LDM Landing Page Development Proposal

Professional Website Development | Phased Implementation Plan

Prepared: February 8, 2026

Executive Summary

LDM currently has a static Figma prototype (https://botany-pop-23154143.figma.site) that serves as a visual representation but lacks functionality critical for business conversion. The prototype has non-functional buttons, no lead capture mechanism, no multi-language support, and no integration with business operations. This represents a missed opportunity cost in every visitor who cannot take action.

This proposal outlines a 5-phase development approach to transform the prototype into a high-conversion, SEO-optimized, scalable web platform. Phase 1 is immediate and critical - it addresses the core conversion blockers that prevent prospects from becoming leads. Phases 2-5 are conditional based on business validation and ROI from earlier phases, ensuring capital is deployed only where market response justifies it.

Reality check: A website that looks good but doesn't convert is an expense, not an asset. Phase 1 eliminates the conversion blockers. Everything else is conditional on whether Phase 1 proves the digital channel is viable for LDM's market.

Current State Assessment

The existing Figma prototype represents design intent but fails on execution. Based on collected feedback from the LDM team (Agam, 2026-02-06), the following critical gaps exist:

Critical Issues (Blocking Conversion)

- **"Enroll Now" button is non-functional** - The primary call-to-action does nothing. Every click is a lost lead. This is a conversion killer.
- **No lead capture mechanism** - No way to collect prospect information, meaning zero ability to follow up or measure marketing ROI.
- **No language toggle (English/Tagalog)** - Excludes a significant portion of the Philippine market who prefer Tagalog, limiting addressable market size.

High-Priority Issues (Degrading User Experience)

- **"Get Directions" buttons are static** - Users expect to click and navigate to Google Maps. Current implementation frustrates users and adds friction.
- **"Learn More" links go nowhere** - No detailed course information available, forcing prospects to call/visit in person, creating unnecessary friction in the decision-making process.

Structural Issues (Technical Debt)

- **Static Figma prototype cannot be deployed as production website** - Requires full development stack implementation
- **No SEO infrastructure** - Won't rank in Google searches, limiting organic discovery
- **No analytics tracking** - Cannot measure what's working or optimize conversion funnel
- **No mobile optimization validation** - Design may not translate to mobile without dedicated QA

Bottom line: You have a beautiful prototype that does nothing. Phase 1 makes it functional. Everything else is about scaling what works.

Phased Development Plan

Each phase is independently scoped and priced. Phases 2-5 are conditional - approve only if earlier phases demonstrate ROI. This minimizes capital at risk and ensures spending is justified by market response.

Phase 1: Core Landing Page (IMMEDIATE)

Strategic Objective

Transform the static Figma prototype into a functional, high-conversion landing page that captures leads and supports paid advertising campaigns (Meta/Google). This is the foundation - everything else builds on whether this proves viable.

Scope of Work

1. **Functional "Enroll Now" button with lead capture form**

   - Form fields: Full name, email, phone, course interest (dropdown), preferred branch (dropdown)
   - Form validation (client-side and server-side)
   - Email notification to LDM admin on form submission
   - Confirmation message/page for user after submission
   - Data storage (simple database or Google Sheets integration for MVP)

2. **Functional "Get Directions" buttons**

   - Each branch location links to Google Maps with pre-populated address
   - Opens in new tab for user convenience

3. **Language toggle (English ↔ Tagalog)**

   - Toggle placed in top-right header (industry standard placement)
   - All text content translated to Tagalog (requires translation input from LDM team)

- User language preference saved (cookie/localStorage)

4. **SEO foundation**

- Meta titles, descriptions optimized for "driving school Philippines", branch-specific keywords

- Proper heading hierarchy (H1, H2, H3)

- Schema markup for local business

- XML sitemap generation

- robots.txt configuration

5. **Performance optimization**

- Image compression and lazy loading

- Minified CSS/JS

- Page load time target: < 3 seconds on 3G connection

- Mobile-responsive design validation (viewport testing)

6. **Analytics implementation**

- Google Analytics 4 setup

- Event tracking: form submissions, button clicks, scroll depth

- Conversion funnel tracking

- Meta Pixel integration (for Facebook/Instagram ad tracking)

7. **Hosting and deployment**

- Production deployment (Vercel/Netlify or equivalent)

- Custom domain configuration (assumes LDM provides domain)

- SSL certificate setup (HTTPS)

