) for your website and incorporate them in your marketing strategy.
Poor user experience	Your website may be experiencing usability issues or a slow load time which is causing customers to leave.	Conduct user testing and gather feedback to identify and address any issues with the website's design and functionality. Improve website speed and navigation.
Lack of customer engagement	Your website may not be effectively engaging with customers, resulting in a lack of repeat business.	Implement a loyalty program or other engagement strategies to encourage repeat business. Send out personalized emails and offers to keep customers interested.
Inadequate SEO	Your website may not be optimized for search engines, making it difficult for customers to find you organically.	Optimize your website for search engines using keywords, meta tags, and other techniques to improve visibility and drive traffic. Invest in SEO optimization services if necessary.
Negative customer reviews	Your website may have received negative reviews that are affecting its reputation and driving customers away.	Monitor and respond to customer reviews, address any issues, and encourage positive reviews. Encourage happy customers to leave reviews.
Price point	Your prices may not be competitive compared to	Conduct market research and adjust prices accordingly, to ensure they are competitive.