

SIX-LENS WEBSITE AUDIT

YOUR GYM

Six-lens website audit — StoryBrand, SEO, AI Search, UI, Conversion, Platform — measured element by element on the live site. Audited August 28, 2026 on the live site at [yourgym.com](#). 64 links, 8 images and 3 schema blocks inspected in a real browser.

The short version: you are the most-reviewed personal training gym in Naples, and the nav item that says PRICING goes nowhere.

THE HEADLINE NUMBER

304

Five-star Google reviews at a 5.0 rating — 2nd of 20 Naples gyms, and 2.3x your closest rival

5.0 ★

verified live on Google Maps, Aug 28

Prices anywhere on the site \$0 ▼ none found 0 dollar figures in 818 words	Dead links in the header nav 2 ▼ GET STARTED, PRICING 12 instances across 3 headers	Coaches named on the homepage 1 ▼ of 4 on staff biggest AI-citation gap	Layout shift (CLS) 0.001 ▲ excellent 2 shifts, well inside Google's bar
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THE TECHNICAL BASELINE

WHAT WE CHECKED	WHAT WE FOUND ON THE LIVE SITE	RESULT
Structured data (schema)	3 JSON-LD blocks live, including ExerciseGym and Organization — the correct type for a gym	PASS
robots.txt and sitemap	robots blocks only /wp-admin/ and allows every AI crawler. Sitemap live at /sitemap_index.xml, last modified Aug 22, 2026	PASS
On-page SEO basics	Title 63 characters, meta 139, canonical self-references correctly, and all 8 images carry alt text	PASS
Layout stability (CLS)	0.001 across two loads, 2 shifts — well inside Google's threshold	PASS
Tracking stack	Google Tag Manager, GA4, the Meta pixel and GoHighLevel all firing	PASS
Google Business Profile	304 reviews at a 5.0 rating — 2nd of 20 Naples gyms by volume	PASS
Address consistency (NAP)	Google renders your address as "Suite 203 Suite 203" — the suite line is duplicated	FAIL
llms.txt	Returns a 404. Absent, so AI engines get no reading instructions	FAIL
Time to first paint	Roughly 9 to 10 seconds on 99–105 requests, against a 61ms server response	FAIL
Prices published	Zero dollar figures anywhere in 818 words of homepage copy	FAIL
Header navigation	GET STARTED and PRICING are anchor links with an empty target — 12 of 64 links go nowhere	FAIL

Every figure on this page was measured on August 28, 2026: page timings and DOM facts from two real-browser loads, Google listing and review data from the Apify Google Maps scrapers, and the site's root files fetched directly. Nothing here is estimated.

THE ONE THING TO FIX FIRST

Your header has six items. Three of them — Location, Reviews, Blog — work. **The two that carry buying intent, GET STARTED and PRICING, are anchor links with an empty target.** They were built to jump to a section and the section ID was never filled in, so clicking either one scrolls the visitor back to the top of the page. They render three times each across the desktop, mobile and sticky headers, so 12 of your 64 homepage links go nowhere.

This is not a redesign. It is two href values. A visitor who wants to give you money clicks PRICING, gets thrown back to the top, and leaves — and you have 304 five-star reviews proving they would have stayed.

WHAT YOUR 304 REVIEWS SAY, AND YOUR SITE DOESN'T.

We pulled all 304 of your Google reviews and read the 130 most recent. Your members have already written the website you should have. Here is what they say that your homepage does not.