- Basic uptime monitoring

Time Estimate

15 days (assumes Tagalog translation content provided by LDM within first 3 days)

- Days 1-3: Development environment setup, form backend development, database setup

- Days 4-7: Frontend implementation (forms, buttons, language toggle), translation integration

- Days 8-10: SEO optimization, analytics integration, performance tuning

- Days 11-12: QA testing (desktop/mobile, cross-browser), bug fixes

- Days 13-14: Deployment, DNS configuration, final validation

- Day 15: Buffer for unexpected issues

Dependencies

- **From LDM:** Tagalog translations of all website text (provided by Day 3)

- **From LDM:** Domain name access (DNS configuration)

- **From LDM:** Google Analytics account (or authorization to create one)

- **From LDM:** Email address for lead notifications (e.g., enrollments@ldm.com.ph)

- **From LDM:** Exact address text for each branch (for Google Maps links)

Success Metrics

- Form submission rate > 2% of visitors (industry benchmark for lead gen forms)

- Page load time < 3 seconds on mobile 3G

- Zero critical accessibility issues (WCAG AA compliance)

- Mobile usability score > 90 (Google Mobile-Friendly Test)

- Working analytics tracking (able to see visitor count, form submissions in GA4)

Risk Factors

- **MEDIUM:** Translation delay - If Tagalog content not provided on time, blocks final delivery. *Mitigation: Deploy English-only version first, add Tagalog as update.*

- **LOW:** Form spam - Public forms attract spam submissions. *Mitigation: Implement Google reCAPTCHA v3 (invisible, user-friendly).*

- **LOW:** Domain/DNS issues - If domain not accessible or DNS propagation slow. *Mitigation: Start DNS changes early, use staging URL for testing.*

Phase 1 Cost: 15 days × $18/day = $270 USD

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Phase 2: Multi-Page Expansion (CONDITIONAL)

Strategic Objective

Expand beyond single landing page to full website with dedicated pages for each service, branch, and credibility-building content (FAQs, testimonials, certifications). This improves SEO (more pages to rank), builds trust, and allows targeted marketing campaigns for specific services.

Trigger condition: Phase 1 delivers > 30 leads/month with > 2% conversion rate. If Phase 1 doesn't hit these numbers, fix Phase 1 first - more pages won't fix a broken conversion funnel.

Scope of Work

1. **Service detail pages** (one page per course/service)
    - Course description, curriculum overview, duration, pricing
    - Prerequisites and requirements
    - Schedule information (if available)
    - Dedicated "Enroll Now" CTA for that specific course
    - SEO-optimized content targeting course-specific keywords

2. **Branch location pages** (one page per branch)
    - Detailed location information, operating hours, contact info
    - Embedded Google Map
    - Branch-specific photos (if provided)
    - Branch-specific course availability (if differs by location)
    - Local SEO optimization (for "driving school [city]" searches)

3. **Credibility pages**
    - **About Us:** Company history, mission, certifications, instructor credentials
    - **FAQs:** Common questions about enrollment, courses, requirements, payment

- **Testimonials:** Student success stories (text + photos if available)
- **Certifications/Accreditations:** LTO accreditation, safety certifications, awards

4. **Navigation structure**

- Primary navigation menu (Services, Branches, About, FAQs, Contact)
- Footer navigation with quick links
- Breadcrumb navigation for SEO and UX

5. **SEO enhancements**

- Internal linking strategy (connecting related pages)
- Service-specific meta descriptions and title tags
- Location-specific schema markup
- Blog/news section foundation (optional, for content marketing)

Time Estimate

12 days (assumes content provided by LDM for all pages)

Dependencies

- **From LDM:** Detailed content for each service page (course descriptions, pricing, schedules)
- **From LDM:** Branch-specific information (hours, contact, photos)
- **From LDM:** Testimonials, certifications, about us content
- **From LDM:** FAQ list (questions + answers)
- **Technical:** Phase 1 must be completed and live

Success Metrics

- Organic traffic increase > 50% within 3 months (from additional indexed pages)
- Average time on site increases > 30% (users exploring multiple pages)
- Service-specific landing pages convert at ≥ Phase 1 conversion rate
- Improved ranking for long-tail keywords (e.g., "defensive driving course Manila")

Risk Factors

- **MEDIUM:** Content bottleneck - Creating quality content for 10+ pages takes time. *Mitigation: Provide content templates, prioritize highest-value pages first.*

- **LOW:** Navigation complexity - Too many pages can overwhelm users. *Mitigation: User testing on navigation structure before full build.*

Phase 2 Cost: 12 days × $18/day = $216 USD

Phase 3: LTO Reviewer / Knowledge Test Module (CONDITIONAL)

Strategic Objective

Provide a free online practice test for LTO (Land Transportation Office) written exam. This serves as a lead magnet - users come for the free test, LDM captures email for follow-up marketing, and demonstrates expertise. Increases organic traffic (people search for "LTO practice test") and builds trust.

