



Conversion Clinic

Conversion Diagnostic

Apex Combat Academy — <https://apex-combat-academy.com/>

PREPARED FOR

Apex Combat Academy

WEBSITE

<https://apex-combat-academy.com/>

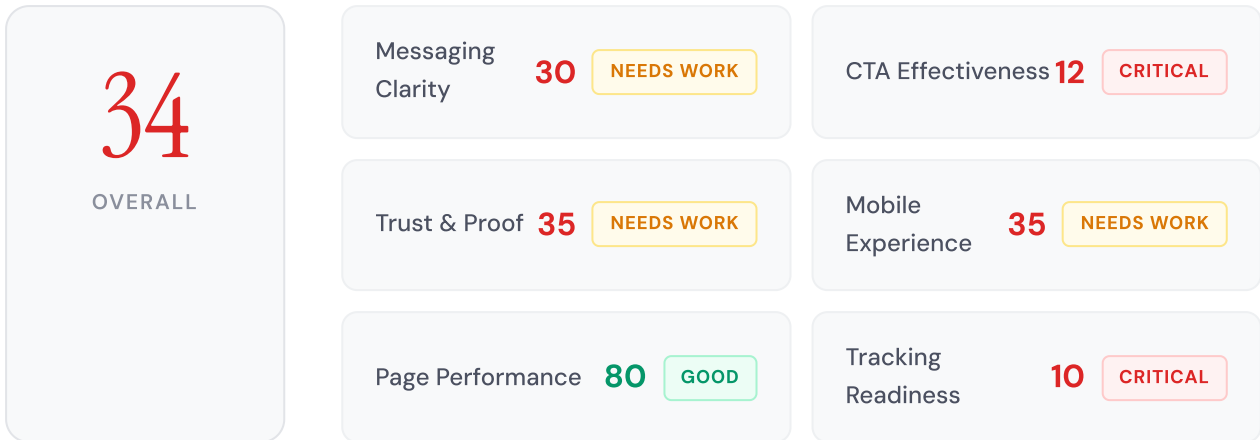
DATE

March 2026

OVERVIEW

Diagnostic Summary

Overall conversion health and category scores.



EXECUTIVE SUMMARY

The Apex Combat Academy homepage has no primary conversion action — there is no way for a prospective student to book a trial class, sign up for a first visit, or even request pricing. The strongest CTA on the page is a newsletter signup asking visitors to 'keep your rashguard fresh,' which means nothing to the beginner audience you're trying to reach. Until the page gives visitors a clear, prominent, low-commitment next step toward becoming a student, the brand's legendary reputation is doing all the conversion work while the website actively works against it.

YOUR ACTION PLAN

What to fix — and where to start

These actions are ranked by business impact. Each one links to the detailed analysis below.

THE SHORT VERSION

Apex Combat Academy's website has two showstopper failures that must be fixed immediately: the contact page form is invisible (zero leads possible from ~8,500 monthly sessions) and no trial class CTA exists anywhere despite offering the most competitive free trial in the the city market. Combined with zero conversion tracking, the site cannot generate or measure leads. Fix the broken form and deploy tracking this week, then build the trial booking path and overhaul messaging to speak to beginners — the audience the business explicitly wants to reach.

1

Fix the invisible contact form — the site's only lead capture mechanism is completely broken

CRITICAL PRIORITY**LOW EFFORT****THIS WEEK****DEVELOPER**

The Gravity Forms form (`#gf_1`) on `/contact/` exists in the HTML but does not render on screen — confirmed across all 8 viewport captures. No form fields, no submit button, nothing interactive appears. GA4 confirms 0 conversions across 25,239 sessions over 90 days. This is a total conversion failure — the contact page literally cannot collect leads.

- › Open `/contact/` in Chrome DevTools, inspect the Gravity Forms container (`#gf_1`) for `display:none`, `visibility:hidden`, or `height:0`

- › Check the browser console for JavaScript errors blocking Gravity Forms initialization

- › Investigate whether the required 'I Have a Question About...' dropdown uses conditional logic that hides all subsequent fields — if so, remove the conditional display or ensure the gating dropdown renders with a visible default state

- › Test form visibility and submission on Chrome, Safari, and Firefox on both desktop and mobile

- › Verify the first `form_submission_success` event fires in GA4 within 7 days of the fix

Success metric: Contact form fields are visible and submittable on both desktop and mobile browsers; first form submission event fires in GA4 within 7 days of fix

[LANDING PAGE →](#)[FORM ANALYSIS →](#)

2

Configure GA4 conversion events for all contact and engagement actions

CRITICAL PRIORITY

LOW EFFORT

THIS WEEK

ANALYTICS

Both GA4 and PostHog show zero conversion events across the entire site — no form submissions, phone clicks, email clicks, or CTA interactions are being measured. PostHog also reports 0 for bounce rate and session duration. Without tracking, every change is a guess. This is the prerequisite for measuring whether any subsequent fix helps or hurts.

- › In Google Tag Manager, create a Click trigger filtered to Click URL starts with 'tel:' for phone click tracking (footer_phone_click event) — mark as a GA4 Key Event immediately since this is the current highest-intent action

- › Create a Click trigger filtered to Click URL starts with 'mailto:' for email click tracking (footer_email_click event)

- › Create a Custom Event trigger listening for Gravity Forms' gform_confirmation_loaded JS event to track form submissions (form_submission_success event) — mark as a GA4 Key Event

- › Create Click triggers for Class Schedule CTA clicks (Click URL contains '/calendar/') and Contact CTA clicks (Click URL contains '/contact/') with data-cta-position parameters

- › Add the FAQ accordion click listener snippet (from tracking plan) to capture faq_item_expand events on the homepage

- › Filter out internal traffic: exclude sessions from localhost:4001 and /admin/* URLs that are currently inflating PostHog data

- › Validate all events fire correctly using GTM Preview mode, then confirm non-zero conversion events appear in GA4 within 48 hours

Success metric: GA4 reports non-zero Key Events within 48 hours; phone clicks, email clicks, and form submissions each appear as distinct events in GA4 Admin

[HOMEPAGE FINDINGS →](#)[LANDING PAGE →](#)[TRACKING PLAN →](#)

3

Build a trial class booking form and deploy CTAs across the entire site

CRITICAL PRIORITY

MEDIUM EFFORT

NEXT 2 WEEKS

DEVELOPER

The academy offers a free trial class — the most generous offer in the the city market — but it is not mentioned anywhere on the website. Every competitor makes their trial the centerpiece: Iron Guard ('TRY FOR FREE'), Vanguard MA ('2 Free Classes'), the city BJJ ('\$29.99 trial'). The calendar page receives 4,411 sessions with a 70.48% bounce rate, meaning ~3,100 high-intent visitors leave without a path to convert.

- › Build a simple trial intake form with fields: First Name (required), Email (required, type='email'), Phone (optional), Program Interest dropdown (BJJ / Muay Thai / KidJitsu / MMA / Not Sure), Experience Level dropdown (Never — I'm brand new / A little / Yes, I'm experienced — both optional)
- › Set the submit button text to 'Get My Free Trial Class' and add supporting microcopy: 'No experience required. No commitment. We'll get back to you within 24 hours.'
- › Add a 'Book Your Free Trial Class' CTA button in the homepage hero section above the fold
- › Add the same CTA after the Programs section on the homepage and as the page's closing action (replacing the newsletter's current position)
- › Add a sticky floating 'Book Free Trial' button on mobile (66% of traffic) visible on every scroll screen
- › On the calendar page (/Apex-Combat-midtown/calendar/), add 'New to RGA? Classes marked with ★ are great for first-timers. [Book Your Free Trial Class →]' and mark beginner-friendly classes with a ★ indicator
- › Add data-placement attributes to each CTA instance ('hero', 'post_programs', 'bottom_page', 'mobile_sticky', 'calendar_page') and configure the trial_cta_click and trial_form_submit events from the tracking plan
- › Mark trial_form_submit as the primary GA4 Key Event immediately upon launch

Success metric: Trial form submissions appear in GA4 as Key Events within the first week; calendar page bounce rate drops below 55%; trial_cta_click events fire from at least 3 distinct placements

[HOMEPAGE FINDINGS →](#)[LANDING PAGE →](#)[FORM ANALYSIS →](#)[COMPETITOR TEARDOWN →](#)[OBJECTION MAP →](#)[COPY REWRITES →](#)[INDUSTRY RESEARCH →](#)

4

Overhaul the contact page: remove hostile warnings, simplify the form, and welcome beginners

CRITICAL PRIORITY

MEDIUM EFFORT

NEXT 2 WEEKS

DEVELOPER

The contact page opens with two discouraging messages — a red warning telling members to call and a blue callout saying 'we can't answer emails' — before the visitor sees any way to reach out. The underlying form has 29 fields including 15 instructor checkboxes a beginner cannot answer. For the target audience ('someone who doesn't know where to start'), this page reads as 'we're too busy for you.'

- › Remove both the red member warning and blue FAQ callout from above the fold entirely
- › Replace the page headline with welcoming copy: 'New to martial arts? You're in the right place.'
- › Create two clear paths at the top of the page: (1) 'I want to start training' → 3-field form (Name, Email, Phone) with 'Book My Free Trial' CTA, and (2) 'I have a question' → simplified form with Name, Email, Topic dropdown (Programs / Schedule / Pricing / Private Lessons / Other), optional Message textarea
- › Remove all 15 instructor checkboxes and the Submission Grappling checkbox — route inquiries internally based on topic/program selection
- › Make the message textarea optional with placeholder: 'Tell us about your goals, or leave blank and we'll reach out'
- › Change the email field input type from 'text' to 'email' for proper mobile keyboard
- › Remove the 'Keep your rashguard fresh' newsletter form and the 'Looking for Something Else?' search bar from this page — they compete with the primary conversion action
- › Add a small footer note: 'Already a member? Call us at 212-555-0199'
- › Add privacy microcopy near the submit button: 'We respect your privacy. No spam, ever. We typically respond within 24 hours.'

Success metric: Contact page form submission rate exceeds 3% of page visitors within 30 days; form_start to form_submission_success ratio exceeds 50%

[LANDING PAGE →](#)[FORM ANALYSIS →](#)[OBJECTION MAP →](#)[INDUSTRY RESEARCH →](#)

5

Rewrite the hero section and restructure the homepage for the beginner journey

HIGH PRIORITY

MEDIUM EFFORT

NEXT 2 WEEKS

COPYWRITER

The current hero speaks to the academy's legacy ('one of the world's leading schools') while the most beginner-friendly line — Apex's quote about building confidence — is buried 5+ screens down. The page sequence leads with a Fuji partner logo and 18-person instructor grid before programs appear on screen 5. Every competitor puts conversion-relevant content above the fold in 3-4 scroll screens.

- › Replace the hero headline with: 'You don't need experience. You need a place to start.'

- › Replace the hero subheadline with: 'Apex Combat Academy has been building confidence through Brazilian Jiu-Jitsu, Muay Thai, and MMA in Midtown since 1996. Whether you've never stepped on a mat or you've trained for years, your first class is free.'

- › Add the hero CTA: 'Book Your Free Trial Class' with supporting text 'No experience required. No commitment. Just show up.'

- › Restructure the homepage section order to: Hero + Trial CTA → Apex confidence quote as trust anchor → 'What to Expect on Your First Visit' (pull content from existing /first-visit sub-page onto the homepage) → Programs overview → Student Testimonials → 3-4 Featured Instructors with 'View All Instructors' link → FAQ (with pricing question added) → Final Trial CTA

- › Move the Fuji partner logo to the footer

- › Move the full 18-instructor grid to a dedicated /instructors sub-page — keep only 3-4 featured instructor cards on the homepage

- › Replace the closing newsletter section position with the final trial CTA; move newsletter to a site-wide footer element or post-submission thank-you page

- › Add an id='our-programs' attribute to the Programs section H2 for visibility tracking

Success metric: Homepage bounce rate (currently 27.07%) remains stable or improves; scroll depth to Programs section increases (tracked via program_section_engaged event); trial_cta_click events from hero placement exceed other placements

[HOMEPAGE FINDINGS →](#)[COPY REWRITES →](#)[COMPETITOR TEARDOWN →](#)[OBJECTION MAP →](#)

6

Collect and display student testimonials and embed Google review rating

HIGH PRIORITY

MEDIUM EFFORT

NEXT 2 WEEKS

FOUNDER

The site has zero student testimonials, zero Google reviews displayed, and zero transformation stories. The only quote is from the founder. Research shows 93% of fitness prospects read reviews before deciding. Competitor Vanguard MA embeds a 4.9-star Google Maps widget directly on their homepage. The academy's ideal customer — a nervous beginner — needs to see someone who was once in their exact position.

- › Reach out to 6–8 current students representing different profiles: a recent complete beginner (highest priority), a parent of a KidJitsu student, a woman who trains BJJ, someone over 40, and 1–2 recognizable BJJ names (e.g., Danaher) for credibility
- › Ask each for 2–3 sentences — prioritize quotes addressing specific anxieties: 'I walked in knowing nothing,' 'I was terrified my first day,' 'I hadn't exercised in years'
- › Display testimonials in a dedicated homepage section between Programs and FAQ
- › Embed your Google review rating with review count and link on the homepage (e.g., '4.8 ★ on Google · 200+ reviews [See Reviews]')
- › Add 2–3 beginner-focused testimonials to the contact page between the form and the Apex quote
- › Place at least one beginner testimonial near each trial CTA placement to address fear at the moment of decision

Success metric: At least 5 testimonials live on homepage within 14 days; Google review widget visible on homepage; qualitative improvement in form submission volume correlated with testimonial launch

[HOMEPAGE FINDINGS →](#)[LANDING PAGE →](#)[COMPETITOR TEARDOWN →](#)[OBJECTION MAP →](#)[INDUSTRY RESEARCH →](#)

7

Add pricing information to the FAQ and reframe the free trial as the answer to the price objection

HIGH PRIORITY

LOW EFFORT

NEXT 2 WEEKS

FOUNDER

Price was identified by the business as a top prospect objection, yet zero pricing information exists anywhere on the site. The FAQ covers gi policy, drop-ins, class limits, and hours — but not the most common question. Over 65% of consumers identify hidden fees as dealbreakers. Meanwhile, competitors publish pricing: Vanguard MA shows \$200–\$350/month tiers, the city BJJ shows \$29.99 trial in meta descriptions.