THE GAP, TERM BY TERM

WHAT MEMBERS SAY, UNPROMPTED	IN REVIEWS	ON THE SITE
Coach Joe named by members	~30 reviews	0 mentions
Coach Marcon named by members	~26 reviews	0 mentions
Coach Aja , plus Cody, Marc and Dianna	named repeatedly	0 mentions
Jake (owner) named by members	~13 reviews	1 mention
Members who state their age — 58, 60, 64, 69, 70, 75, 85	10+ reviews	no age mentioned
Medical context — arthritis, back surgery avoided, knee replacement prep, open-heart recovery	6+ reviews	not addressed
GLP-1 / Tirzepatide muscle retention	named explicitly	0 mentions
Hard results — “16 lbs of fat, 4 lbs of muscle in 32 sessions,” “dropped over 30 pounds,” “close to 40lbs”	quantified by members	no numbers on page
“ Gymtimidation ” — a member’s own word for the core objection	member-written	not used
Small-group cap of 6	praised repeatedly	on the site

Counts are from the 130 most recent of your 304 reviews, pulled via the Apify Google Maps Reviews scraper on August 28, 2026. Site counts are from the live homepage, 818 words. Coach-name tallies are approximate because members spell names inconsistently; the direction is not in doubt.

THE REVIEW YOU SHOULD READ TWICE

A LOST LEAD, PUBLISHED ON YOUR OWN LISTING

“They would not give me a ballpark, guesstimate, any hint of a price of their memberships... I felt that they were trying to get me in to trap me rather than being open about their pricing. **Not sure why the pricing is so secretive.** I’m not even in the area yet, just trying to do my research to make my gym decision upon arrival and **their phone call deterred me.**”

This is not our opinion about pricing. It is a prospective member, in their own words, on your Google listing, explaining that they chose another gym because they could not find out what yours costs. Meanwhile another member does the price framing for you: “One on one personal training has gotten expensive, and to have this level of attention at a fraction of the cost is really beneficial.” That sentence belongs on the pricing page you do not have.

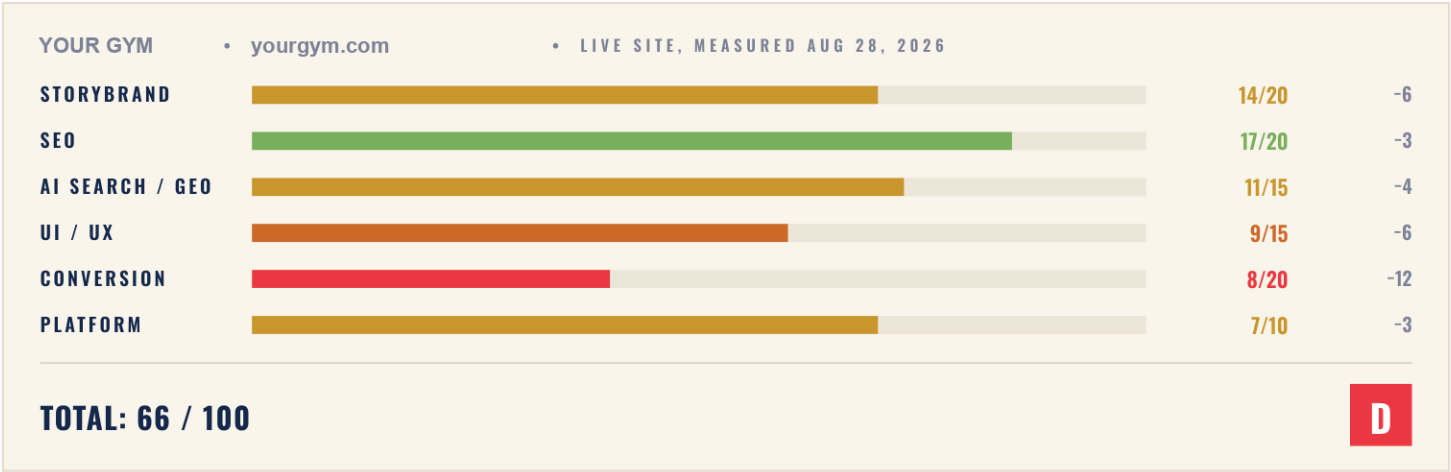
NAPLES PERSONAL TRAINING, RANKED BY REVIEW VOLUME

#	GYM	RATING	REVIEWS
1	CrossFit Naples	5.0	383
2	Your Gym Personal Training	5.0	304
3	D1 Training Naples	4.8	219
4	Real Fitness Naples	4.9	150
5	BILD By Coach O	5.0	131
6	Galaxy Fit Lab Personal Training	4.9	121
7	Pure Skill Fitness	5.0	118
8	Max Flex Fitness	5.0	104
9	PrimeF.A.S.T	5.0	91
10	Optimal Fitness Community	5.0	84