Trigger condition: Phase 2 content pages demonstrate engagement (avg. time on site > 2 minutes, bounce rate < 60%), indicating audience is receptive to deeper content. If users aren't engaging with static content, they won't engage with interactive content either.

Scope of Work

1. **Question bank development**

   - Database of practice questions (assumes LDM provides questions or licenses existing LTO question bank)

   - Question categories (road signs, traffic rules, safety, etc.)

   - Randomized question selection for each test attempt

2. **Test interface**

   - User-friendly quiz UI (mobile-optimized)

   - Timer (optional, based on LTO exam format)

   - Progress tracking (question X of Y)

   - Immediate feedback on answers (correct/incorrect, with explanations)

   - Final score and pass/fail indication

3. **Lead capture integration**

   - Email gate: Users provide email before viewing results (or before starting test)

   - Email capture stored in lead database (same as Phase 1 forms)

- Automated follow-up email with test results + CTA to enroll in courses
4. **Gamification elements** (optional, based on budget)
   - Score tracking/history for returning users
   - Leaderboard (optional, may incentivize sharing)
   - Certificate of completion (downloadable PDF)
5. **SEO targeting**
   - Dedicated landing page for "LTO practice test", "LTO reviewer online" keywords
   - Content page explaining test format, tips for passing LTO exam

Time Estimate

18 days (assumes question bank content provided by LDM)

Dependencies

- **From LDM:** LTO practice questions (minimum 100 questions for viable test experience)
- **From LDM:** Answer explanations for each question (improves educational value)
- **Legal:** Ensure question content is licensed or original (not copied from LTO materials)
- **Technical:** Phase 1 lead capture system must be functional

Success Metrics

- Email capture rate > 40% of test-takers (typical for lead magnet funnels)
- Organic traffic from "LTO practice test" keywords > 100 visits/month within 3 months
- Email-to-enrollment conversion rate > 5% (tracked via follow-up campaigns)

Risk Factors

- **HIGH:** Question content quality - If questions don't reflect actual LTO exam, users lose trust. *Mitigation: Validate questions against current LTO*

exam format, update regularly.

- **MEDIUM:** User drop-off at email gate - Requiring email before results may reduce completion rate. *Mitigation: A/B test timing of email request (before test vs. before results).*

- **LOW:** Scalability - High traffic on quiz may strain server. *Mitigation: Performance testing, CDN for assets.*

Phase 3 Cost: 18 days × $18/day = $324 USD

Phase 4: Online Test / Assessment System (CONDITIONAL)

Strategic Objective

Enable students to take actual assessments (graded tests, quizzes, mid-term/final exams) online instead of in-person. Reduces administrative burden, allows remote students, and provides data-driven insights into student performance. This is an operational efficiency play, not primarily a marketing/conversion tool.

Trigger condition: LDM enrolls > 50 students/month and manual test administration becomes a bottleneck. If student volume is low, this adds complexity without proportional value. Fix student acquisition first (Phases 1-3) before optimizing operations.

Scope of Work

1. **Student authentication system**

   - User accounts for students (login/password or email-based auth)

   - Student profile (name, enrolled courses, test history)

   - Secure access (only enrolled students can access tests)

2. **Test administration**

   - Test creation interface for LDM admin (add questions, set time limits, assign to students)

   - Scheduled test availability (test opens/closes at specific dates/times)

   - Proctoring controls (time limits, randomized question order, prevent copy/paste)

   - Auto-save answers (prevent data loss on connection drop)

3. **Grading and reporting**

   - Automated grading for multiple-choice/true-false questions

   - Manual grading interface for essay/open-ended questions (if applicable)

- Student-facing results page (score, correct/incorrect answers)
  - Admin dashboard: aggregate student performance, pass/fail rates, question analytics
4. **CRM integration** (optional, based on existing systems)
  - Sync test results with student records
  - Automated notifications (test available, results posted)