- › Add a FAQ entry: 'How much does membership cost?' → 'Monthly memberships start at \$[X]/month for unlimited classes across all programs. Your first class is always free — come try us out and we'll walk you through all the options afterward. [Book Your Free Trial]'
- › Add value-framing language near pricing: 'Unlimited classes, 18+ world-class instructors, and a commlrn Guard that's been building champions and confidence since 1996 — all included in your membership.'
- › If exact pricing feels risky, publish ranges ('memberships from \$XXX/month') — even ranges reduce anxiety significantly compared to silence
- › Track the new pricing FAQ item using the faq_item_expand event to confirm it becomes one of the most-expanded items

Success metric: Pricing FAQ becomes one of the top 3 most-expanded FAQ items (tracked via faq_item_expand event); overall form submission volume increases within 30 days of adding pricing transparency

[HOMEPAGE FINDINGS →](#)[COMPETITOR TEARDOWN →](#)[OBJECTION MAP →](#)[INDUSTRY RESEARCH →](#)

8

Rewrite program descriptions from the student's perspective and add beginner indicators

MEDIUM PRIORITY

LOW EFFORT

THIS MONTH

COPYWRITER

All four program descriptions use technical, encyclopedic language: BJJ is 'a grappling-based martial art whose central theme is the skill of controlling a resisting opponent in ways that force him to submit.' For a beginner, this describes what could happen TO them, not what they'll experience. Competitors explicitly name beginner paths: Vanguard MA highlights 'Fundamental' classes, Iron Guard lists 'Foundations.'

- › Rewrite each program description to lead with the student experience and outcome — e.g., 'Brazilian Jiu-Jitsu — Learn to control any situation with technique, not size or strength. Classes are structured for every level — you'll be guided through fundamentals from day one, training alongside a commlron Guard that started exactly where you are.'
- › Add a beginner indicator to each program: 'Perfect for beginners' or 'Start here if you're new to martial arts'
- › Keep technical details as secondary information for those who want depth, not as the lead
- › Add a 'Where Should I Start?' visual guide or short section helping beginners self-select a program based on their interests (e.g., 'Want self-defense? Try BJJ. Want striking? Try Muay Thai. Not sure? That's what the free trial is for.')
- › Ensure the rewritten descriptions match the dropdown options in the new trial booking form for consistency

Success metric: Program section engagement increases (tracked via program_section_engaged event); trial form submissions show a more even distribution across program interests rather than clustering on 'Not Sure'

[HOMEPAGE FINDINGS →](#)[COPY REWRITES →](#)[COMPETITOR TEARDOWN →](#)[OBJECTION MAP →](#)

HOW TO USE THIS REPORT

The sections that follow contain the full analysis, evidence, and recommendations behind each action above. Use the links to jump directly to what matters most.

DETAILED ANALYSIS

Supporting evidence & recommendations

Everything below backs up the action plan above. Jump to any section, or read straight through.

FINDINGS

What we found

Issues ranked by impact on your conversion goal.

1

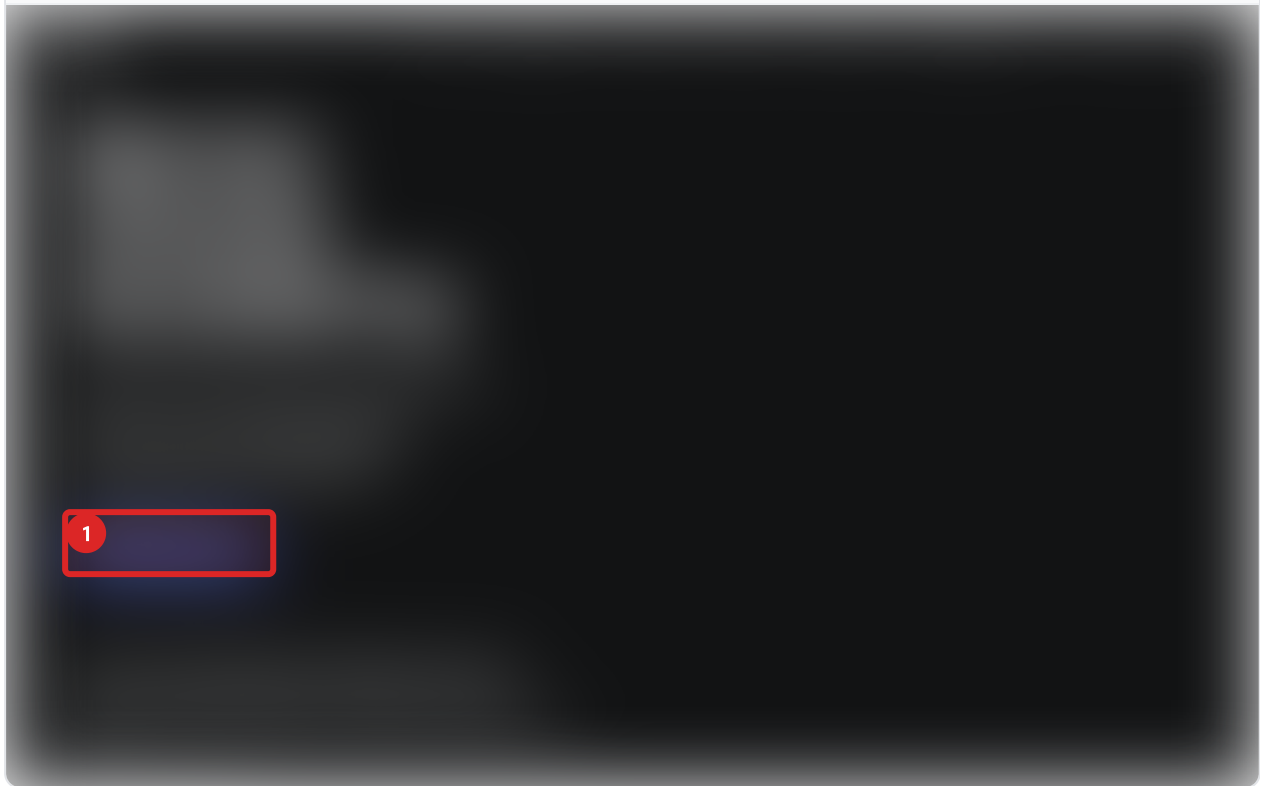
There is no way to sign up, book a class, or become a student

CTA

CRITICAL

DEFINITE

DESKTOP — SCREENSHOT 1



CURRENT

Not in the city? Find an Affiliate Academy!

SUGGESTED

Ready to start? Book your free trial class — no experience needed.

WHAT WE FOUND

The entire homepage lacks a primary conversion action. There is no 'Book a Trial Class,' 'Start Your Free Week,' 'Schedule Your First Visit,' or any equivalent CTA. The CTAs that do exist are: 'Find an Affiliate Academy' (for people NOT in the city), 'View All Instructors,' 'View All Programs,' 'View All FAQ,' a vague 'Visit Us' button buried below four screens of instructor photos, and a newsletter signup. A visitor who is ready to try BJJ at your academy literally cannot figure out how to take the next step from this page.

WHY IT MATTERS

Every visitor who arrives motivated to start training has to either call your phone number (buried in the footer), email you, or leave. Most will leave. Your GA4 data shows the homepage gets significant traffic, but with zero conversion events configured, you can't even see how many people are dropping off — you just know they are. The market research is clear: fitness facilities that make trial booking prominent and frictionless convert at dramatically higher rates than those that don't.

RECOMMENDED FIX

Add a prominent primary CTA in the hero section — above the fold, impossible to miss — that leads to a trial class booking page or a simple intake form (name, email, phone, 'which program interests you?'). This same CTA should repeat at least twice more on the page: once after the programs section and once near the bottom. The CTA should communicate low commitment and address beginner anxiety. Build or configure a simple booking/intake page if one doesn't exist.

2

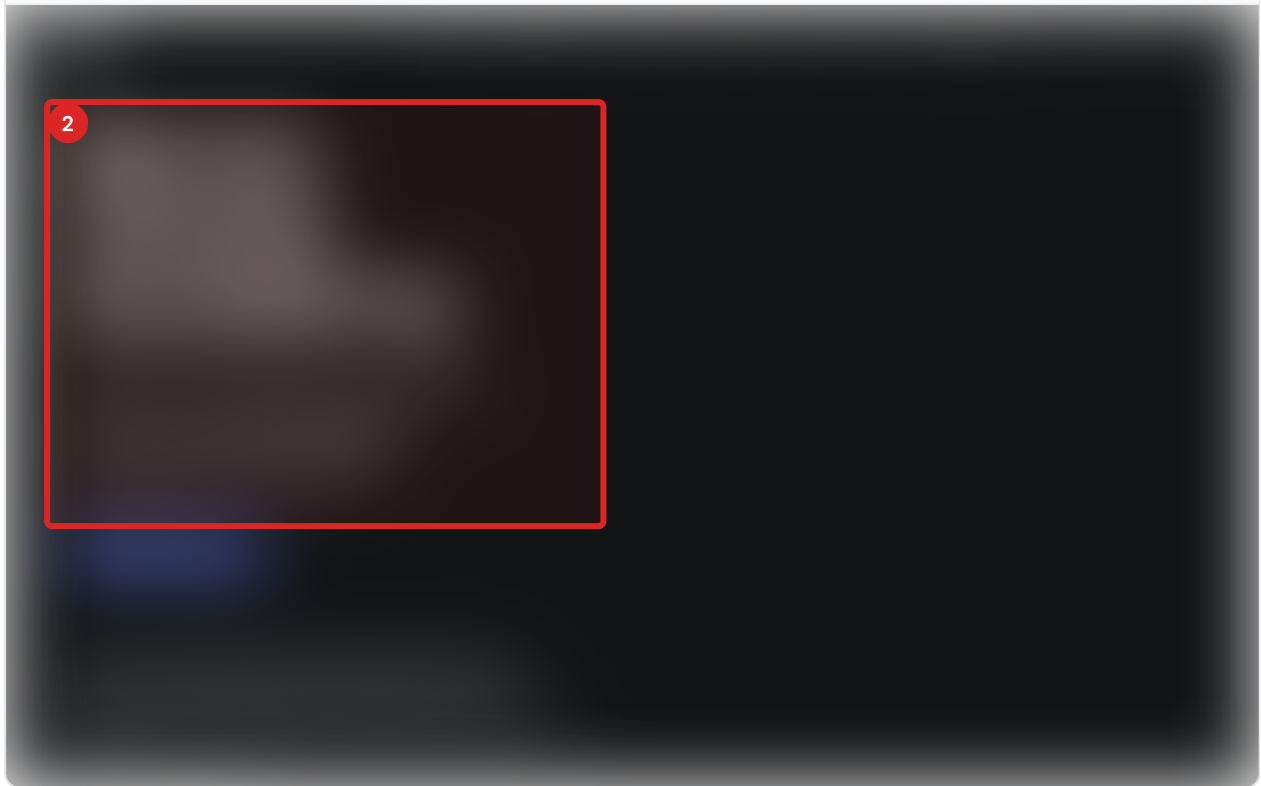
The hero speaks to the academy's legacy, not the visitor's situation

CRITICAL

LIKELY

MESSAGING

DESKTOP — SCREENSHOT 1



CURRENT

Apex Combat Academy Brazilian Jiu-Jitsu, Muay Thai, and MMA in the city. Established in 1996, the Apex Combat Academy in Midtown continues being one of the world's leading schools in martial arts.

SUGGESTED

You don't need experience. You need a place to start. Apex Combat Academy has been building confidence through martial arts in Midtown since 1996. Whether you've never stepped on a mat or you're looking for world-class training, this is where you begin. [Book Your Free Trial Class]

WHAT WE FOUND

The hero headline is simply 'Apex Combat Academy' with a subhead of 'Brazilian Jiu-Jitsu, Muay Thai, and MMA in the city.' The body text says the academy 'continues being one of the world's leading schools in martial arts.' This tells the visitor what the academy IS, not what the visitor GETS. For your ideal customer — someone interested in martial arts who has never started or doesn't know where to start — this hero does nothing to make them feel like this is the right place for them.

WHY IT MATTERS

The Apex Combat quote that appears BELOW the fold ('We are not in the business of martial arts. We are in the business of building confidence') is actually the perfect hero message for beginners. It

directly addresses the emotional outcome they want. But it's buried below a wall of text about the academy's prestige. The visitor who needs that message most will never scroll far enough to see it.

RECOMMENDED FIX

Restructure the hero so the confidence-building message leads. The academy name and prestige can be supporting context, not the headline. Pair this message with a clear CTA for first-timers.

3

Zero conversion tracking makes optimization impossible

CRITICAL

DEFINITE

TRACKING

WHAT WE FOUND

Both PostHog and GA4 show zero conversion events across the entire dataset. No form submissions, no phone clicks, no trial signups, no button clicks — nothing is being measured. The PostHog implementation also fails to capture bounce rate and session duration (all return 0). When asked about your biggest drop-off point, you said 'I don't really know' — this is exactly why. There is no data to tell you.

WHY IT MATTERS

You're getting approximately 8,500 monthly sessions according to your estimate, with GA4 showing Google organic driving 72.7% of that traffic. That's meaningful volume from a strong brand. But without conversion tracking, you cannot measure whether any change to the site helps or hurts. You're flying blind. Every recommendation in this report — and any future optimization work — depends on being able to measure outcomes.

RECOMMENDED FIX

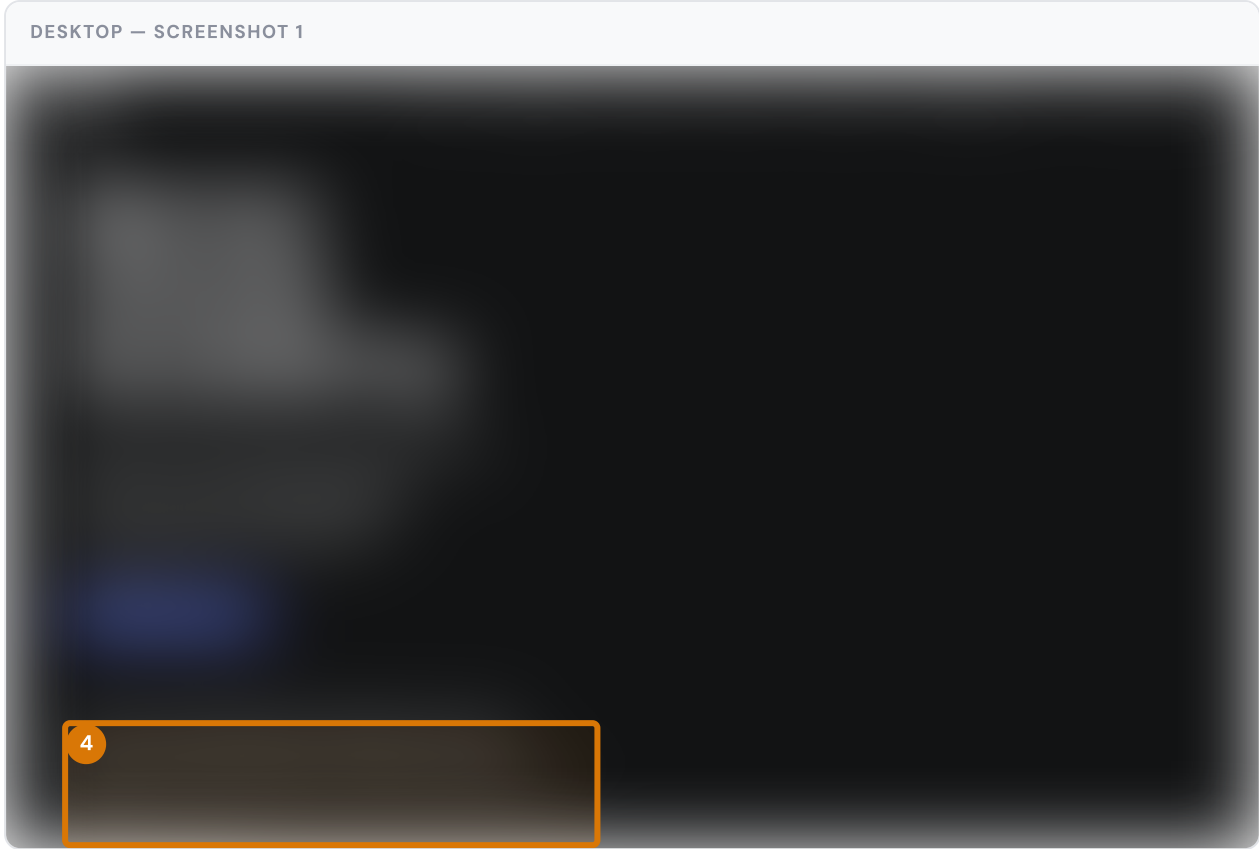
Configure conversion events in GA4 immediately: form submissions, phone number clicks, email link clicks, CTA button clicks, and (once built) trial class bookings. Set up equivalent events in PostHog. Filter out internal/admin traffic (your PostHog data includes localhost:4001 and /admin/* pages inflating numbers). This is the prerequisite for every other fix.

