

Why isn't my website bringing in students — and what do I fix first?

An advisory report for Mara Okeke Music by Mara

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The numbers

Your funnel has five stages. Here is what each one is doing.

- 1 Reach — approximately 1,000 people per month.**
Your website is receiving consistent traffic and your Instagram is generating regular views. For a solo music teacher with no paid advertising, this is a genuinely healthy top of funnel. People are finding you.
- 2 Reach to enquiry — 0.6%.**
Six enquiries over four months from roughly 1,000 monthly visitors. The benchmark for a service business is 3–8%. You are sitting well below the floor. This is where the chain breaks.
- 3 Enquiry to conversation — strong.**
The enquiries you do receive are progressing. People who reach out are engaging.
- 4 Conversation to quote — strong.**
When a conversation happens, you are moving it forward.
- 5 Quote to client — approximately 33%.**
Two clients from six enquiries. This is within benchmark range for a music teacher, and likely to improve naturally as enquiry quality improves. It is not where to focus.

The picture is straightforward. One stage is broken. Everything downstream of it is working.

What the audit found

Your homepage opens with your name, a photo, and a paragraph that reads approximately: *I'm Mara, a Brisbane-based piano and music theory teacher with seven years of experience working with students of all ages and levels.* That sentence is accurate. It is also doing almost no work. A parent who has just Googled "piano lessons Brisbane" and landed on your page now knows your name and your city. She still doesn't know if you teach beginners, whether you take young children, what a lesson with you actually looks like, or what she should do next. The page continues with a list of what you offer — piano, theory, beginner through advanced, children and adults — and ends with a contact form at the bottom.

There is no offer on this page. A description of services is not an offer. An offer tells a specific person what they get, what it costs, what the commitment looks like, and what to do if they want it. None of that is currently visible before a visitor decides whether to stay or leave — and most of them are leaving.

There is no dominant next step. When everything is equally available — a contact form at the bottom, a phone number in the footer, an Instagram link in the header — nothing feels urgent. A visitor who is genuinely interested has to work out for herself what to do, and most won't.

Your reviews tell a completely different story to what the page is doing. They are warm, specific, and full of detail about what actually changed for students. That material exists and it is compelling — it is just not on the page where it would do the most work.

Your Instagram has the same pattern. The performance clips are genuine and the consistency is evident — seven years of students who are clearly thriving is not nothing, and it shows. But the caption structure rarely ends with a reason to do anything other than follow or like. The posts are building familiarity without converting it.

The result is a funnel where 1,000 people a month find you, recognise that you exist, and leave without a next step — because the page they landed on didn't give them one quickly enough.

What to build

The homepage is not where the conversion happens. It is where the sorting happens. Its job is to identify the two or three distinct people who might be looking for you and get each of them to a page that speaks to them directly, tells them exactly what they are getting and what it costs, and asks them to do one thing.

An offer page is not a service description. It covers: who this is specifically for, what lessons look like in practice, what the student gets, what the investment is — price, session length, minimum commitment if any — and one clear next step. That combination is what turns a visitor who is interested into a visitor who enquires. Without the pricing, without the practical detail, the page asks the visitor to take a leap of faith before they have enough information to take it. Most won't.

Right now you have one page trying to serve a parent of a young beginner, an adult returning to an instrument they abandoned, and a senior student preparing for exams — simultaneously, with equal weight. None of them feel specifically found.

The move is to build a separate offer page for each distinct audience and restructure the homepage so it routes them there quickly. Based on your student history the three worth building are: lessons for children, lessons for adult learners, and exam preparation. These are different enough in what the buyer needs to hear — and in what the offer actually includes — that a shared page will always underserve at least two of them.

The homepage hero becomes a routing mechanism: warm, specific enough to signal that you understand each of those people exists, and structured so that each one can identify themselves and follow their path within the first scroll.

What to do, in order

1. Write the three offer pages before you touch the homepage.

Each page needs: who this is specifically for, what lessons look like in practice, what changes for the student, pricing and session structure, one testimonial that matches that audience, and one call to action. A focused evening per page is enough — you know your students and your work well, and it shows.

Children's lessons page: Write to the parent, not the child. Her questions are about trust, consistency, and whether her child will actually want to keep going. Answer those specifically. Include your rate per session, typical session length, and whether you offer a trial lesson. The call to action is a short enquiry form — name, child's age, what they're hoping for, contact details.

Adult learners page: Write to the person who has a complicated relationship with this instrument — who tried before, or always meant to, or is doing it entirely for themselves. She needs to know you won't make her feel behind. Include your rate, session length, and a line about how you approach adults differently to children. The call to action is a booking link for a free introductory call.

Exam preparation page: Write to the student or parent who has a specific grade in view. They want to know your approach, your timeline expectations, and what success looks like. Include your rate and a note on how far in advance to start. The call to action is a direct enquiry form with a field for current grade and exam date.

2. Pull one strong testimonial for each page.

You have the material. I've looked at your reviews and your content, and three in particular are worth using directly.

"Mara has such a gentle way with kids. Sophie went from dreading practice to asking for an extra lesson. I didn't think that was possible."

— Sophie's mum. Use this on the children's page. It converts a hesitant parent.

"I'm in my forties and I was convinced I'd left it too late. Mara never made me feel that way, not once. Six months in and I'm actually playing things I love."

— Adult learner. Lead with this on the adult page.

"Distinction in Grade 5. We'd been told she wasn't ready but Mara had a very clear plan from the start and stuck to it. The result spoke for itself."

— Exam parent. Short, specific, evidenced. This one belongs at the top of the exam page.

3. Rewrite the homepage hero as a routing section.

Three clear paths, visible before the scroll. Each one named for the person it's for — not the service. *Learning as a child. Coming back as an adult. Preparing for an exam.* Each links directly to its offer page. The copy above the three paths is four sentences maximum: warm, specific to Brisbane, specific to what makes your teaching distinct, addressed to no one in particular because the routing section below is about to do that work.

4. Rename your menu items to match the offer pages.

Your site's top-level links currently list services. Rename them so they match the language of the offer pages — *For children. For adults. Exam prep.* A parent scanning in two seconds should be able to find her door without reading anything else.

5. Check every page ends with one action only.

Each offer page should have one call to action — not a contact form and a phone number and an Instagram link and a newsletter signup. One thing. The one most likely to start a conversation with that specific person.

6. Test it as a stranger.

Ask someone with no context to land on your homepage and tell you within ten seconds: who is this teacher for, and what would you do if you wanted to find out more? Then send them to each offer page and ask the same. If they hesitate on any of them, that page needs another pass.

Mara, the business you built is not broken. Seven years of students who stayed, referred, and came back — that doesn't happen by accident. What you're missing is a front door that matches the quality of what happens once someone walks through it. These six steps build that door. None of them require starting from scratch, and none of them require a developer. What they require is a decision about who you're talking to — and then the willingness to talk to her directly.

Matriarch Advisory

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