Time Estimate

25 days

Dependencies

- **From LDM:** Test content (exam questions for each course)
- **From LDM:** Grading policies (pass/fail thresholds, partial credit rules)
- **From LDM:** Student enrollment data (to create accounts)
- **Technical:** Secure hosting environment (student data privacy is critical)

Success Metrics

- Test completion rate > 90% (students who start a test complete it)
- Admin time savings: reduce test administration time by > 50%
- Zero data loss incidents (all student test data preserved)
- Student satisfaction score > 4/5 for online test experience

Risk Factors

- **HIGH:** Cheating/integrity - Online tests are easier to cheat on than in-person. *Mitigation: Randomized questions, time limits, lockdown browser (advanced), honor code acknowledgment.*
- **HIGH:** Data privacy - Student test results are sensitive data. *Mitigation: Encrypted storage, access controls, compliance with data protection regulations.*
- **MEDIUM:** Technical support burden - Students will have issues logging in, connectivity problems, etc. *Mitigation: Clear troubleshooting documentation, backup plan for students with tech issues.*

Phase 4 Cost: 25 days × $18/day = $450 USD

Phase 5: Booking / Scheduling System (CONDITIONAL)

Strategic Objective

Allow students/prospects to book driving lessons, schedule practical tests, or reserve consultation appointments online, with real-time instructor/facility availability. Reduces phone call volume, improves customer convenience, and captures calendar data for operational planning.

Trigger condition: LDM scheduling phone calls > 20/day or missing appointments > 10% due to manual scheduling errors. If appointment volume is low or no-show rate is acceptable, this is premature optimization.

Scope of Work

1. **Availability management**

    - Admin interface to set instructor/facility availability (day/time slots)

    - Branch-specific availability (each branch has independent calendar)

    - Block out time for breaks, maintenance, holidays

2. **Customer booking interface**

    - Calendar view of available time slots (filterable by branch, instructor, service type)

    - Book appointment in 2-3 clicks (select service, select time, confirm)

    - Immediate booking confirmation (email + SMS if applicable)

    - Ability to reschedule/cancel (with advance notice requirements)

3. **Payment integration** (optional, based on LDM payment policies)

    - Require deposit/full payment at time of booking (reduces no-shows)

    - Integration with payment gateway (PayMongo, Paynamics, or similar Philippine payment processors)

    - Refund policy enforcement (automated or manual)

4. **Notifications and reminders**

- Email confirmation when appointment booked

- SMS reminder 24 hours before appointment (reduces no-shows by ~30%)

- Admin notifications for new bookings, cancellations

5. **Reporting dashboard**

- Booking volume by branch, service type, time of day

- Utilization rate (% of available slots booked)

- No-show tracking

Time Estimate

22 days

Dependencies

- **From LDM:** Instructor schedules and availability policies

- **From LDM:** Service duration (how long is each lesson/test/consultation)

- **From LDM:** Cancellation/rescheduling policies

- **From LDM:** Payment gateway account (if payment integration included)

- **From LDM:** SMS provider account (if SMS reminders included)

Success Metrics

- Online booking adoption > 60% within 3 months (majority of appointments booked online vs. phone)

- No-show rate reduction > 20% (due to automated reminders + payment requirement)

- Admin time savings: reduce scheduling phone calls by > 70%

- Booking abandonment rate < 20% (users who start booking process complete it)

Risk Factors

- **MEDIUM:** Calendar sync issues - If manual scheduling still happens in parallel, risk of double-booking. *Mitigation: Single source of truth for availability, or two-way sync with existing calendar system.*

- **MEDIUM:** Payment processing friction - Requiring payment upfront may reduce booking conversion. *Mitigation: A/B test deposit vs. full payment vs. no payment required.*

- **LOW:** SMS delivery issues - SMS reminders may fail due to carrier issues. *Mitigation: Fallback to email, use reliable SMS provider.*

Phase 5 Cost: 22 days × $18/day = $396 USD

Feedback Integration Mapping

The 4 items of collected feedback from the LDM team map to the phased plan as follows:

Feedback Item 1: "Enroll Now" button is non-functional

Mapped to: Phase 1 (Core Landing Page)

Addressed in Phase 1, Scope Item #1: "Functional 'Enroll Now' button with lead capture form." This includes form fields for name, email, phone, course interest, and preferred branch, with backend storage and email notifications.