4 No student testimonials or social proof anywhere on the page

IMPORTANT

DEFINITE

TRUST



CURRENT
"We are not in the business of martial arts. We are in the business of building confidence." ~ Master Apex Combat

SUGGESTED
"I walked in terrified. I'd never done anything like this. Six months later, I can't imagine my week without it." — [Name], training since 2023 "My daughter started KidJitsu at age 8. Her confidence has completely transformed — at school, with friends, everywhere." — [Parent Name] Plus: 4.8 stars on Google · 200+ reviews [See Reviews]

WHAT WE FOUND

The only testimonial on the page is from Apex Combat himself — the founder quoting his own philosophy. There are zero student testimonials, zero Google reviews displayed, zero transformation stories, zero 'I started as a complete beginner and...' narratives. The page features 18 instructor names and multiple instructor photos but not a single student voice. You mentioned you could get testimonials from top BJJ stars like Danaher — that's valuable, but what a nervous beginner needs even more is hearing from someone who was once in their exact position.

WHY IT MATTERS

Market research shows 93% of potential fitness members read reviews before deciding to try a facility. Your ideal customer is someone who has never trained before — they're nervous, possibly intimidated, and looking for reassurance that people like them belong here. Instructor credentials prove the academy is legitimate; student stories prove it's welcoming. You have neither student stories nor displayed reviews.

RECOMMENDED FIX

Collect 5–8 student testimonials representing different types: a complete beginner who started recently, a parent whose kid does KidJitsu, a woman who trains BJJ, an older student, and yes — a known BJJ name for credibility. Display these in a dedicated section between Instructors and Programs. Also embed or link to your Google reviews. You mentioned you could get these assets — this should be a top priority.

5

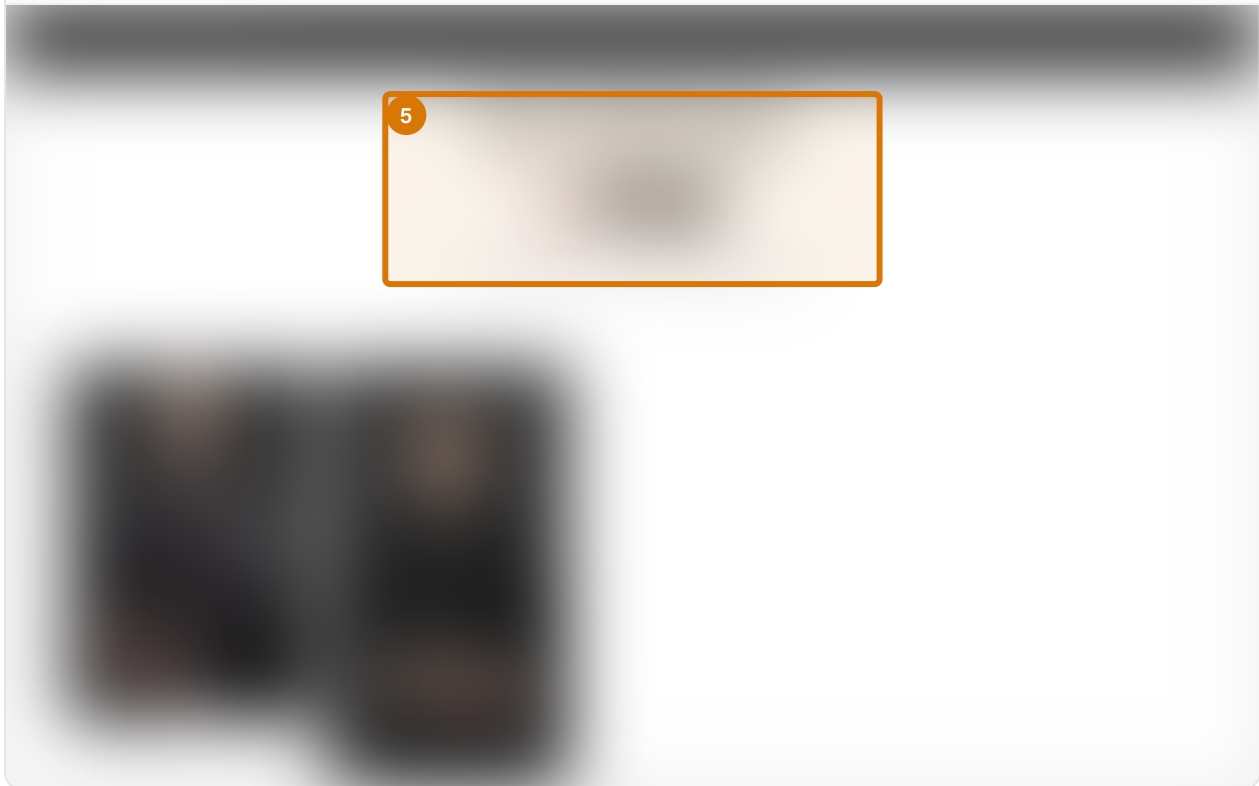
The page sequence ignores what a prospective student needs to know

MESSAGING

IMPORTANT

LIKELY

DESKTOP — SCREENSHOT 2



CURRENT

Current sequence: Hero → Partners (Fuji) → Instructor Photos → Full Instructor Grid (18 names) → 'Visit Us' → Programs → FAQ → Apex quote → Newsletter

SUGGESTED

Recommended sequence: Hero + Trial CTA → 'Never trained before? Here's what to expect' → Programs → Student Testimonials → Instructor Highlights (3-4 featured) → FAQ → Pricing/Next Steps → Final Trial CTA

WHAT WE FOUND

After the hero, the first thing a visitor encounters is 'Our Partners' (a Fuji gear logo) followed by a massive instructor section with photos and a grid of 18 names. Programs — the thing a prospective student would actually sign up for — don't appear until screenshot 5 of 8. Information about what to expect on a first visit exists on a separate page ('Your First Visit') linked only in the footer. The page's current sequence is built for someone who already trains at RGA and wants to know who's teaching this week, not for someone considering whether to start.

WHY IT MATTERS

A beginner's mental sequence is: 'Is this for me?' → 'What would I actually do?' → 'Can I handle it?' → 'What does it cost?' → 'How do I start?' Your page answers none of these in order. The Fuji partner logo and instructor grid answer questions the beginner isn't asking yet, while the questions they ARE asking go unanswered for 5+ scroll screens.

RECOMMENDED FIX

Restructure the homepage flow: Hero (with CTA) → Brief 'Who This Is For' section addressing beginners → Programs overview → Student testimonials → What to expect on your first visit (bring this content onto the homepage) → Instructor highlights (not the full grid — save that for a sub-page) → FAQ → Final CTA. Move the partner logo to the footer or a dedicated partners page.

6

The class schedule page is a major conversion leak

MESSAGING

IMPORTANT

LIKELY

WHAT WE FOUND

Your GA4 data shows the calendar page (/Apex-Combat-midtown/calendar) is the second-largest landing page with 4,411 sessions and a 70.48% bounce rate — 43 percentage points higher than the homepage's 27.07% bounce rate. This means thousands of people arrive looking for class schedules and leave without taking any further action. These are high-intent visitors — they're already interested enough to look at when classes happen — but the schedule page apparently gives them no reason or path to take the next step.

WHY IT MATTERS

At 4,411 sessions, the calendar page gets roughly half the traffic of your homepage. A 70.48% bounce rate means approximately 3,100 of those visitors leave immediately. Even converting 10% of those bouncing visitors into trial signups would represent a significant volume of new prospects. This is likely your single biggest opportunity by volume.

RECOMMENDED FIX

Add a clear trial class CTA to the calendar page — something like 'See a class you want to try? Book a free trial' with a simple form or booking link. Add beginner-friendly class indicators (which classes are good for first-timers). Ensure the page has a clear path forward, not just information display.

7

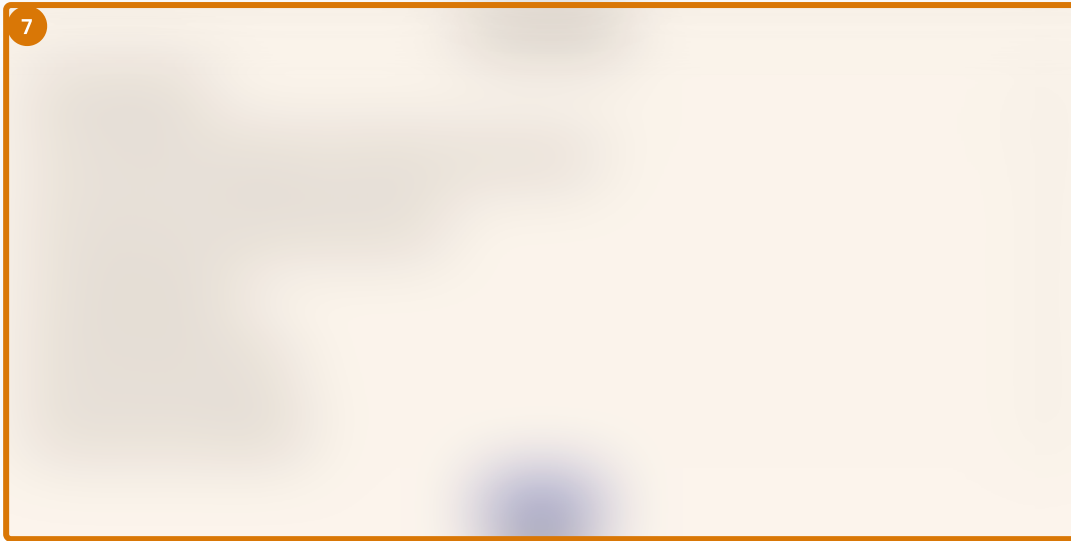
No pricing information or even pricing signals anywhere

TRUST

IMPORTANT

LIKELY

DESKTOP — SCREENSHOT 6



CURRENT

FAQ questions shown: Do you allow drop-ins?
/ May I wear my own Gi? / How many classes
per month? / Do you offer MMA classes? /
When does Master Apex teach? / What are
your hours?

SUGGESTED

Add FAQ: 'How much does membership cost?'
→ 'Membership plans start at \$[X]/month
depending on the program and commitment
length. Your first class is free — come try us
out and we'll walk you through all the options.
[Book Your Free Trial]'

WHAT WE FOUND

You identified price as a top prospect objection, yet the homepage contains zero pricing information. No membership tiers, no 'starting from' numbers, no 'free trial' messaging, not even a 'contact us for pricing' prompt. The FAQ section addresses practical questions like drop-in policies and gi requirements but doesn't include 'How much does membership cost?' — arguably the most common question any prospective student has.

WHY IT MATTERS

Research shows over 65% of consumers identify hidden fees as dealbreakers. When prospects can't find pricing, many assume the worst — that it's either too expensive for them or that the business is being deliberately opaque. In the city where martial arts gyms range from \$100 to \$400+/month, a visitor who can't gauge your price range may never bother to call. They'll just find a competitor who shows their pricing.

RECOMMENDED FIX

At minimum, add a pricing-related FAQ entry. Better: create a pricing section or page with your membership tiers. Best: include a 'free trial class' offer that eliminates the pricing question entirely for the first interaction. If you're hesitant to publish exact pricing, even ranges ('memberships start at \$X/month') reduce the anxiety significantly.

8

Mobile visitors (66% of traffic) have no persistent way to convert

IMPORTANT

DEFINITE

MOBILE

MOBILE – SCREENSHOT 1



WHAT WE FOUND

GA4 shows 66% of your traffic arrives on mobile. On mobile, the page requires scrolling through 9 full screens before reaching the footer where your phone number and email finally appear. There is no sticky header CTA, no floating 'Book a Class' button, no tap-to-call button in the navigation. The hamburger menu contains nav items but 'Contact' is one of eight options with no visual priority. A mobile visitor who decides 'I want to try this' at any point on the page has no immediate way to act on that impulse.

WHY IT MATTERS

Market research shows 88% of mobile local searches lead to business visits within 24 hours. Your mobile visitors are likely searching 'BJJ near me' or 'Apex Combat Academy' while they're actively considering options. Every second of friction between their decision and their action costs you prospects. On mobile, that friction is extreme — there's no conversion mechanism visible on any screen until the very bottom of the page.

RECOMMENDED FIX

Add a sticky mobile CTA — either a floating button at the bottom of the screen ('Book Free Trial') or a persistent top bar with a tap-to-call number and booking link. This should be visible on every screen as the user scrolls. Additionally, add a click-to-call phone number in the mobile header or as part of the sticky CTA.

