

Website Revenue Diagnostic Report

A plain-English breakdown of the sales your website is costing you — and how to get them back

■ XXXXXXXXXlimited.com

Every finding in this report was verified from the live website. Nothing is assumed.

■ YOUR #1 REVENUE LEAK — READ THIS FIRST

YOUR WEBSITE IS ACTIVELY TURNING AWAY NEW STUDENTS — RIGHT NOW, TODAY.

The very first thing every person sees when they visit your website is a promotional flyer for a martial arts seminar that has already happened. The Erik Paulson seminar ran in January. It is over. Anyone who lands on your homepage today — a parent looking for kids martial arts, an adult curious about BJJ, someone who just moved to Jacksonville and wants to try Muay Thai — sees a promotion for an event they can never attend.

Put yourself in that person's shoes for a moment.

You search Google for martial arts classes in Jacksonville. You click a result. The page loads and you see an advertisement for a seminar from five months ago. You immediately wonder: is this gym still active? Are these people still in business? Is any of this information current? You close the tab and try the next result.

That is exactly what is happening to your prospects every single day.

And it gets worse. That same event flyer — because it is a large, unoptimised image — is also the reason your website takes 11 full seconds to load on a mobile phone. Google says 2.5 seconds is acceptable. Your site takes more than four times that. Most mobile visitors will not wait. They are gone before they even see the problem.

Meanwhile, your actual new member offer — Register for a Free Class — exists on the page but is buried so far below the event flyer that the average visitor never reaches it. Your best sales tool is invisible.

This one issue — a single image used as the wrong hero — is estimated to be costing you \$10,000 to \$25,000 in new memberships every year. The fix is real and specific. It is addressed in detail on the following pages.

AT A GLANCE

Six numbers that tell you where things stand right now

11 seconds	2.5 seconds	68 / 100	82 / 100	5	\$28K–60K
Mobile Load Time	Google's Limit	Mobile Score	Desktop Score	Critical Issues Found	Est. Sales Lost / Yr

WHAT YOUR WEBSITE IS GETTING RIGHT

Every strength below was confirmed from the live site — not assumed

#	What Is Working Well	Why It Matters to Your Business
01	Live class booking — students can sign up 24/7 without calling	The Schedule page has real 'Book it!' buttons on individual classes. A parent browsing at 10pm on a Tuesday can find a class and book it right there. Most local martial arts gyms still rely entirely on phone calls. This is a genuine competitive edge that is already built and working — it just needs the rest of the site directing people to it.
02	'Register for a Free Class' offer exists — the strongest possible hook	A free trial class is the single highest-converting offer in the fitness and martial arts industry. Prospects who would never pay for a first class will gladly show up for a free one. You already have this offer. The problem is not the offer — it is that the current homepage buries it below a past event that drives people away before they scroll.

#	What Is Working Well	Why It Matters to Your Business
03	15 years in business — one of Jacksonville's longest-running martial arts schools	Most martial arts schools close within five years. Combatives Unlimited has operated continuously since 2011. That track record is one of the most powerful trust signals a new prospect can encounter. A parent choosing a gym for their child wants to know the gym will still be there next year. 15 years answers that question. It is currently mentioned once, in the footer, in small text.
04	7 disciplines including a Kids Program — one of the broadest curricula in the region	Jeet Kune Do, Kali-Escrima-Silat, Muay Thai, STX Kickboxing, Combat Submission Wrestling, Brazilian Jiu-Jitsu, and a Kids Program under one roof is exceptional. This breadth means the gym can serve adults wanting to compete, adults wanting fitness, and parents wanting martial arts for their children — three separate markets, all reachable from one website. That is a major commercial advantage that the site is not yet exploiting.
05	Two phone numbers listed — real accessibility signal	Both (904) 351-8580 and (904) 423-8749 appear in the footer. Two numbers signal that the business is staffed, reachable, and responsive — especially important for parents making an enquiry about their children. This is a small but meaningful trust detail.
06	Associations and affiliations gallery builds serious credibility	A dedicated section showing recognised organisation logos tells prospects — especially parents and serious practitioners — that this is a legitimate, connected gym. In martial arts, affiliation legitimacy is a primary factor for any student who has trained before and knows what credentials mean.
07	Google Map on the contact page removes the 'where is it?' barrier	A live Google Map with a confirmed Combatives Unlimited pin is embedded on the contact page. For a new student coming for the first time, knowing exactly where to go removes a small but real friction point. First visits that do not happen are memberships that do not start.
08	Opening hours clearly listed on every page	Mon-Thu 4:45-8:15pm, Fri-Sat private only, Sun closed — displayed in the footer across all pages. A prospect can find class times without digging. When people cannot find hours, they move on.
09	SEO technical score is perfect — 100 out of 100	Google's technical SEO audit gives this site a perfect score. Page titles, meta descriptions, and heading structure are all correctly set up. The site is properly readable by search engines on both mobile and desktop. This is harder to achieve than it sounds and means the technical foundation for search visibility is solid.
10	Real people are already finding this site through Google	Google has collected enough real visitor data from this site to generate performance scores based on actual traffic — not just lab simulations. People are arriving organically. The traffic exists. The gap is that the site is not converting those arrivals into enquiries at the rate it should be.