Feedback Item 2: "Get Directions" buttons are static

Mapped to: Phase 1 (Core Landing Page)

Addressed in Phase 1, Scope Item #2: "Functional 'Get Directions' buttons." Each branch location will link directly to Google Maps with pre-populated address, opening in a new tab.

Feedback Item 3: "Learn More" links go nowhere

Mapped to: Phase 2 (Multi-Page Expansion)

Addressed in Phase 2, Scope Item #1: "Service detail pages." Each course/service will have a dedicated page with detailed descriptions, curriculum, pricing, and schedule information. This is conditional because it requires substantial content creation and is not critical for initial lead capture.

Feedback Item 4: Language toggle (English/Tagalog) is missing

Mapped to: Phase 1 (Core Landing Page)

Addressed in Phase 1, Scope Item #3: "Language toggle (English ↔ Tagalog)." Toggle will be placed in the top-right header (industry standard), with all content translated to Tagalog and user preference saved. This is critical for market accessibility and included in Phase 1.

Summary: 3 of 4 feedback items are resolved in Phase 1 (immediate). The remaining item (detailed course pages) is Phase 2 (conditional) because it requires significant content development and is not a conversion blocker - prospects can still submit leads via the Phase 1 form even without detailed course pages.

Cost Structure

AI-First Internal Costing Model

This project uses an AI-first development approach, with work executed primarily by agent swarms orchestrated through Claude and Figma tooling. This is **internal cost allocation**, not external vendor pricing.

Base Tooling Costs

Development infrastructure requires two primary tools:

- **Figma Pro:** $20/month - Design-to-code workflow, asset export, prototyping
- **Claude Pro/API:** $100/month - Code generation, agent orchestration, debugging, content optimization
- **Total base cost:** $120/month

Time Allocation Method

Working days per month: 20 days (standard business month)

Base cost per day: $120 ÷ 20 = $6/day

3x Multiplier for Orchestration Overhead

The base $6/day reflects pure compute time. Real project execution requires:

- **Agent orchestration:** Managing multiple AI agents, prompt engineering, workflow coordination
- **Quality assurance:** Human review of AI-generated code, testing, validation
- **Debugging and rework:** Fixing edge cases, handling unexpected errors
- **Risk buffer:** Contingency for scope clarification, dependency delays

Effective rate: $6/day × 3 = **$18/day**

What This Means

- **No human hourly rates:** You're not paying traditional developer salaries

- **No agency markup:** This is internal cost allocation, not external pricing with profit margins

- **AI-first execution:** Majority of work done by agent swarms (code generation, testing, optimization)

- **Human oversight limited to:** Providing inputs, reviewing outputs, final QA, strategic decisions

- **10-20x cost reduction:** Compared to traditional agency pricing ($150-250/hour), this represents massive efficiency gains

Note on pricing transparency: This is what it costs us to run the agents and orchestrate the work. You're paying for compute time + orchestration overhead, not inflated consultant rates. If a phase completes faster than estimated, you're billed actual days worked, not the estimate.

Per-Phase Investment Summary

Phase	Time Estimate	Cost (USD)	Priority
Phase 1: Core Landing Page	15 days	$270	**IMMEDIATE**
Phase 2: Multi-Page Expansion	12 days	$216	**Conditional**
Phase 3: LTO Reviewer Module	18 days	$324	**Conditional**
Phase 4: Online Test/Assessment System	25 days	$450	**Conditional**
Phase 5: Booking/Scheduling System	22 days	$396	**Conditional**
TOTAL (All Phases)	**92 days**	**$1,656**	**-**

Payment Structure

Per-Phase Payment (Recommended)

Pay only for phases you approve. This minimizes risk and ensures capital is deployed only where ROI is validated.

- Phase 1 approved and paid upfront: $270
- Phase 2+ only proceed if Phase 1 demonstrates ROI
- **Benefit:** Maximum flexibility, lowest capital at risk

Recommendation: Start with per-phase payment for Phase 1. If Phase 1 proves successful and LDM wants continuous development velocity, evaluate

ongoing engagement models for subsequent phases.

