

AI Growth Teardown — sample

northpoint.fi, run through its own deliverable. Measured 3 October 2026.

Five observations

1. Calls to action are seen far more often than they are pressed.

The site shows its buttons constantly and almost nobody presses one. The problem is not reach; it is what the buttons ask for.

MEASUREMENT BEHIND IT

Calls to action were seen 1,583 times and clicked 28 times: 1.8%. The site had 459 sessions in the same window.

FIX, WRITTEN TO BE SHIPPED

Give each page one primary call to action, put the destination in the button's own words, and read the click rate per page in the next window rather than the site-wide total.

SOURCE

ga4.events_28d[event=cta_view].count · GA4, 5 September – 2 October 2026

ga4.events_28d[event=cta_click].count · GA4, 5 September – 2 October 2026

ga4.totals_named.sessions · GA4, 5 September – 2 October 2026

2. The pricing page is read more than once per visit, and its buttons all lead to a form.

Pricing is one of the three most visited pages, and readers come back to it inside the same visit. Every plan button sends them to the general contact form.

MEASUREMENT BEHIND IT

/pricing: 44 sessions and 75 views, 1.7 views per session. Only the home page (132) and /contact (56) drew more sessions.

FIX, WRITTEN TO BE SHIPPED

Keep the plan the reader pressed with them: the form already receives it, so show it at the top of /contact and stop asking the reader to explain what they just chose.

SOURCE

ga4.top_pages_28d[page=/pricing].sessions · GA4, 5 September – 2 October 2026

ga4.top_pages_28d[page=/pricing].views · GA4, 5 September – 2 October 2026

ga4.top_pages_28d[page=/].sessions · GA4, 5 September – 2 October 2026

ga4.top_pages_28d[page=/contact].sessions · GA4, 5 September – 2 October 2026

3. The contact page is visited often and sent rarely.

The form is the only way to start a plan, and it requires a written message even when the reader arrived from a plan button.

MEASUREMENT BEHIND IT

/contact: 56 sessions. The form was sent 4 times and started-then-left 2 times in the same window.

FIX, WRITTEN TO BE SHIPPED

Make the message optional when a plan arrives from /pricing. The plan is the message; the name and the email are enough to reply.

SOURCE

ga4.top_pages_28d[page=/contact].sessions · GA4, 5 September – 2 October 2026
ga4.events_28d[event=np_contact_submit].count · GA4, 5 September – 2 October 2026
ga4.events_28d[event=np_contact_abandon].count · GA4, 5 September – 2 October 2026

4. Search shows the site; searchers rarely click.

The pages appear in results on the first page on average and are passed over. Search is a listing problem before it is a ranking problem.

MEASUREMENT BEHIND IT

Search Console: 1,422 impressions, 12 clicks (0.84%), average position 8.5. GA4 counted 33 organic sessions.

FIX, WRITTEN TO BE SHIPPED

For the pages that already collect impressions, rewrite the title and description so the thing the searcher typed comes first and the page's one answer is in the description.

SOURCE

search_console.totals_28d.impressions · Search Console, 3 September – 1 October 2026
search_console.totals_28d.clicks · Search Console, 3 September – 1 October 2026
search_console.totals_28d.ctr · Search Console, 3 September – 1 October 2026
search_console.totals_28d.position · Search Console, 3 September – 1 October 2026
ga4.organic_sessions_28d · GA4, 5 September – 2 October 2026

5. The product page is read; the buy button is rarely pressed.

Readers reach the offer and almost none press buy. The page showed one observation out of five, so a buyer was asked to pay for a document they could not see.

MEASUREMENT BEHIND IT

/teardown: 15 sessions. The offer was in view 20 times, the buy button was pressed 2 times. Free requests sent through the form: 1.

FIX, WRITTEN TO BE SHIPPED

Show the whole sample document before the buy button, as a page and as the PDF a buyer receives, so the deliverable can be judged before it is paid for.

SOURCE

ga4.top_pages_28d[page=/teardown].sessions · GA4, 5 September – 2 October 2026
ga4.events_28d[event=teardown_view].count · GA4, 5 September – 2 October 2026
ga4.events_28d[event=stripe_cta_click].count · GA4, 5 September – 2 October 2026
ga4.events_28d[event=teardown_intake_submit].count · GA4, 5 September – 2 October 2026

Three fixes

Written so a developer can apply them without a second conversation.

FIX 1 · FROM OBSERVATION 5

Put the proof before the price.

1. Render the full sample from one data file, as a page and as a PDF.
2. Link both above the buy button, not below it.
3. Count the reads and the downloads, so next month's teardown can say whether the proof was opened.

Shipped: the document you are reading is this fix.

FIX 2 · FROM OBSERVATIONS 2 AND 3

Carry the plan into the form.

1. Read the plan the button already passes to /contact and print it above the form.
 2. Make the message field optional when a plan is present; keep it required otherwise.
 3. Keep the started, sent and abandoned events as they are, so the change is measured on the same series.
-

FIX 3 · FROM OBSERVATIONS 1 AND 4

One call to action per page, named for where it goes.

1. List every button on the pages that draw sessions, with the page each one leads to.
 2. Keep one primary button per page and rename it after its destination.
 3. Rewrite the title and description of the pages that collect search impressions, the searched-for thing first.
-

The 30-day order

What to do first, and what waits.

DAYS 1–2

Fix 1, the proof before the price. It is the only change on the page that takes money.

DAYS 3–7

Fix 2, the plan carried into the form. One page, one field rule, no new event names.

DAYS 8–14

Fix 3, part one: one primary call to action on each page that draws sessions.

DAYS 15–21

Fix 3, part two: titles and descriptions on the pages that collect search impressions.

DAYS 22–30

Read the same feed keys again over a fresh window of the same length and write the next five observations from them.

How it was measured

Read every rate above against its denominator: 199 of 439 sessions in the traffic-quality report came from screen sizes this property flags as likely automated, and 42 sessions were internal. The totals are not cleaned of either, so they overstate the people who read the site.

SOURCE

ga4.traffic_quality_28d.suspect_sessions_28d · GA4, 5 September – 2 October 2026

ga4.traffic_quality_28d.sessions_28d · GA4, 5 September – 2 October 2026

ga4.internal_sessions_28d · GA4, 5 September – 2 October 2026

Every figure is copied from analytics/data/northpoint.fi.json as of 3 October 2026, with its key and window beside it; ratios are computed from two copied figures. This sample describes northpoint.fi only. It makes no claim about what the fixes will change.

Read it as a page: northpoint.fi/teardown/sample