Top 10 of 20 Naples personal-training gyms returned by the Apify Google Maps scraper on August 28, 2026 across three search terms. **Your Gym** ranks 2nd of 20 by review volume and is tied for the highest rating in the set. Against its two closest personal-training rivals — **BILD** (131) and **Galaxy Fit Lab** (121) — **Your Gym** holds 2.3 times the review volume.

THE GRADE, LENS BY LENS.

Six lenses, scored against what the live site actually does — not against taste. The right-hand column is points lost.



WHAT WE FOUND, LENS BY LENS

LENS	THE EVIDENCE FROM THE LIVE SITE
STORYBRAND 14/20	The problem copy is genuinely good and stays: "ARE YOU TIRED OF: Working Hard But Your Body Isn't Responding?" hits external, internal and philosophical pain in one block, and the Starting Point Session is a real named first step. Then the H1 is "THE BEST PERSONAL TRAINING IN NAPLES FL" — an unprovable superlative where the member outcome should be. And the guide has no face: of at least six coaches your members name in reviews, exactly one appears anywhere in 818 words of homepage copy.
SEO 17/20	Strong, and stronger than most gym sites we measure. Title is 63 characters and well formed, meta description 139, canonical is self-referencing and correct, viewport is set, 10 Open Graph tags, and all 8 images carry alt text — zero missing. robots.txt is clean and blocks nothing but /wp-admin/. The Yoast sitemap index is live with a post sitemap last modified August 22, 2026 , which means the content engine is genuinely still running. Points off for the doubled suite line in the NAP and the thin 818-word homepage.
AI SEARCH / GEO 11/15	Three JSON-LD blocks are live, including ExerciseGym and Organization — ExerciseGym is exactly the right type and most gyms never ship it. robots.txt allows every AI crawler; nothing is blocked. The answer-first FAQ remains a real asset. What is missing is now confirmed rather than suspected: llms.txt returns a 404. And the authority gap is stark — your members name Joe, Marcon, Jake, Aja, Cody, Marc and Dianna across hundreds of reviews, while the site gives an AI engine one name and zero credentials to cite.
UI / UX 9/15	A clean, modern Elementor build with essentially no layout shift — CLS measured 0.001 across two loads , which is excellent and rare. Then the defects. Two header items are dead anchors. The grammar error "What Peoples Are Saying" is still live in the nav and the footer, on the page that holds your 304 reviews. There is still no dedicated contact page — Location & Contact is a homepage anchor — and one phone link with no email address anywhere.
CONVERSION 8/20	The weakest lens and the reason for the grade. Zero dollar figures appear anywhere on the page. There is no form element on the homepage at all — capture runs entirely through eight Elementor popups. There is no embedded booking calendar, so every intro still waits on a human callback. The nav item labelled PRICING is a dead link. And the cost of that is not theoretical: a prospective member wrote a public review explaining that they went elsewhere because nobody would give them a price.
PLATFORM 7/10	The stack is right and fully instrumented: WordPress and Elementor, with Google Tag Manager, GA4, the Meta pixel and GoHighLevel all firing , plus valid schema. Server response is quick when warm. The problem is what happens after: across two real-browser loads the page took roughly 9 to 10 seconds to paint anything , on 99 to 105 requests. Those timings varied between loads and belong in a controlled test before anyone quotes a single number — but nothing we measured came close to acceptable.

THE ONE-SENTENCE DIAGNOSIS

Your Gym is the second most-reviewed personal training gym in Naples with a perfect 5.0 across 304 reviews — and the two header links a ready-to-buy visitor actually clicks, GET STARTED and PRICING, point at nothing.