Timeline and Roadmap

Phase 1: Immediate Start (Week 1-3)

- **Week 1:** Kickoff, requirements confirmation, translation content gathering, development environment setup, form backend build
- **Week 2:** Frontend implementation, language toggle integration, SEO optimization, analytics setup
- **Week 3:** QA testing, bug fixes, deployment, DNS configuration, final validation, handoff

Phase 2: Conditional (Pending Phase 1 Results)

- **Decision point:** 30 days after Phase 1 launch
- **Trigger:** If Phase 1 delivers > 30 leads/month with > 2% conversion rate
- **Timeline:** 12 days (approximately 2.5 weeks) from approval

Phases 3-5: Sequential Conditional Rollout

- **Phase 3 decision point:** 60 days after Phase 2 launch (if Phase 2 demonstrates content engagement)
- **Phase 4 decision point:** When student volume > 50/month (operational efficiency becomes valuable)
- **Phase 5 decision point:** When scheduling phone calls > 20/day or no-show rate > 10%

Visual Roadmap

Month	Phase	Key Milestone	Decision Gate
Month 1	Phase 1	Functional landing page live	-
Month 2	Phase 1 validation	Measure lead volume, conversion rate	Approve Phase 2?

Month	Phase	Key Milestone	Decision Gate
Month 3	Phase 2 (if approved)	Multi-page website live	-
Month 4	Phase 2 validation	Measure traffic, engagement, SEO	Approve Phase 3?
Month 5+	Phases 3-5	Deploy based on business need	ROI-driven

Key principle: Each phase has a clear decision gate. Never proceed to the next phase without validating the current one. This prevents building features nobody uses.

Next Steps

To Kick Off Phase 1 (Immediate Action Required)

1. **Approve Phase 1 scope and budget ($270, 15 days)**

   - Review scope of work (Phase 1 section of this proposal)

   - Confirm budget allocation

   - Sign project agreement (if applicable)

2. **Provide required inputs (by Day 3 of project start)**

   - Tagalog translations of all website text

   - Domain name and DNS access credentials

   - Email address for lead notifications

   - Exact branch addresses for Google Maps links

   - Google Analytics account access

3. **Kickoff meeting (30-60 minutes)**

   - Confirm technical requirements

   - Clarify any open questions on scope

   - Establish communication protocol

   - Set weekly check-in schedule

4. **Payment**

   - 50% upfront ($135) to begin development

   - 50% on delivery ($135) upon site launch and approval

What Happens After Phase 1

- **Week 4-8 (Month 2):** Monitor Phase 1 performance. Track lead volume, conversion rate, traffic sources, user behavior.

- **End of Month 2:** Review results meeting. Decide whether to proceed with Phase 2 based on data.

- **If Phase 1 underperforms:** Diagnose root cause. Fix Phase 1 before adding more phases.

- **If Phase 1 succeeds:** Approve Phase 2, repeat process.

Open Questions / Decisions Needed

Question	Decision Required From	Impact If Not Decided
Who will provide Tagalog translations?	LDM team	Phase 1 timeline delays if not ready by Day 3
Do you have a domain name, or need one purchased?	LDM team	Cannot deploy to production without domain
Do you have existing brand guidelines (logo, colors, fonts)?	LDM team	Minimal - will use Figma prototype design as reference
Who receives lead notification emails?	LDM team	Leads will be captured but not routed to sales team
Do you want Google reCAPTCHA on forms (prevents spam)?	LDM team (recommended: YES)	May receive spam form submissions without it

Final Thoughts: What You're Actually Buying

Phase 1 is not a website. It's a business validation tool.

Right now, you have a beautiful Figma design that does nothing. You don't know if your market will respond to digital channels. You don't know if paid ads will convert. You don't know if organic search will drive traffic. You don't know if English-only vs. bilingual matters. You're operating on assumptions.

Phase 1 gives you data. It answers:

- Do people who visit the site submit their contact info? (Conversion rate)

- Where do visitors come from? (Traffic sources)

- Do they prefer English or Tagalog? (Language usage analytics)

- Which courses/services get the most interest? (Form field data)

- Do leads convert to enrollments? (Sales follow-up tracking)

If Phase 1 fails (low traffic, low conversions), you've learned that digital isn't your channel - or that your messaging/offer needs work. You've spent $270 to learn this instead of $1,656.

If Phase 1 succeeds (high traffic, good conversions), you've validated the channel and can confidently invest in Phases 2-5, knowing each dollar spent is backed by market response, not hope.

Phases 2-5 are scaling tools. They only make sense if Phase 1 proves the foundation works. Don't build a multi-page website, quiz system, test portal, and booking system if you haven't proven people will even fill out a basic contact form.

> **Start small. Validate. Scale what works. Kill what doesn't.**

That's the proposal.

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Prepared: February 8, 2026 | Valid for 30 days

Questions? Contact Chris (LDM Group)