9

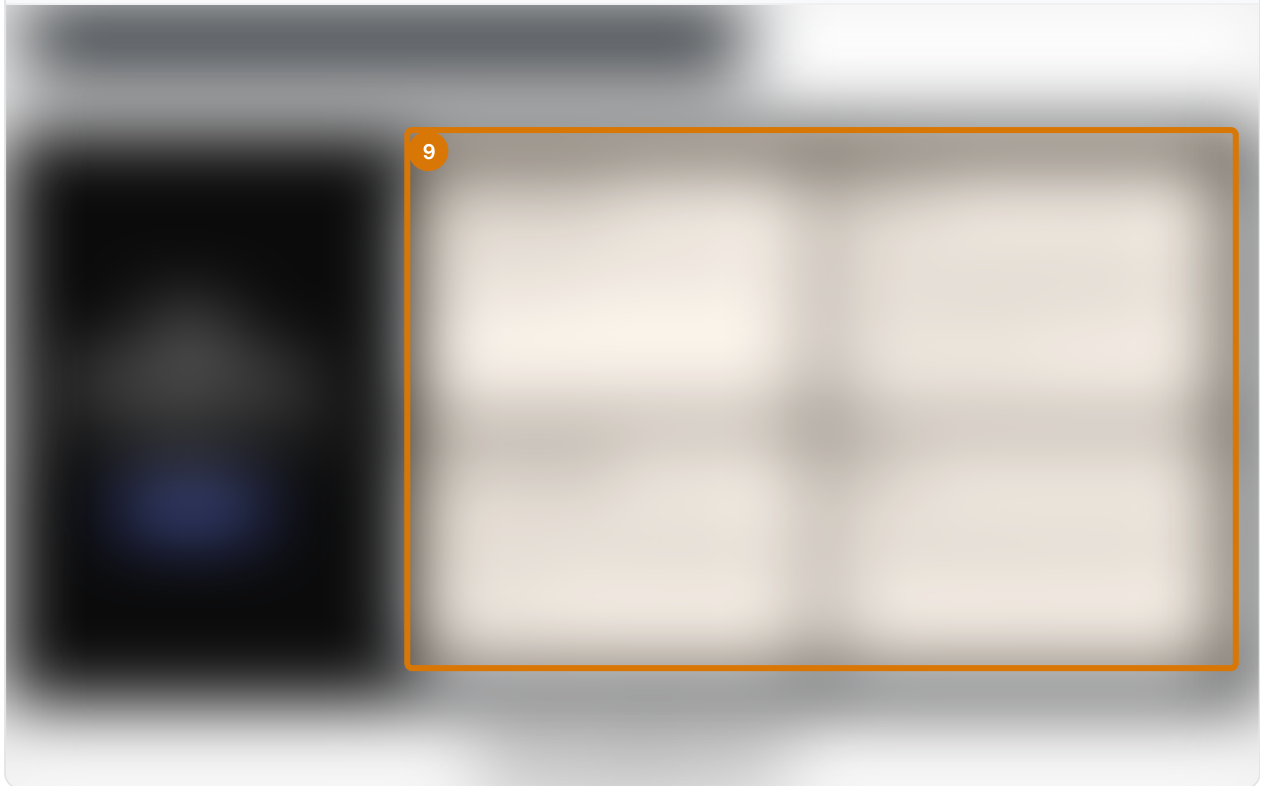
Program descriptions read like encyclopedia entries, not invitations

MESSAGING

IMPORTANT

LIKELY

DESKTOP — SCREENSHOT 5



CURRENT

Brazilian Jiu-Jitsu (BJJ) is a grappling-based martial art whose central theme is the skill of controlling a resisting opponent in ways that force him to submit.

SUGGESTED

Brazilian Jiu-Jitsu (BJJ) — Learn to control any situation with technique, not size or strength. BJJ classes at RGA are structured for every level — you'll be guided through fundamentals from day one, training alongside a commlrn Guard that started exactly where you are.

WHAT WE FOUND

The program descriptions use technical, clinical language aimed at someone who already knows martial arts. The BJJ description says it's 'a grappling-based martial art whose central theme is the skill of controlling a resisting opponent in ways that force him to submit.' The Muay Thai description explains it's 'the Art of Eight Limbs' using 'eight points of contact.' For your ideal customer — someone who has never trained and doesn't know where to start — this language is alienating. It tells them what the art IS but not what THEY'LL experience or gain.

WHY IT MATTERS

A beginner doesn't care about the taxonomy of martial arts. They care about: Will I enjoy this? Can I do this even though I'm out of shape? Will I get hurt? What will a class actually look like? The technical

descriptions create psychological distance between the reader and the experience — the opposite of what you want.

RECOMMENDED FIX

Rewrite program descriptions from the student's perspective. Lead with the experience and outcome, then add the technical detail for those who want it.

10

Newsletter CTA uses insider jargon as the page's closing action

MINOR

LIKELY

MESSAGING

DESKTOP — SCREENSHOT 7

10

CURRENT

Keep your rashguard fresh— subscribe today. Sign up to receive updates about Master Apex, RGA, and get martial arts-related tips and tricks from the masters.

SUGGESTED

Your first class is free. No experience required. Book a trial class at the academy that's been building confidence since 1996. [Book Your Free Trial →] (Or, if keeping newsletter: 'New to martial arts? Get beginner tips, class updates, and the inside story from our instructors — straight to your inbox.')

WHAT WE FOUND

The final CTA section before the footer reads 'Keep your rashguard fresh — subscribe today.' A rashguard is a compression shirt worn in grappling, but your ideal customer — someone who has never trained — has no idea what this means. This section is positioned as the page's closing conversion action, which means the last thing you're asking a potential new student to do is subscribe to a newsletter using language they don't understand.

WHY IT MATTERS

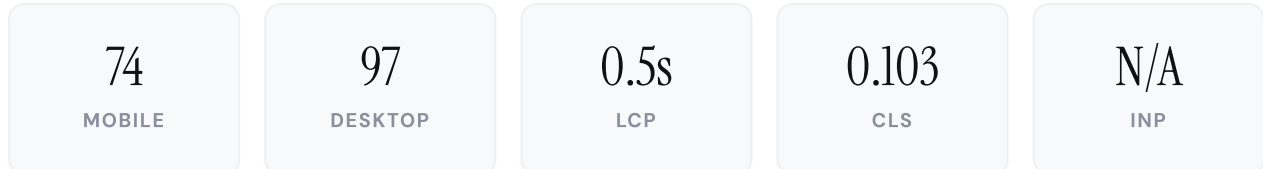
This is a minor issue in isolation, but it's symptomatic of a larger problem: the page is written for people who already train, not for the beginners you're trying to attract. The closing section of any page should be the strongest conversion push, not a newsletter signup with insider language.

RECOMMENDED FIX

Replace the newsletter section's position with a strong closing CTA for trial signups. Move the newsletter to a secondary position or a popup. If keeping the newsletter section, rewrite the headline to be beginner-accessible.

PERFORMANCE

Speed Snapshot



Desktop performance is excellent. Mobile score of 74 is acceptable but could be improved — with 66% of traffic on mobile per GA4, every fraction of a second matters. CLS of 0.103 slightly exceeds Google's 'good' threshold of 0.1, suggesting some layout shift during load that could be addressed.

COPY REWRITES

Homepage Rewrite

Ready-to-implement copy for your homepage.

HERO REWRITE

You don't need experience. You need a place to start.

Apex Combat Academy has been building confidence through Brazilian Jiu-Jitsu, Muay Thai, and MMA in Midtown since 1996. Whether you've never stepped on a mat or you've trained for years, your first class is free.

[Book Your Free Trial Class](#)

No experience required. No commitment. Just show up.

The current hero tells the visitor what the academy IS — a prestigious school established in 1996. The rewrite tells the visitor what they need to hear: that this place is for them, even if they've never trained. The Apex quote about building confidence was buried below the fold; this headline channels that same energy. Leading with 'You don't need experience' immediately neutralizes the #1 anxiety a beginner has before they even scroll. The free trial offer in the subheadline gives them a reason to act now rather than bookmark and forget.

SECTION REWRITES

APEX COMBAT QUOTE BLOCK

RESTRUCTURE

Move the Apex quote from its current buried position to immediately below the hero headline as a supporting credibility element. Remove its second appearance later on the page.

We are not in the business of martial arts. We are in the business of building confidence. Confidence not only to defend yourself — we help build the confidence required to face life.

— Master Apex Combat

Style as a pull quote directly beneath the hero subheadline and CTA. Use a subtle left border or large quotation marks. Should feel integrated with the hero, not like a separate section. Remove the duplicate quote that currently appears near the bottom of the page.

This is the single best piece of copy on the entire current site, and it's buried five screens deep. For a beginner who's nervous about walking into a martial arts gym, hearing the founder say 'we build confidence' is more persuasive than any feature list. Placing it right after the hero CTA reinforces the emotional decision they just started making.

Add a new section that directly addresses first-timers, pulling key content from the existing 'Your First Visit' page (currently buried as a footer link) onto the homepage.

Never trained before? Good. Most of us started the same way.

You don't need to be in shape. You don't need to buy anything. You don't need to know a single technique. Here's what your first class actually looks like:

You show up. Walk in, tell the front desk it's your first time. We'll show you around and introduce you to your instructor.

You warm up with the class. Basic movements. Nothing you can't handle — we promise.

You learn. Your instructor walks you through fundamental techniques, step by step. You'll train with a partner who's done this before and knows how to help you.

You finish and feel it. Not just physically — something shifts. That's the part people don't expect.

We lend you a gi if you need one. Wear comfortable clothes. Bring water. That's it.

Two free trial classes. No commitment. No pressure to sign up after.

Book Your Free Trial Class

Design this as a clean, spacious section with generous whitespace. Consider a subtle numbered or stepped layout for the four 'what happens' items, but keep it feeling warm and approachable — not like a corporate process diagram. An image of an actual beginner class in session (not competition fighters) would be ideal here.

The analyst found that 'Your First Visit' content is buried on a separate page linked only in the footer. This is the single most important information for the ideal customer — someone who has never trained and doesn't know where to start. By answering 'what will actually happen to me?' directly on the homepage, we eliminate the biggest source of anxiety. The conversational tone ('We promise') and specific details ('We lend you a gi') make this feel real, not like marketing. The two-class trial offer at the end removes the commitment fear.

Rewrite all four program descriptions from the student's perspective. Lead with the experience and outcome, then add technical context. Replace 'Our Programs' header.

Find your discipline.

Every program at RGA is taught at every level. Start wherever you are.

Brazilian Jiu-Jitsu (BJJ)

Learn to control any situation with technique — not size, not strength. BJJ is a ground-based martial art where leverage beats power every time. Classes are structured so you'll learn fundamentals from day one, training alongside people who started exactly where you are. This is the art the Combat family built, and the heart of everything we teach.

Muay Thai

Striking that uses your whole body — punches, kicks, elbows, and knees. Muay Thai builds cardio, coordination, and confidence fast. Classes are high-energy but paced for all levels. You'll learn real technique from day one, not just hit pads and hope for the best.

Submission Grappling

All the technique of BJJ, no gi required. Submission grappling focuses on joint locks, chokes, and positional control while training in shorts and a rashguard. If you like the idea of BJJ but want a faster, more athletic pace, start here.

KidJitsu (Ages 6-13)

Your kid learns self-defense, discipline, and how to carry themselves with confidence. KidJitsu combines real Brazilian Jiu-Jitsu technique with games and drills that build coordination, focus, and resilience. This isn't daycare with mats — it's structured training that kids actually look forward to every week.

[Book a Free Trial Class](#)

[View Full Program Details](#)

Display as a card or tile layout — each program gets equal visual weight. Keep descriptions to this length (3-4 sentences). The 'Book a Free Trial Class' button should be the primary action; 'View Full Program Details' is a secondary text link for those who want more.

The current descriptions are encyclopedia entries — 'a grappling-based martial art whose central theme is the skill of controlling a resisting opponent in ways that force him to submit.' That's a Wikipedia definition, not an invitation. A beginner doesn't care about taxonomy. They care about: can I do this? Will I enjoy it? The rewrites lead with what the student experiences and gains, then add enough technical detail to feel legitimate. 'Leverage beats power every time' is more compelling than

'controlling a resisting opponent.' 'This isn't daycare with mats' speaks directly to what a parent is actually thinking.

INSTRUCTOR HIGHLIGHTS

RESTRUCTURE

Replace the full 18-instructor grid with 4 featured instructor spotlights. Move the complete instructor directory to a link.

Learn from the best in the world.

RGA instructors have trained champions, cornered UFC fighters, and built careers on the mat. More importantly, they teach beginners every single day — and they're good at it.

Fabio Coelho

Head Instructor, Brazilian Jiu-Jitsu

Robson Combat Jr.

Brazilian Jiu-Jitsu

Elijah Clarke

Muay Thai

Bridget Grace

Brazilian Jiu-Jitsu

[Meet All 18 Instructors](#)

[Instructor 1 short bio](#)

[Instructor 2 short bio](#)

[Instructor 3 short bio](#)

[Instructor 4 short bio](#)

Display 4 instructors in a horizontal row with photos, name, discipline, and a 1-sentence bio placeholder. Include Bridget Grace specifically — representation matters for prospective female students. The full 18-person grid belongs on the dedicated Instructors page, not the homepage.

The current page devotes two full sections and an enormous grid to all 18 instructors — it's the first thing a visitor encounters after the hero. For a beginner, an 18-person roster is noise. They don't know who these people are yet. Four highlighted instructors with brief context accomplishes the credibility goal without overwhelming the visitor. The supporting copy — 'they teach beginners every single day' — directly reassures the target customer that these world-class instructors won't be annoyed by a newbie in the room.

FAQ SECTION

REWRITE

Rewrite FAQ header, reorder questions to prioritize beginner concerns, add pricing FAQ, add trial class FAQ. Remove the Spanish question mark and 'Try Our FAQ' subhead.

Common questions from first-timers.

How much does membership cost?

Membership starts at around \$300 per month for unlimited classes across all programs. But your first step is a free trial — come take a class, see if it's right for you, and we'll walk through all the options in person.

I've never done martial arts. Can I really just show up?

Yes. Most of our students started with zero experience. Your first two classes are free, and our instructors will guide you through everything.

Do I need to buy a gi or any equipment?

Not for your trial. We'll lend you a gi for your first class. If you decide to join, we can help you get set up with your own gear.

What should I wear to my first class?

Comfortable athletic clothes — a t-shirt and shorts or leggings work fine. No zippers, no pockets, no jewelry.

How many classes can I take per month?

All membership plans include unlimited classes. Train as much as your schedule allows.

Do you allow drop-ins?

Yes. Drop-in visitors are welcome. Please contact us in advance so we can confirm availability and help you find the right class.

When does Master Apex teach?

Master Apex teaches select classes throughout the week. Check the class schedule or contact us for his current teaching times.

What are your hours?

We hold classes seven days a week, morning through evening. Check the full class schedule for exact times.

[View Full Class Schedule](#)

[Book Your Free Trial Class](#)

Exact monthly price or range

Implement as an accordion/expandable list. Place the 'Book Your Free Trial Class' button after the last FAQ. The pricing answer uses 'around \$300' based on the business context provided — replace with exact current pricing.

The current FAQ uses a Spanish question mark (¿Questions?) for unclear reasons and asks questions only an existing member would have. It completely omits the two biggest questions a prospective student has: how much does it cost, and can a total beginner actually do this? The rewrite leads with pricing — the objection the business owner identified — and frames it inside a low-commitment answer: your first step is free. Adding 'Can I really just show up?' directly voices the anxiety the ideal customer feels and resolves it in one sentence.

PARTNERS / FUJI LOGO SECTION REMOVE

Remove the 'Our Partners' section entirely from the homepage. Relocate the Fuji gear link to the footer under a 'Shop' or 'Partners' link.

Move the Fuji partnership link to the footer. The 'Shop' link already exists in the main navigation, which is the appropriate place for gear sales.

A Fuji gear logo occupying prime homepage real estate — immediately after the hero — serves zero purpose for a prospective student. It answers no question they have and actively pushes down the content they need. A beginner doesn't need to buy a rashguard yet. They need to feel like this place is for them.