HOW THIS WAS MEASURED

Measured August 28, 2026. Page timings, DOM structure, link targets, schema blocks, image alt coverage and word counts were read from two real-browser loads of the live homepage. All 304 Google reviews, the listing name, address, phone, rating and review count, and the 20-gym Naples competitor set were pulled with the Apify Google Maps scrapers; the 130 most recent reviews were read in full for the language analysis. robots.txt, sitemap_index.xml and llms.txt were fetched directly and their status codes recorded. Where a check could not be completed it is named as open rather than answered. Page-timing figures varied between the two loads and are reported as a range rather than a single number; nothing else on this audit is estimated.

THE FIX LIST, RANKED BY RETURN.

Work top down. The first three change revenue this week and none of them is a redesign. The rest protect credibility and compound.

RANKED BY RETURN

#	FIX	LENS	IMPACT	EFFORT
1	Give GET STARTED and PRICING real destinations. Both are anchor links with an empty target across all three headers. This is an href change, not a build.	Conversion / UI	HIGH	Minutes
2	Publish a starting price. One honest number or range. Zero dollar figures exist on the site today, and price shoppers leave rather than fill a form to find out.	Conversion	HIGH	Low
3	Embed a booking calendar. Every intro waits on a callback today. Self-booking closes the visitor while intent is hot.	Conversion	HIGH	Medium
4	Put your coaches on the site, using your members' own words. Joe, Marcon, Jake, Aja, Cody, Marc, Dianna. The reviews already supply the proof; the site supplies one name.	StoryBrand / GEO	HIGH	Medium
5	Fix the paint time. Nine to ten seconds to first paint on 100+ requests, against a 61ms server response. The server is fine; what loads after it is not. Run a controlled test, then cut render-blocking assets.	Platform	HIGH	Medium
6	Fix the doubled suite line. Google currently reads your address as "Suite 203 Suite 203." One name, one suite, one phone, everywhere.	SEO / GEO	MED	Low
7	Correct "What Peoples Are Saying" in the nav and the footer. It sits on the page holding 304 five-star reviews.	UI	MED	Minutes
8	Speak to the buyer your reviews describe. Members self-identify at 58 to 85, arriving after arthritis, back surgery, knee replacement and open-heart recovery, and one is on a GLP-1 protecting muscle. The homepage addresses none of it.	StoryBrand	HIGH	Low
9	Put the reviews on the homepage. 304 at a 5.0 average is the strongest proof you own and the homepage does not spend it.	Conversion	MED	Low
10	Ship llms.txt. It returns a 404 today. Cheap to ship, and it is how AI engines are told what to read.	GEO	LOW	Minutes

Grades measure what the live site does for a visitor trying to become a member, scored out of 100. Page-timing figures come from two real-browser loads and varied between them; treat them as a range and confirm in a controlled test before quoting a single number. Every other figure on this audit was read directly from the live page, the live Google listing, or the site's root files.

ALREADY WORKING. DO NOT TOUCH.

#2 OF 20 IN NAPLES 304 reviews at 5.0, second only to CrossFit Naples and 2.3x your nearest personal-training rival.	THE CONTENT ENGINE Post sitemap last modified Aug 22, 2026. The expensive habit is already running.	CORRECT SCHEMA ExerciseGym plus Organization, live and valid. Almost no gym site ships this.
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WHY THIS GRADE IS GOOD NEWS

NOTHING ON THIS LIST IS A REBUILD
The expensive things are done. You have 304 five-star reviews, a live content engine, correct schema, a full tracking stack and a server that answers in 61 milliseconds. Your members have already written your coaches page, your age positioning, your results numbers and your price rebuttal — for free, on Google. The top fixes are two href values, one number, and copying words you already own.

YOUR GYM, THIS IS THE WHOLE DECISION

YOU EARNED THE VISIT. NOW LET THEM SAY YES.

Your Gym is one of the better-built gym sites in Naples. The only thing between it and a steady flow of booked intros is a locked door. Book fifteen minutes and we will walk the fix list together.

BOOK THE WALKTHROUGH