APEX QUOTE DUPLICATE / VISIT US BLOCK REMOVE

Remove the 'Join one of the most renowned martial arts academies in the world' section and the duplicate Apex Combat quote. The quote is relocated to below the hero. This section is replaced by the closing CTA.

The Apex quote now lives once, beneath the hero. The 'Visit Us' button is replaced by the trial class CTA which appears in the closing section.

The quote appears twice on the current page and the 'Visit Us' button is a vague action with no clear destination. Both are consolidated into stronger, more specific elements elsewhere.

CLOSING CTA — FREE TRIAL

NEW SECTION

Replace the newsletter section as the page's closing action with a direct trial class CTA block.

Your first class is free. Your second one is too.

Two trial classes. No experience required. No contracts. No pressure.

Apex Combat Academy has been the starting point for thousands of students — from total beginners to UFC champions — since 1996. Wherever you are, this is where you start.

224 West 30th Street, Midtown.

Book Your Free Trial Class

Call us: (212) 279-6724

Email: info@apex-combat-academy.com

This is the final section before the footer. Give it visual weight — full-width background, possibly a photo of the academy interior or a class in session. Include the phone number and email as click/tap actions for mobile users. The button should be visually identical to the hero CTA for consistency.

The current closing action is a newsletter signup using insider jargon ('Keep your rashguard fresh'). A beginner doesn't own a rashguard and doesn't know what one is. The final impression a page leaves should be the strongest conversion push. This section restates the offer (two free classes), removes every objection (no experience, no contracts, no pressure), and gives multiple ways to take action. Including the physical address reinforces that this is a real place in their neighborhood.

NEWSLETTER SIGNUP

REWRITE

Rewrite the newsletter section with beginner-accessible language and demote it to a secondary element below the closing CTA or in the footer.

Stay in the loop.

Get class updates, beginner tips, and stories from the mat — straight to your inbox.

Your email address

Subscribe

Move this to the site-wide footer or position it as a small, visually secondary element below the closing CTA. Remove the 'Name' field — email only reduces friction. Do not use this as the page's primary closing action.

The current copy ('Keep your rashguard fresh') alienates the target audience. 'Stories from the mat' keeps the martial arts flavor while remaining accessible to someone who has never trained. Dropping the name field reduces friction for a low-commitment action like a newsletter signup.

STICKY MOBILE CTA

NEW SECTION

Add a persistent sticky CTA bar visible on mobile devices at all scroll positions.

Book Your Free Trial

Book Free Trial

Call Now

Fixed bottom bar on mobile viewports only (under 768px). Two side-by-side actions: primary button for trial booking, secondary tap-to-call link. Background should be solid (white or brand color) with a subtle top shadow to differentiate from page content. Should appear after the user scrolls past the hero CTA so it doesn't double up on screen. Z-index above all other content.

66% of traffic is mobile. Currently, a mobile visitor has to scroll through 9 screens to find any way to contact the academy. A sticky CTA ensures that the moment a visitor decides 'I want to try this' — whether they're reading about programs, looking at instructors, or scanning the FAQ — they can act immediately. The tap-to-call option serves the visitor who'd rather speak to a person than fill out a form.

Add a trial class CTA banner to the top of the calendar/schedule page at /Apex-Combat-midtown/calendar/.

New to RGA? Classes marked with a star are great for first-timers.

Not sure which class to try? Book a free trial and we'll help you pick the right one.

[Book Your Free Trial Class](#)

Place as a persistent banner at the top of the calendar page, above the schedule. If marking beginner-friendly classes with stars isn't feasible in the current calendar system, remove the first sentence and keep only the CTA. This page gets 4,400+ monthly sessions with a 70% bounce rate — even a simple CTA banner could recover significant leads.

The calendar page is the second-highest traffic page on the site with a 70.48% bounce rate. These are high-intent visitors — they're actively checking when classes happen. But the page gives them no next step. A visitor who doesn't already know how to sign up will see the schedule, feel uncertain about which class is right for them, and leave. This banner catches them at their moment of highest interest and gives them a path forward.

TRUST ELEMENTS

STUDENT TESTIMONIALS

I walked in knowing nothing. Not a single thing. My instructor partnered me with someone patient, talked me through every position, and by the end of the hour I'd learned something real. I've been coming back three times a week since.

My daughter started KidJitsu when she was 8. She used to hide behind me at every social event. Last month she stood up in front of her whole class and gave a presentation. I'm not saying jiu-jitsu did all of that. But I'm not saying it didn't.

I'm 46. I figured I was too old, too stiff, too out of shape. Turns out half the fundamentals class is people exactly like me. Wish I'd started five years ago instead of thinking about it for five years.

I've trained at gyms on three continents. RGA is the standard. The instruction, the training partners, the culture — there's a reason this place has produced more champions than anywhere else in the city.

Student photo — beginner male

Student photo — KidJitsu parent

Student photo — older adult

Student photo — experienced practitioner

Student 1 first name

Student 1 training since year

Student 2 first name (parent)

Student 3 first name

Student 3 age

Student 4 first name

These are placeholder testimonials written in the voice and format of what real student testimonials should sound like. DO NOT publish these — they must be replaced with actual quotes from real students. Collect testimonials from: (1) a recent beginner, (2) a KidJitsu parent, (3) an older or less-athletic student, (4) an experienced practitioner or recognizable name. Include first name, photo, and how long they've trained. Display as a carousel or stacked cards, each with a photo. A Google Reviews widget or star rating link should accompany this section.

Between Programs and Instructor Highlights (position 4 on the page). This is where the visitor's mental sequence shifts from 'what would I do here?' to 'but can someone like me actually do this?' Student voices answer that question in a way the academy's own copy never can.

STATS BAR

Founded in 1996. Three locations across the city. Over 18 world-class instructors. Classes 7 days a week.

Number of active students or members (if willing to share)

Google review count

Google review star rating

Display as a single horizontal bar with 4 stat blocks. If the academy can share active member count or total students trained, add it. If Google review count is available (the analyst suggested 200+ reviews), include: '4.8 stars on Google — 200+ reviews' as a fifth stat with a link to the Google Business listing. Keep it factual — no invented numbers.

Directly below the hero section and Apex quote, above the 'Never Trained Before' section. This establishes institutional credibility in one glance before the page shifts to addressing the beginner's concerns. Quick-scan stats let the visitor think 'okay, this place is legit' and move on to 'is it for me?'

GUARANTEE

Your first two classes are completely free. No credit card. No contracts. No obligation. Show up, train, and decide if RGA is right for you.

[Book Your Free Trial Class](#)

Style as a callout box or highlighted block within or adjacent to the 'Never Trained Before' section. Should feel like a promise, not fine print. No asterisks, no qualifications.

Within or immediately following the 'Never Trained Before — What to Expect' section (position 2). This is the moment where the visitor is most likely thinking 'okay, but what's the catch?' The guarantee answers that before they can talk themselves out of it.

RESTRUCTURE STRATEGY

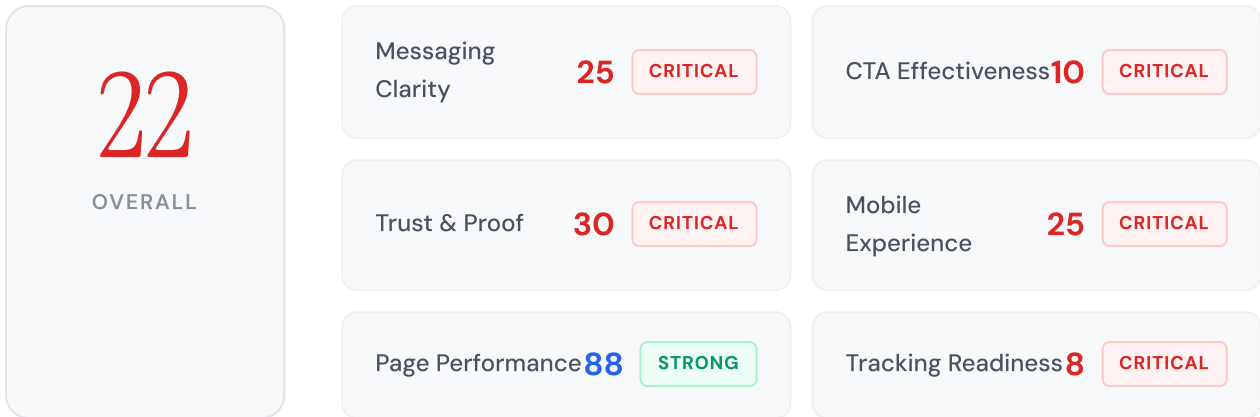
The current page is built for someone who already trains at Apex Combat Academy — it leads with the academy's prestige, shows off the full instructor roster, and buries the information a prospective student actually needs five screens deep. The restructured page follows the beginner's mental sequence: 'Is this for me?' (hero + quote) → 'Can I really do this?' (what to expect) → 'What would I actually do?' (programs) → 'Do people like me go here?' (testimonials) → 'Who would teach me?' (instructors) → 'What does it cost and how do I start?' (FAQ + closing CTA). Every section ends with or is adjacent to the single action we want: booking a free trial class. The sticky mobile CTA ensures that

66% of traffic – mobile visitors – can convert the instant they decide to, no matter where they are on the page.

LANDING PAGE

Landing Page Analysis

Landing page analysis



SUMMARY

The contact page's primary inquiry form is not visible — across all 8 screenshots (3 desktop, 5 mobile), no form fields appear on the page despite the form HTML existing in the source code. Combined with zero conversion goals configured in GA4 (0 conversions recorded across 25,239 sessions site-wide over 90 days), the single page that should generate leads for your academy is functionally broken. Before the missing form, the page opens with two discouraging messages telling visitors to go away and read the FAQ, which actively pushes away the exact beginner prospects you want to convert.

FINDINGS

1

The contact form appears to not be rendering — the page's entire conversion mechanism is invisible

CRITICAL

DEFINITE

WHAT WE FOUND

Your page has a Gravity Forms contact form in the HTML source (Form #gf_1 with topic dropdown, program checkboxes, instructor checkboxes, name, email, phone, and message fields), but it does not appear on screen. Across all 8 viewport captures — 3 desktop and 5 mobile, scrolling top to bottom — no form fields are visible anywhere on the page. After the 'How Can We Help?' heading, the page jumps directly to a horizontal divider and the 'Join one of the most renowned martial arts academies in the world' brand section. No input fields, no submit button, no dropdown — nothing interactive appears between the heading and the next section.

RECOMMENDED FIX

Immediately check whether the Gravity Forms form (ID #gf_1) is rendering in the browser. Open the page in Chrome DevTools, search for the form element, and check if it has `display:none`, `visibility:hidden`, or a height of 0. Check for JavaScript console errors that would prevent Gravity Forms from initializing. If the form uses conditional logic (e.g., requiring a dropdown selection before fields appear), either remove the conditional display or add a visible dropdown with clear placeholder text like 'Select your question type to get started.' Test on both desktop and mobile browsers. This fix alone will go from zero conversion capability to having one.

2

The page opens by telling visitors to go away — twice — before offering any help

CRITICAL

DEFINITE

WHAT WE FOUND

The first things a visitor sees below the 'Contact' header are two discouraging messages. First: 'Please note: current members who have questions about their memberships, need to call the academy directly.' Second: a blue callout box stating 'Please read the FAQ first! Due to the large number of form submissions (no pun intended), we can't answer emails with questions that have already been answered in the FAQ section.' Before a visitor even understands what they can do on this page, they've been told twice that you'd rather they didn't contact you. For a beginner who's nervous about starting martial arts and doesn't know where to begin — your stated ideal customer — this reads as 'we're too busy for you.'

RECOMMENDED FIX

Remove both warning messages from above the fold entirely. If you need to redirect current members, add a small text link at the bottom of the form: 'Current member? Call us directly at 212-555-0199.' Replace the top-of-page messaging with a welcoming headline aimed at your ideal customer. The first thing they should see is an invitation, not a deflection.

3

No 'Book a trial class' action exists anywhere — the page has no conversion path for beginners

CRITICAL

DEFINITE

WHAT WE FOUND

Your ideal customer — someone interested in BJJ who has never started — arrives at this page looking for a clear next step. There is no 'Book a trial class' button, no 'Schedule your first visit' CTA, no mention of what the first step actually looks like. The only CTAs on the page are 'View the FAQ section' (a deflection), 'Subscribe Now' (a newsletter), and 'View the class schedule' (a link buried in the footer). There is no primary action that says 'start here' for a new person. The page treats all inquiries as equal — a question about membership billing and a question about starting BJJ go through the same (invisible) form.

RECOMMENDED FIX

Add a prominent, dedicated 'Book Your First Class' CTA above the fold on this page — ideally as a standalone button or a simple 3-field form (name, email, phone) with a clear label: 'Book a free trial class.' This should be separate from the general inquiry form. Make the commitment feel small: 'No experience needed. No commitment required. Just show up.' Link to or embed the 'Your First Visit' content directly on this page so beginners know exactly what to expect.

4

The contact form (if it were visible) asks beginners to select from 15 instructors they've never heard of

IMPORTANT

LIKELY

WHAT WE FOUND

The hidden Gravity Forms form includes a required topic dropdown, 6 program checkboxes (BJJ, Muay Thai, MMA, Submission Grappling, KidJitsu), and 15 individual instructor checkboxes (Yorock Anderson, Tim McNamara, Thiago Saldanha, Robson Combat Jr., etc.). This form is designed for internal routing — it helps the academy sort inquiries. But for your ideal customer, a beginner who 'doesn't know where to start,' being asked to choose specific instructors or programs is paralyzing. They don't know the difference between BJJ and Submission Grappling. They've never heard of these instructors. Every checkbox they can't answer increases the chance they abandon the form.

RECOMMENDED FIX

Create two distinct pathways: (1) A simple 'I'm new and want to try a class' form with just name, email, phone, and an optional 'Tell us about yourself' textarea. (2) A more detailed 'I have a specific question' form for people who already know what they want. Use a simple toggle or two buttons at the top: 'I want to start training' vs. 'I have a question.' Remove the instructor checkboxes entirely — route those inquiries internally based on the message content.

5

Zero conversion tracking is configured — you literally cannot measure whether this page works

CRITICAL

DEFINITE

WHAT WE FOUND

Your GA4 data shows 0 conversions recorded across all 25,239 sessions over the past 90 days. No conversion goals are configured — not for form submissions, not for phone clicks, not for email clicks, not for anything. Additionally, bounce rate and session duration both return 0 across all pages in your PostHog implementation, indicating those metrics aren't being captured either. You told us your biggest drop-off point is 'I don't really know' — and the reason you don't know is that you have no measurement infrastructure in place.

RECOMMENDED FIX

Configure GA4 conversion events for: (1) Contact form submissions (Gravity Forms fires a `gform_confirmation` event you can capture), (2) Phone number clicks (tel: link clicks), (3) Email link clicks, (4) Newsletter signups. Also set up a basic GA4 funnel: Contact page visit → Form interaction → Form submission. This gives you a baseline to measure improvements against. If you have Google Tag Manager installed, this can be done in an afternoon.

6

No social proof on the page — no reviews, no testimonials, no student stories

IMPORTANT

DEFINITE

WHAT WE FOUND

The contact page contains zero social proof. No Google reviews. No testimonials from students. No 'X members trained' stats. No photos of real classes or students. The only trust signal is the Apex Combat quote ('We are not in the business of martial arts. We are in the business of building confidence.') — which is a brand statement, not social proof. You mentioned having access to testimonials from top BJJ stars like Danaher, but none of that appears here. For someone who already knows the Combat name, the brand carries weight. But for the beginner who's comparing options and deciding whether to reach out, there's no evidence from people like them.

RECOMMENDED FIX

Add 2–3 short testimonials from students who started as complete beginners. Place them between the contact form and the Apex Combat quote section. Prioritize quotes that address common beginner fears: 'I was terrified my first day' or 'I had zero experience.' Include first name and how long they've been training. If you can get video testimonials from notable students (you mentioned Danaher), create a separate proof section, but prioritize beginner voices on this page specifically — your ideal customer needs to see themselves reflected.

7

The bottom half of the page is brand filler and a newsletter form — neither helps convert a prospect

IMPORTANT

LIKELY

WHAT WE FOUND

After the (invisible) form area, the page spends significant real estate on: (1) 'Join one of the most renowned martial arts academies in the world' with the Apex Combat confidence quote, (2) a 'Keep your rashguard fresh — subscribe today' newsletter signup asking for name and email, (3) a 'Looking for Something Else?' search bar, and (4) a full footer with links and map. The brand quote section is inspirational but doesn't advance the conversion. The newsletter section uses insider jargon ('rashguard') that beginners won't understand — it's aimed at existing practitioners, not your ideal customer. The search bar adds nothing to a contact page.

RECOMMENDED FIX

Restructure the bottom half of the page to support conversion: (1) Replace the newsletter section with beginner testimonials, (2) Move the Apex quote above the form as a trust anchor, not below it, (3) Remove the search bar — it belongs in the nav, not on a contact page, (4) Add a 'What to expect on your first visit' section with 3-4 bullet points addressing beginner anxiety (what to wear, no experience needed, class format, etc.). Save the newsletter subscribe for a post-form-submission thank you page or a site-wide footer element.

8

66% of site traffic is mobile, but mobile visitors see warnings and brand filler before any action

IMPORTANT

DEFINITE

WHAT WE FOUND

GA4 data shows 66% of your site traffic arrives on mobile devices. On mobile, the contact page experience is: (1) 'Contact' header, (2) red warning about current members, (3) blue FAQ warning box, (4) 'How Can We Help?' heading with no form, (5) RGA logo and address, (6) 'Join one of the most renowned...' quote section, (7) newsletter subscribe, (8) search bar, (9) footer with map. A mobile visitor must scroll through 5 full screens before they even reach the newsletter form — and the actual contact form never appears. The phone number is clickable (good), but it's positioned alongside discouraging text that suggests calling is for current members, not new ones.

RECOMMENDED FIX

On mobile, restructure the page so the first screen contains: (1) A welcoming headline ('Ready to start? Let's get you on the mat.'), (2) A simple 3-field form or a prominent 'Book a Trial Class' button, (3) A click-to-call button clearly labeled 'Call us — we'd love to hear from you.' Push all other content below the fold. The mobile visitor who's ready to act should be able to do so within 3 seconds of page load.

FORM OPTIMIZATION

Form & CTA Analysis

Friction points in your conversion flow.

FRICTION POINTS

CRITICAL: The entire Gravity Forms contact form does not render on screen. The HTML exists but no form fields are visible on desktop or mobile. The page heading says 'How Can We Help?' and then shows nothing. The contact page has no functional contact form.

Inspect the form element in DevTools for `display:none`, `visibility:hidden`, `height:0`, or JavaScript console errors preventing Gravity Forms initialization. The most likely cause is a conditional logic configuration on the 'I Have a Question About...' dropdown that hides all subsequent fields until a selection is made — but the dropdown itself may also be hidden or failing to render. Remove conditional display logic entirely, or ensure the gating dropdown renders with a visible default state. Test across Chrome, Safari, Firefox, and mobile browsers.

This is not an optimization — it's a total conversion failure. Fixing this alone takes the form from 0% functional to 100% functional. Every other recommendation is moot until this is resolved. Zero form submissions are possible in the current state.

The page opens with two discouraging messages before the form: a red warning telling current members to call instead, and a blue callout box saying 'Please read the FAQ first! Due to the large number of form submissions (no pun intended), we can't answer emails with questions that have already been answered in the FAQ section.' These are the first things a visitor reads.

Remove both messages from above the form. Replace with a welcoming, beginner-oriented headline: 'New to martial arts? You're in the right place. Tell us a bit about yourself and we'll help you get started.' Move the current-member redirect to small text below the form: 'Already a member? Call us at 212-555-0199 for membership questions.' Eliminate the FAQ warning entirely — if someone asks a question answered in the FAQ, answer it anyway with a link. That's lead nurturing, not wasted effort.

High. These warnings create psychological friction before the visitor even encounters a form field. For the target audience (nervous beginners), being told 'we can't answer your emails' before they've even asked a question is devastating to conversion intent. Removing these and replacing with welcoming copy could improve form start rate by 20-40%.

29 form fields visible in the HTML (1 dropdown + 5 program checkboxes + 18 instructor checkboxes + 2 name fields + email + phone + textarea). Even if conditionally shown, the instructor checkboxes present 18 individual choices to someone who cannot meaningfully answer.

Reduce to 6 fields maximum: First Name, Email, Phone, Program Interest (single select), Experience Level (single select), Message (optional textarea). Route to specific instructors internally based on program selection. If instructor-specific inquiries are genuinely needed, add a single optional dropdown 'Is there a specific instructor you'd like to work with?' with an 'I don't know yet / No preference' default — but only show this for returning visitors or people who select 'Private Lessons' as their interest.

High. Research shows that reducing form fields from 11+ to 4-6 can increase conversion rates by 100-160% (HubSpot, Unbounce studies). The 18 instructor checkboxes alone make this form feel like a staff directory, not a lead capture form. Even users who know what they want may abandon when faced with this volume of choices.

The 'How can we help you?' textarea is required. For a beginner who just wants to try a class, being forced to compose a message creates blank-page anxiety. They don't know the right terminology, don't know what questions to ask, and feel pressure to say something 'correct.'

Make the textarea optional. Add helpful placeholder text: 'Optional — tell us about your goals, ask a question, or just leave this blank and we'll reach out to learn more.' For the 'I want to start training' path specifically, no message should be needed at all. Name + email + program interest is a complete lead.

MEDIUM high. Required open text fields are the #1 abandonment point in lead forms, especially for audiences unfamiliar with the subject matter. Making this optional removes the biggest cognitive burden in the form.

No trust signals anywhere near the form submission area. No testimonials, no review count, no privacy statement, no response time expectation, no 'X students trained' social proof. The form (if visible) would exist in a trust vacuum.

Add within eyeline of the submit button: (1) A single-line testimonial from a beginner student ('I walked in knowing nothing. Best decision I ever made. — Sarah M. '), (2) A privacy microcopy line ('We respect your privacy. No spam, ever. '), (3) A response time commitment ('We'll get back to you within 24 hours. '), (4) Optionally, a Google review score badge if you have strong ratings (Apex Combat Academy almost certainly has 4.5+ stars with hundreds of reviews).

Medium. Trust signals near the submit button reduce last-second abandonment by 10-25%. For a high-commitment decision like joining a martial arts gym, social proof from relatable beginners is the single strongest conversion lever after form simplification.

The Email field uses input type='text' instead of type='email'. This means mobile devices won't show the email-optimized keyboard (with @ symbol readily accessible), and there's no native browser validation for email format.

Change the Email field input type from 'text' to 'email'. This is a one-line change in the Gravity Forms field configuration.

LOW medium. On mobile (66% of traffic), this reduces typos in email addresses and catches obviously invalid entries before submission. Mistyped emails are lost leads you can never follow up with.

The newsletter form (Form 2: 'Keep your rashguard fresh — subscribe today') competes with the primary contact form for attention and asks for the same core data (name + email). It uses insider jargon ('rashguard') that beginners don't understand, and its placement between the contact form area and the footer creates a false floor — visitors may think the newsletter form IS the contact form.

Remove the newsletter form from the contact page entirely. It belongs on the blog, in blog post footers, or on a post-form-submission thank you page ('Thanks for reaching out! While you wait, subscribe for training tips.'). The contact page should have one form with one purpose: capturing leads or booking trial classes.

Medium. Competing forms with overlapping fields create decision paralysis and dilute the primary conversion action. Removing the newsletter form focuses visitor attention on the action that matters most — making contact.

No dedicated 'Book a trial class' conversion path exists. The form treats a beginner wanting to try their first class the same as someone asking about billing or a specific instructor. There is no low-commitment entry point for the primary target audience.

Create a two-path entry at the top of the form area: (1) 'I want to try a class' → simple 3-field form (Name, Email, Phone) with a 'Book My Free Trial' CTA, and (2) 'I have a question' → the simplified general inquiry form. The trial path should include 2-3 bullets addressing beginner anxiety: 'No experience needed,' 'We provide everything you need,' 'Beginners welcome at every class.'

High. A dedicated trial-class funnel with fewer fields and a specific value proposition typically converts 2-4x better than a generic 'contact us' form for fitness/gym businesses. This is the highest-impact structural change after fixing the rendering issue.

CTA RECOMMENDATIONS

CURRENT

The main contact form submit button text is unknown — the form does not render, so no submit button is visible. Based on Gravity Forms defaults, it is likely 'Submit' or 'Send'.

RECOMMENDED

Get My Free Trial Class

'Submit' tells the user what they're doing mechanically. 'Get My Free Trial Class' tells them what they're getting. It restates the value exchange — they give their info, they get a class. Using 'My' instead of 'Your' creates psychological ownership (studies show first-person CTAs outperform second-person by 25–90%). 'Free' removes the risk objection.

CURRENT

Unknown (likely 'Submit' or 'Send')

RECOMMENDED

Send My Question

'Send My Question' is specific and low-stakes. It confirms the action (sending) and frames the form as a conversation ('my question'), not a transaction ('submit'). It avoids the corporate feel of 'Submit' and the ambiguity of 'Send' alone.

CURRENT

Subscribe Now

RECOMMENDED

Remove this form from the contact page entirely. If retained elsewhere, change to: 'Get Training Tips from the Masters'

'Subscribe Now' is generic and tells the user what they're committing to (a subscription) rather than what they're getting (training tips, insider knowledge). If this form must exist somewhere, the CTA should promise the value — 'Get Training Tips from the Masters' aligns with the supporting copy about 'tips and tricks from the masters.' But on the contact page specifically, this form should not exist at all.

CURRENT

View the FAQ section. (link within the blue warning callout)

RECOMMENDED

Remove the callout entirely. If FAQ needs linking, add as subtle footer text: 'You can also browse our FAQ for quick answers.'

This CTA actively tries to prevent the user from using the form. It sends them away from the conversion page. Any FAQ link should be positioned as a helpful supplement after the form, not as a gatekeeping deflection before it. Every visitor you send to the FAQ instead of the form is a lead your sales team never gets to work.

CURRENT

No 'Book a Trial' or 'Get Started' CTA exists anywhere on the page

RECOMMENDED

Book Your Free Trial Class →

This page's #1 job is converting interested beginners into trial class bookings. Without a CTA that explicitly offers this, visitors have to infer what to do. A prominent, benefit-oriented CTA button above the fold immediately answers the visitor's core question: 'How do I start?' The arrow (→) adds directionality and implies forward progress.

CURRENT

Phone number displayed as '+1 212-555-0199' in the sidebar, clickable but with no supporting context for new visitors

RECOMMENDED

Call Us — We'd Love to Hear From You: 212-555-0199

The current phone number sits next to text telling current members to call. A new prospect doesn't know if the phone number is for them. Reframing with welcoming language ('We'd love to hear from you') makes it clear that calling is encouraged for everyone, not just existing members. On mobile, this should be a tap-to-call button with a phone icon, not just a hyperlinked number.

FORM EVENT TRACKING

Contact form becomes visible / renders in viewport (currently broken — track when fixed)

Event: `contact_form_visible` — Use Intersection Observer API to fire when the Gravity Forms container enters the viewport. If using GTM, create a Element Visibility trigger on the form container CSS selector. This establishes whether the rendering fix is working and what percentage of visitors actually see the form.

User focuses on the first form field (First Name)

Event: `form_start` — Add a focus event listener on the first input field (`input_1.3` or the new First Name field). In GTM, use a Form Interaction trigger or a custom JavaScript event. Fire only once per session to avoid duplicates. This gives you the form start rate — the percentage of page visitors who begin filling out the form.

User completes the email field (blurs out of the email input with a value)

Event: `form_email_captured` — Add a blur event listener on the email field that fires only if the field contains a value matching a basic email pattern. In GTM, use a custom JavaScript variable to validate and a Form Interaction trigger. This is your 'partial lead' metric — even if they abandon after this point, you may have a contactable lead (check consent requirements).

User selects a program interest (BJJ, Muay Thai, etc.)

Event: `form_program_selected` — Listen for change events on the program select/radio field. Pass the selected value as an event parameter: `{program: 'bjj'}`. In GTM, use a Click or Change trigger on the program field elements. This tells you which programs drive the most inbound interest, informing marketing spend.

User clicks the trial class booking submit button

Event: `trial_form_submit_attempt` — Add a click event listener on the submit button that fires regardless of validation outcome. In GTM, use a Click trigger on the submit button CSS selector. Compare this with successful submissions to calculate your validation error rate.

Contact/trial form is successfully submitted (Gravity Forms confirmation loads)

Event: `form_submission_success` — Gravity Forms fires a `gform_confirmation_loaded` JavaScript event on successful submission. In GTM, create a Custom Event trigger listening for this event. Pass `form_id` and `entry_id` as parameters. Mark this as a GA4 conversion event. This is your primary conversion metric — everything else ladders up to this.

User clicks the phone number (tel: link)

Event: `phone_click` — In GTM, create a Click trigger filtered to elements where Click URL contains 'tel:'. GA4 enhanced measurement may already track outbound link clicks, but tel: links need explicit configuration. Pass the phone number as a parameter. Mark as a GA4 conversion event. This is your second primary conversion action.

User clicks the email address (mailto: link)

Event: `email_click` — In GTM, create a Click trigger filtered to elements where Click URL contains 'mailto:'. Pass the email address as a parameter. This tracks people bypassing the form to email directly — which may be most of your current leads given the form is broken.

User scrolls past the form area without interacting (scroll depth past form section with no form_start event)

Event: `form_scrolled_past` — Combine an Intersection Observer on the form section exit with a check for whether `form_start` has fired. If the form section leaves the viewport and `form_start` has not been recorded, fire this event. In GTM, use a Scroll Depth trigger combined with a blocking condition for the `form_start` dataLayer event. This tells you what percentage of visitors see the form but don't engage — your form abandonment-before-start rate.

User dismisses the FAQ callout (clicks the X button on the blue callout box)

Event: `faq_callout_dismissed` — Add a click event listener on the callout close button (the `x` element). In GTM, use a Click trigger on the close button CSS selector. This tells you how many people are annoyed enough by the callout to actively dismiss it — a friction signal.

User clicks 'View the FAQ section' link within the callout

Event: `faq_redirect_from_contact` — In GTM, create a Click trigger on the FAQ link within the callout box. This tracks how many people you're actively sending away from the contact page before they can convert. Compare with contact page conversion rate to quantify the deflection cost.

Newsletter form submitted (Subscribe Now button clicked with valid inputs)

Event: `newsletter_signup` — The newsletter form appears to use Elementor's form widget. Listen for the Elementor form submission success event, or add a submit event listener on the newsletter form element. Track this as a secondary conversion — useful but not the primary goal of this page.

User abandons form mid-completion (form_start fired, but no form_submission_success within the session, and user navigates away or closes tab)

Event: `form_abandoned` — Use the `beforeunload` or `visibilitychange` event. If `form_start` has fired and `form_submission_success` has not, push a `form_abandoned` event to the `dataLayer`. Include the last field interacted with as a parameter (`{last_field: 'email'}`) to identify where in the form people drop off. In GTM, use a Custom HTML tag triggered on the window unload event with conditional logic.

COMPETITIVE ANALYSIS

Competitor Page Teardown

How buyers experience your competitors before visiting your page.

BUYER JOURNEY IMPACT

By the time a buyer visits Apex Combat Academy's page, they have already been trained by three competitors to expect: (1) a free or near-free trial class as the primary homepage CTA, (2) a headline that acknowledges beginners and makes them feel welcome, and (3) a lean, conversion-focused page that answers 'how do I start?' within seconds. The buyer arrives at Apex Combat's page already believing that good BJJ academies in the city offer free trials, explicitly welcome newcomers, and make the first step obvious. They encounter a page that does none of these things — and they likely interpret the absence not as a deliberate choice but as a signal that the academy isn't interested in beginners or is making the process unnecessarily difficult.

STRATEGIC SUMMARY

Apex Combat Academy's most damaging competitive gap is that it actually offers the most generous trial in the market — a completely free class — but is the only academy that doesn't mention it on the homepage. Every competitor prominently features their trial offer as the centerpiece of their conversion strategy. The single most impactful change is to surface the free trial class as a hero-level CTA ('Book Your Free Trial Class — No Experience Needed') paired with the existing Apex Combat confidence-building quote, transforming the homepage from an institutional showcase into a beginner-friendly conversion path that leverages the academy's legendary name to lower the barrier to entry rather than raise it.

[HTTPS://WWW.COMPETITOR-BJJ-ONE.COM/](https://www.competitor-bjj-one.com/)

the city BJJ Academy (Modern Martial Arts / Vitor Shaolin)

HEADLINE APPROACH

The hero headline is the academy name with a subhead focused on the member experience: 'Delivering a great BJJ Experience for our members!' This is member-outcome oriented rather than institutional-prestige oriented. Below the fold, section headlines lead with benefit categories: 'TOP-NOTCH BJJ EDUCATION,' 'UNBEATABLE GYM LOCATION,' 'WORLD-CLASS INSTRUCTION.' Each section answers a specific buyer question (Is the teaching good? Is it convenient? Who teaches here?) in a logical sequence.

CTA STRATEGY

The primary CTA is 'SIGN UP FOR A TRIAL CLASS' — a prominent red button placed mid-page after the video section. The nav includes a persistent 'Join Now' link and a visually distinct 'Contact' button. The trial offer is specific: '2-class offer with 1-on-1 instruction plus a FREE trial uniform with purchase.' This reduces friction by (a) specifying exactly what the buyer gets, (b) including a uniform so the buyer doesn't need to buy equipment, and (c) offering personal instruction so a beginner won't feel lost. The meta description reveals the price: \$29.99, framing it as a 75% discount from \$120 value.

PROOF PLACEMENT

The embedded training video appears in the top half of the page, before the trial CTA. This means proof of the training environment is delivered before the buyer is asked to commit. The meta description adds specificity: '2 classes for \$29.99' with 'expert black belt instruction.' Proof and offer are tightly coupled — the buyer sees evidence and is immediately given a low-risk way to verify it personally.

TRUST SEQUENCE

Trust is built in this order: (1) Hero image showing active training on real mats — visual proof the academy exists and is active, (2) 'Top-Notch BJJ Education' section establishing pedagogical commitment, (3) embedded YouTube video showing what training actually looks like — the buyer can see the environment before visiting, (4) trial class CTA with specific offer details (2 classes + 1-on-1 instruction + free uniform), (5) 'World-Class Instruction' section with commiron Guard-building language, (6) Kids program section expanding the audience. The video is a significant trust differentiator — it lets the buyer preview the experience.

PRICING TRANSPARENCY

The meta description and trial offer page reveal the \$29.99 introductory price for 2 classes + uniform. This is prominently featured as a '75% savings' from a \$120 stated value. Monthly membership pricing is not visible on the homepage, but the trial price creates an accessible entry point that eliminates the pricing question for the first interaction. The buyer knows exactly what the first step costs before they click anything.

OBJECTION HANDLING

Complexity/intimidation is handled by the 1-on-1 instruction promise in the trial offer — beginners get personal guidance, not a group class they might feel lost in. Location convenience is addressed explicitly ('heart of Times Square,' 'within a couple blocks of nearly every major subway line'). The 'students of all ages come to us from all levels and backgrounds' language directly addresses the 'am I good enough?' objection. Price is partially handled by the \$29.99 trial being prominently featured.

NOTABLE STRENGTHS

- + Embedded video lets the buyer see the actual training environment before committing — this is the single strongest trust signal on any competitor page
- + Trial offer is hyper-specific (2 classes, 1-on-1 instruction, free uniform, \$29.99) which eliminates ambiguity about what the first step looks like and costs
- + Nav includes both 'Join Now' and 'Contact' as persistent, visually distinct options — the buyer always has a clear path to act regardless of scroll position

[HTTPS://COMPETITOR-BJJ-TWO.COM/](https://competitor-bjj-two.com/)

Iron Guard BJJ School

HEADLINE APPROACH

The hero headline is 'EVERYONE IS WELCOME' — a direct, emotionally inclusive statement that addresses beginner anxiety head-on. The subhead 'Come train with and learn from world class athletes and instructors' pairs accessibility with credibility. This is the only competitor headline that speaks directly to the buyer's emotional state (feeling unsure, potentially intimidated) while simultaneously establishing elite credentials. Below the fold, the section headline 'Brazilian Jiu-Jitsu in Midtown — World Champion Instructors' shifts to credential-based positioning with specific proof claims.

CTA STRATEGY

'TRY FOR FREE' is the sole primary CTA — a large blue button in the hero section, impossible to miss. The word 'FREE' eliminates pricing friction entirely for the first interaction. The nav includes 'SCHEDULE' as a secondary action for buyers who want to check class times before committing. The page has exactly one conversion goal: get the visitor to try a class for free. There are no competing CTAs, no newsletter signup, no shop link in the body. This single-mindedness is the page's greatest conversion asset.

PROOF PLACEMENT

Credential proof ('dozens of World Champions') appears immediately below the hero fold, before any detailed program information. The five value pillars with icons appear mid-page as scannable proof points. The page is notably lean — there is no instructor grid, no program encyclopedia, no FAQ. Every element serves the single purpose of getting the buyer to the free trial. Proof is concentrated and positioned to support the conversion action rather than to comprehensively document the academy.

TRUST SEQUENCE

Trust is built in this order: (1) Hero image showing a packed room of diverse students sitting together — visual proof of Iron Guard and inclusivity, (2) 'TRY FOR FREE' CTA immediately visible in the hero, establishing zero-risk entry, (3) Below the fold: specific credential claims ('dozens of World Champions at every belt level, including multiple Black Belt World Champions'), (4) Inclusive Iron Guard language ('hard work, good people, and a fun family environment where everyone feels welcome — from complete beginners to elite competitors'), (5) Five icon-based value pillars (Structured Technical Progression, Dedicated Experienced Instructors, Positive And Challenging Environment, World Class Jiu Jitsu, Special Events), (6) Footer with complete operational details (location, hours, contact). The trust sequence moves from emotion to credentials to structure to logistics.

PRICING TRANSPARENCY

The homepage offers a free trial with no asterisks or conditions visible on the page. Research indicates the free trial is available to tri-state area residents. Day passes (\$40 weekday, \$25 weekend) and week passes (\$100) are available on sub-pages. Monthly membership pricing requires in-person conversation, but the free trial completely removes pricing as a barrier to the first interaction.

OBJECTION HANDLING

The 'EVERYONE IS WELCOME' headline directly addresses the intimidation objection. 'From complete beginners to elite competitors' explicitly names the beginner and tells them they belong. 'Fun family environment' addresses the fear that the academy will be aggressive or hostile. The free trial eliminates the price objection entirely for the first visit. The listing of diverse class types (gi, no-gi, wrestling, white belt fundamentals, self-defense) addresses the 'I don't know what I'd do' objection by showing there are beginner-specific options.

NOTABLE STRENGTHS

- + The 'EVERYONE IS WELCOME' headline is the most beginner-friendly messaging of any competitor — it directly addresses the #1 emotional barrier for someone who has never trained
- + Single-CTA focus ('TRY FOR FREE') with zero competing actions creates the clearest conversion path of any page analyzed
- + The hero image shows a diverse group of students of varying ages sitting together on the mat — this visual proof of commlrn Guard diversity is more convincing than any text claim about inclusivity

[HTTPS://COMPETITOR-BJJ-THREE.COM/](https://competitor-bjj-three.com/)

Vanguard Martial Arts the city

HEADLINE APPROACH

The hero headline is simply the academy name: 'Vanguard Martial Arts the city' with a subhead describing the offering: 'MGJJ offers Kids, Fundamental, and Advanced Jiu-Jitsu classes weekly for all levels and all ages.' This is the most similar approach to Apex Combat's — leading with the founder name and institutional identity. However, the subhead immediately addresses level inclusivity ('all levels and all ages') and names specific program tiers (Kids, Fundamental, Advanced), giving the buyer a mental model of how the academy is structured.

CTA STRATEGY

Three co-equal CTAs appear just below the hero: SCHEDULE, MEMBERSHIPS, and FREE TRIAL. This serves three distinct buyer intents: the researcher (schedule), the ready-to-commit buyer (memberships), and the cautious beginner (free trial). The hero CTA is 'PLAN YOUR VISIT' — a softer, lower-commitment action than 'Join Now' or 'Sign Up.' The nav includes 'PLAN YOUR VISIT,' 'MEMBERSHIPS & PASSES,' 'CLASSES,' and 'SCHEDULE' — giving every buyer intent a direct path. The page closes with 'SIGN WAIVER' as the final action, creating a clear operational next step for committed buyers.

PROOF PLACEMENT

The Google Maps embed showing 4.9 stars from 138 reviews appears prominently mid-page. This is the only competitor page that surfaces third-party review data directly on the homepage. The proof appears after the CTAs but before the operational details, meaning it serves as reinforcement for buyers who are considering but haven't yet committed. The page is extremely lean — no instructor grid, no program descriptions, no testimonials, no FAQ. All proof is concentrated in the founder's name recognition and the Google review rating.

TRUST SEQUENCE

Trust is built in this order: (1) Hero image of active training with the founder visible on the mat, (2) Immediately below the hero: a single paragraph explaining the membership model, free trial availability, and visitor options — this is the most operationally transparent first-scroll content of any competitor, (3) Three equal-weight CTAs (SCHEDULE, MEMBERSHIPS, FREE TRIAL) giving the buyer clear paths based on their intent, (4) Embedded Google Map with 4.9 stars and 138 reviews visible directly in the map widget, (5) Complete operational details (address, phone, email, hours), (6) 'GET STARTED: Sign our online waiver' — a concrete next step for committed buyers. The Google Maps embed with visible rating is an underrated trust signal — it's third-party validated proof.

PRICING TRANSPARENCY

The homepage text explicitly states: 'Our monthly membership provides full unlimited access to both Fundamental and Advanced Weekly Classes. If you're considering joining, we offer 2 Free Classes to residents living within the tri-state area. For Visitors, we offer Day Passes and 2 Week Passes.' This tells the buyer exactly what they get (unlimited access), how to try it (2 free classes), and what visitors can do (day/week passes). Research shows membership tiers range from \$200-\$350/month. While exact monthly pricing isn't on the homepage, the membership structure and trial offer are clearly communicated.

OBJECTION HANDLING

The 'all levels and all ages' subhead addresses the complexity/intimidation objection. The free trial for tri-state residents addresses the price objection for the first interaction. The 'PLAN YOUR VISIT' framing reduces commitment anxiety — it positions the first interaction as visiting, not joining. The mention of 'Fundamental' classes in the hero subhead signals that beginner-specific programming exists. However, the page does not address intimidation, what to expect, or 'will I fit in' concerns with any depth.

NOTABLE STRENGTHS

- + Google Maps embed with 4.9 stars / 138 reviews provides immediate third-party trust validation that no other competitor page includes
- + The page explains the entire membership model (unlimited access, free trial for locals, day/week passes for visitors) in one paragraph just below the hero — the buyer understands the full offer structure within 10 seconds
- + Three co-equal CTAs (Schedule, Memberships, Free Trial) serve different buyer intents without creating choice paralysis because each maps to a clear decision stage

COMPARATIVE INSIGHTS

DIMENSION	BUYER EXPECTATION	YOUR APPROACH	GAP / OPPORTUNITY
Free trial visibility HIGH	After visiting all three competitors, the buyer expects a BJJ academy to offer a free or very low-cost trial class as the primary first step. Iron Guard leads with 'TRY FOR FREE' in the hero. Vanguard MA offers '2 Free Classes' and links to a FREE TRIAL page. the city BJJ offers a \$29.99 trial with uniform. Every competitor makes the trial offer prominent, specific, and above the fold.	Apex Combat Academy has no trial class offer anywhere on the homepage. There is no 'Book a Trial,' 'Try for Free,' or 'First Class Free' CTA. The primary CTAs are 'Class Schedule' (information, not action) and a newsletter signup. The free trial that actually exists (\$0 trial class, per the business context) is not mentioned on the page at all.	Add a hero-level CTA: 'Book Your Free Trial Class — No Experience Needed' that links to a simple booking form or intake page. This CTA should be the single most prominent element on the page. Repeat it after the Programs section and as the page's closing action. The free trial is the academy's strongest conversion asset and it is completely hidden.
Beginner reassurance in headline HIGH	The buyer expects the academy's headline to signal whether beginners are welcome. Iron Guard's 'EVERYONE IS WELCOME' and 'from complete beginners to elite competitors' set a strong expectation that a good academy explicitly invites newcomers. the city BJJ's 'students of all ages come to us from all levels and backgrounds' reinforces this. Vanguard MA's 'all levels and all ages'	The Apex Combat hero headline is 'Apex Combat Academy' with 'Brazilian Jiu-Jitsu, Muay Thai, and MMA in the city' and 'Established in 1996...continues being one of the world's leading schools in martial arts.' This communicates institutional prestige but says nothing to a beginner. The Apex Combat quote about building confidence — which is arguably the most beginner-friendly	Restructure the hero to lead with the Apex Combat confidence-building message: 'We're not in the business of martial arts. We're in the business of building confidence.' Follow with a subhead that explicitly names beginners: 'Whether you've never stepped on a mat or you're training for your next competition, this is where you start.' The institutional legacy ('since 1996,' 'world-leading') becomes supporting context rather than the headline.

DIMENSION	BUYER EXPECTATION	YOUR APPROACH	GAP / OPPORTUNITY
Page structure and information hierarchy	<p>Competitors set the expectation that a BJJ academy homepage should be conversion-focused and lean. Iron Guard's entire page is approximately 3 scroll screens: hero with CTA, brief credential copy with value pillars, footer with operational details. Vanguard MA is similarly lean: hero with CTA, one-paragraph offer explanation, three CTAs, map, operational details. the city BJJ is slightly longer but follows a clear logic: hero → education → location/video → trial CTA → instruction quality → kids program. The buyer expects a focused page that answers key questions quickly.</p>	<p>Apex Combat's homepage follows this sequence: Hero → Fuji Partners logo → 4 Instructor photo cards → 18-name instructor grid → 'Visit Us' button → 4 Program descriptions → FAQ → Apex quote → Newsletter signup → Footer. This is approximately 8-9 scroll screens. The instructor section alone occupies 3+ screens. Programs — the content most relevant to a prospective student — don't appear until screen 5. The first CTA that could lead to action ('Visit Us') appears after 4 screens of instructor content.</p>	<p>Restructure the homepage to follow the competitor-established pattern: Hero + Trial CTA (screen 1) → 'Who This Is For' beginner reassurance (screen 2) → Programs overview (screen 3) → Social proof / testimonials (screen 4) → 3-4 featured instructors with 'View All' link (screen 5) → FAQ (screen 6) → Final CTA (screen 7). Move the 18-person instructor grid to a dedicated /instructors page. Move the Fuji partner logo to the footer.</p>
Pricing and offer transparency	<p>The buyer expects to understand the cost of getting started before contacting the academy. the city BJJ's meta description reveals \$29.99 for a trial. Vanguard MA's homepage explicitly states '2 Free Classes to residents living within the tri-state area' and links to a memberships page showing \$200-\$350/month</p>	<p>Apex Combat's homepage contains zero pricing information. There is no mention of a free trial class, no membership pricing, no 'starting from' language, and no pricing-related FAQ. The FAQ addresses gi policy, drop-ins, class limits, and hours — but not cost. The buyer who identified price as a concern has no way to</p>	<p>Surface the free trial prominently: 'Your first class is free — no experience required.' Add a pricing FAQ entry: 'How much does membership cost? Memberships start at approximately \$300/month for unlimited classes. Your first class is always free — come try us out and we'll walk you through all the options.' Even ranges reduce anxiety more than silence.</p>

DIMENSION	BUYER EXPECTATION	YOUR APPROACH	GAP / OPPORTUNITY
	<p>tiers. Iron Guard's 'TRY FOR FREE' eliminates pricing concern for the first step. By the time the buyer reaches Apex Combat's page, they expect to find either a free trial mention or some pricing signal.</p>	<p>evaluate affordability without calling.</p>	
<p>Social proof and third-party validation</p> <p>HIGH</p>	<p>Vanguard MA's embedded Google Map showing 4.9 stars / 138 reviews sets the expectation that a reputable academy has publicly visible review data. the city BJJ's research reveals consistently positive reviews mentioning facility quality and instructor patience. Iron Guard's research references 5-star Wellhub ratings and world champion endorsements. The buyer expects to see evidence that real students — not just the academy — vouch for the experience.</p>	<p>Apex Combat's homepage features zero student testimonials, zero review ratings, and zero third-party proof. The only quote is from the founder himself ('We are in the business of building confidence'). The page has 18 instructor names and photos but not a single student voice. The academy likely has strong Google reviews, but none are surfaced on the site.</p>	<p>Embed Google review rating on the homepage (likely 4.7+ stars with hundreds of reviews given the academy's reputation). Add 4-6 student testimonials with specific profiles: a complete beginner, a parent of a KidJitsu student, a woman who trains, and one recognizable BJJ name. Place these between the Programs and FAQ sections. Even just showing '4.8 ★ on Google · 200+ reviews' with a link creates significant third-party trust.</p>
<p>CTA specificity and friction level</p> <p>HIGH</p>	<p>Competitors set the expectation that the first interaction requires minimal commitment. Iron Guard asks for nothing — just show up for free. Vanguard MA asks for a waiver signature (administrative, not financial). the city BJJ asks for \$29.99 and provides a uniform so you're fully equipped. The buyer expects the CTA to tell them exactly what will happen, what</p>	<p>Apex Combat's CTAs are: 'Class Schedule' (information browsing, not conversion), 'Contact' (vague — contact about what?), 'Visit Us' (where? when? what happens?), and 'Subscribe Now' (newsletter, not conversion). None tell the buyer what the next step is, what it costs, or what to expect. The most conversion-oriented CTA — 'Visit Us' — appears after 4+</p>	<p>Replace the hero CTA with: 'Book Your Free Trial Class — No Experience Needed.' Replace the mid-page 'Visit Us' with: 'Come Try a Class — Here's What to Expect' linking to a page that explains the first-visit experience. Replace the closing newsletter section with: 'Your First Class Is Free. Book It Now.' Every CTA should answer: what happens, what it costs, and what I need to bring/know.</p>

DIMENSION	BUYER EXPECTATION	YOUR APPROACH	GAP / OPPORTUNITY
Video or visual proof of the training experience	<p>the city BJJ's embedded YouTube video showing actual training sets the expectation that a good academy lets you preview the experience visually. Iron Guard's hero image shows a packed room of diverse students on mats. Vanguard MA's hero shows active grappling with the founder visibly present. The buyer expects to see what training actually looks like before they commit.</p>	<p>Apex Combat's page features instructor headshot-style photos in a grid format. There is no video content on the homepage. There are no action shots of classes in session, no images of students training, and no visual representation of what a class experience looks like. The instructor photos communicate 'these people work here' but not 'this is what you'll experience.'</p>	<p>Add a short (30–60 second) video to the hero or immediately below it showing: a class in progress, students of various levels training, an instructor guiding a beginner, and the facility itself. If video isn't immediately available, replace instructor headshot grid on homepage with action photographs of actual classes — students rolling, an instructor demonstrating technique, the mat space during a busy class. Show the experience, not the org chart.</p>
Beginner-specific program clarity	<p>Competitors set the expectation that the academy will explicitly name beginner-appropriate options. Vanguard MA names 'Fundamental' classes in the hero subhead. Iron Guard lists 'white belt fundamentals' and 'Foundations' classes. the city BJJ emphasizes '1-on-1 instruction with our staff' in the trial offer. The buyer expects to quickly identify which class or program is designed for someone who has never trained.</p>	<p>Apex Combat's program descriptions use technical, encyclopedic language. BJJ is described as 'a grappling-based martial art whose central theme is the skill of controlling a resisting opponent in ways that force him to submit.' Muay Thai is described using 'eight points of contact' technical terminology. None of the four programs described (BJJ, Muay Thai, Submission Grappling, KidJitsu) indicate which is appropriate for beginners or what a beginner's first class would look like.</p>	<p>Rewrite program descriptions to lead with the student experience: 'New to martial arts? BJJ Fundamentals teaches you technique, control, and confidence from day one — no experience required.' Add a 'Where Should I Start?' section or visual path that helps beginners self-select. Mark beginner-appropriate classes on the schedule page.</p>

OBJECTION ANALYSIS

Conversion Objection Map

How well your page addresses the buyer's top concerns.

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COVERAGE

UNADDRESSED OBJECTIONS

The three most dangerous gaps are all completely missing from the page: (1) the free trial offer itself — the academy's strongest conversion tool doesn't exist on the website, meaning every competitor appears more accessible; (2) student social proof — there isn't a single student voice on the page, so beginners have no peer validation that people like them belong here; and (3) pricing information — the business's own stated top objection goes entirely unaddressed, forcing every price-curious prospect to either call or leave. Together, these three gaps mean a beginner arrives at a page designed for insiders, sees no way to start, no proof that people like them succeed, and no idea what it costs.

STRATEGIC RECOMMENDATION

The single most impactful change is making the free trial visible and bookable — this one fix simultaneously addresses the 'how do I start' objection, neutralizes the price objection (first class is free), and gives nervous beginners a low-commitment entry point. A prominent 'Book Your Free Trial Class — No Experience Needed' CTA in the hero, repeated after Programs and as the closing action, would transform this page from a brand showcase into a conversion engine. The trial offer already exists and is more generous than most competitors — it just needs to be on the page.

OBJECTION MATRIX

OBJECTION	ON PAGE?	STATUS	RECOMMENDED FIX
<p>How do I actually sign up or try a class here?</p> <p>CRITICAL</p>	Not addressed anywhere on the page	missing	<p>Add a primary CTA in the hero section reading something like 'Book Your Free Trial Class — No Experience Needed' linking to a simple intake form (name, email, phone, program interest). Repeat this CTA after the Programs section and as the page's closing action, replacing the newsletter's current position. On mobile (66% of traffic per GA4), add a sticky floating 'Book Free Trial' button visible on every scroll screen. This is the single highest-impact change because every competitor — Iron Guard ('TRY FOR FREE'), Vanguard MA ('2 Free Classes'), the city BJJ (\$29.99 trial) — makes this action prominent and above the fold.</p>
<p>Is this place for someone like me who's never trained before, or is it only for serious fighters?</p> <p>CRITICAL</p>	Hero section and throughout page	counterproductive	<p>Move the Apex confidence quote into or immediately below the hero. Add explicit beginner language to the hero subhead (e.g., 'No experience needed — start your first class this week'). Add a short 'Who This Is For' section after the hero that directly names beginners: 'Whether you've never stepped on a mat or you've trained for years, our classes are built for every level.' Every competitor (Iron Guard: 'EVERYONE IS WELCOME'; Vanguard MA: 'all levels and all ages'; the city BJJ: 'students of all levels') does this in their hero. The beginner who visits Apex after seeing those pages will feel excluded here.</p>
<p>How much does membership cost, and will there be hidden fees?</p> <p>HIGH</p>	Not addressed anywhere on the page	missing	<p>At minimum, add a FAQ entry: 'How much does membership cost?' with a response like 'Monthly memberships start at \$300/month for unlimited classes. Your first class is always free — come try us out and we'll walk you through all the options afterward. [Book Your Free Trial]' This reframes the pricing conversation around the free trial, which eliminates the cost barrier for the first interaction. If publishing exact pricing feels risky, even 'memberships from \$XXX/month' with a trial CTA reduces anxiety dramatically. The free trial is actually the most competitive offer in the market — it needs to be the answer to the price objection.</p>

OBJECTION	ON PAGE?	STATUS	RECOMMENDED FIX
<p>What will my first class actually be like? Will I be embarrassed or out of my depth?</p> <p>HIGH</p>	<p>Program descriptions (Section: 'Our Programs') and a separate 'Your First Visit' page linked only in the footer</p>	<p>counterproductive</p>	<p>Rewrite program descriptions from the student's perspective: 'BJJ classes at RGA are structured for every level. You'll learn fundamentals from day one alongside a commlrn Guard that started exactly where you are. No experience or equipment needed for your first class.'</p> <p>Add a visible 'What to Expect on Your First Visit' section directly on the homepage (pull content from the existing sub-page) placed between Programs and FAQ. Add a FAQ item: 'What should I expect on my first class?' with specific, reassuring detail about arrival, what to wear, how beginners are paired, etc.</p>
<p>Do real students — not just famous fighters — actually have good experiences here?</p> <p>HIGH</p>	<p>Not addressed anywhere on the page</p>	<p>missing</p>	<p>Collect 5–6 student testimonials representing: (1) a complete beginner who started recently ('I walked in knowing nothing — six months later I can't imagine my week without it'), (2) a parent whose kid does KidJitsu, (3) a woman who trains BJJ, (4) someone over 40, and (5) one recognizable name for credibility. Display these in a dedicated section between Programs and FAQ. Also embed or link to your Google review rating with review count. Place at least one beginner-focused testimonial near the trial CTA to address fear at the moment of decision.</p>
<p>Is \$300/month worth it when there are cheaper gyms nearby?</p> <p>MODERATE</p>	<p>Partially addressed in instructor section and Apex quote, but never explicitly framed as value justification</p>	<p>weak</p>	<p>Add a value-framing section or integrate value language near where pricing would appear. Something like: 'Unlimited classes, 18+ world-class instructors, and a commlrn Guard that's been building champions and confidence since 1996 — all included in your membership.' For the trial CTA specifically, emphasize that the free trial lets them experience the difference firsthand before committing. This lets the in-person experience — the academy's biggest strength — do the selling rather than asking the website to justify the price alone.</p>

OBJECTION	ON PAGE?	STATUS	RECOMMENDED FIX
Which program or class is actually right for me as a total beginner? MODERATE	Section: 'Our Programs' and Class Schedule page	weak	Add beginner indicators to each program description: 'Perfect for beginners' or 'Start here if you're new to martial arts.' On the Class Schedule page, mark beginner-appropriate classes with a visual indicator (★ or 'Beginner-Friendly' tag) and add a note: 'New to RGA? Classes marked ★ are great for your first visit. [Book Your Free Trial →]' This directly addresses the 70.48% bounce rate on the calendar page by giving high-intent visitors a clear path forward.

WHAT'S WORKING

Don't change these

Things your page does well.

- ✓ The Apex Combat quote ('We are not in the business of martial arts. We are in the business of building confidence') is genuinely powerful messaging that speaks directly to your ideal beginner customer. This should be the centerpiece of your homepage, not buried below the fold.
- ✓ The instructor section demonstrates legitimate depth — 18+ instructors across BJJ, Muay Thai, and MMA with professional photos. For someone evaluating whether this is a serious academy, this signals real investment in teaching quality. The presentation just needs to be resequenced so it appears after the visitor's primary questions have been answered.
- ✓ Page performance is excellent. Desktop PageSpeed scores 97, LCP is 0.5 seconds, and TTFB is 70ms. The site loads fast and doesn't lose visitors to technical performance issues — which means every conversion problem is about content and structure, not infrastructure.
- ✓ The FAQ section addresses practical questions that real prospects ask (drop-ins, gi policy, class limits, hours). This section just needs a few additions — particularly pricing and what to expect on a first visit.

TRACKING PLAN

Analytics & Measurement

GA4 events, Clarity setup, and conversion tracking — ready to implement.

GA4 Custom Events

Conversion Tracking

Clarity Setup

GTM Code Snippets

APPENDIX

Appendix

Industry Research

Page Screenshots