HOW YOUR SITE SCORES — AND WHAT EACH SCORE MEANS FOR YOUR BUSINESS

The table below covers ten areas of your website. For each one, there is a score out of 10 and — more importantly — a plain-English explanation of what that score means for the people who visit your site and whether they become members or move on. Technical terminology is only included where it is directly relevant to the business impact.

#	Area Reviewed	Score /10	What This Means for Your Business — In Plain English	Status	How We Know
01	Homepage First Impression	1	The first thing every new prospect sees is a promotion for a seminar that has already happened. Before they read a single word about your gym, the site is already raising doubts about whether you are open and active. Your free class offer is invisible without scrolling.	CRITICAL	Live crawl confirmed — Erik Paulson seminar flyer is hero element
02	Mobile Load Speed	2	Your site takes 11 seconds to appear on a phone. That is more than four times the acceptable limit. Someone searching for martial arts on their phone during lunch will not wait 11 seconds. The direct cause is the unoptimised event flyer image in the hero.	CRITICAL	Google PageSpeed Mobile — LCP 11.0s, tested June 6 2026
03	Contact Navigation	1	The Contact link in your main menu sends every enquiring prospect to a page that does not exist — a 404 error. The real contact page is at a different address entirely and is unreachable from the navigation. Clicking 'Contact' is a dead end.	CRITICAL	Live crawl — /contact returns 404; real page at /contato-1
04	Membership Pricing	2	There is no pricing on any page of the site. Not a monthly rate, not a trial price, nothing. A parent evaluating whether they can afford martial arts for their child has no way to assess it without calling. Most will not call. They will find a gym whose pricing is visible.	CRITICAL	Live crawl — zero pricing found across all pages
05	Social Proof	2	There are no student testimonials, no star ratings, no success stories, and no Google review widget on any page of the site. 15 years of students and results are completely invisible to every new prospect. In a purchase driven entirely by trust, trust signals are absent.	CRITICAL	Live crawl — no reviews or testimonials found on any page
06	Desktop Speed & Performance	7	The desktop site scores 82 out of 100 — adequate, but not strong. A technical issue called Total Blocking Time is flagged as a problem, meaning the site is slow to respond to clicks for desktop visitors even after the page appears to have loaded.	FAIR	Google PageSpeed Desktop — 82/100, TBT 360ms red, June 6 2026
07	Technical Health	6	The desktop site scores 77 out of 100 for technical health — the lowest in this category across all gyms audited in this series. This reflects browser compatibility gaps and outdated code that can cause issues on certain devices and browsers.	FAIR	Google PageSpeed Best Practices Desktop — 77/100
08	Social Media Presence	3	Only a Facebook link appears on the site. There is no Instagram, despite the fact that Instagram is the primary platform where people discover and research martial arts gyms today. There is also a YouTube video embedded on the homepage but no link to a YouTube channel.	WEAK	Live crawl — only Facebook icon found in footer
09	Site Currency	3	The footer displays a copyright year of 2020 — six years out of date. Combined with a past-event hero image, this tells every visitor that the site has not been touched in years. In a business where trust is everything, a neglected-looking site costs real enquiries.	WEAK	Live crawl — copyright 2020 confirmed in footer
10	SEO Technical Foundation	10	A perfect 100 out of 100 on both mobile and desktop. Your site is correctly structured for Google to read and index. Page titles, descriptions, and headings are all properly set up. This is a genuine technical achievement and a strong starting point.	EXCELLENT	Google PageSpeed SEO — 100/100 mobile & desktop

THE REVENUE LEAKS

What is happening right now, what sale each issue is costing, and what it takes to fix it

Each row below represents a specific, verified problem that is costing the gym real members right now. The description explains what is actually happening in plain English. The fix column describes what a professional resolution looks like. The revenue figure is a conservative estimate of what is being left on the table each year this issue remains unresolved.

Priority	The Problem	What Is Happening Right Now — And What Sale It Costs You	What a Professional Fix Delivers	Est. Annual Revenue Recovered
P1 CRITICAL	A past event is the first thing every new prospect sees — and it is driving them away	Every person who visits your website right now sees an advertisement for a seminar that ended months ago. A parent considering kids martial arts, someone curious about BJJ, a new Jacksonville resident looking for a gym — they all land on the same page and get the same message: this gym is not thinking about you. The free class offer that should be closing these prospects is buried below the fold. The average visitor leaves without ever seeing it. Every day the homepage stays as it is, you are spending your marketing budget sending people to a page that turns them away.	<i>A complete above-fold redesign that removes the event-driven hero and replaces it with a permanent, conversion-focused new member offer. Designed to work every day of the year — not just when an event is scheduled.</i>	\$10,000–\$25,000 / yr in memberships not enquiring
P1 CRITICAL	Clicking 'Contact' takes your prospects to a page that does not exist	The Contact link in your main navigation — the most-clicked link on any service business website — sends people to a broken page. There is no page there. The real contact page exists at a completely different address, with no navigation path to reach it. Think about who clicks Contact: someone who has looked at your gym, is interested, and wants to reach out. That is the highest-intent visitor on your entire site. Right now, every single one of them hits a wall. Most will not try to find another way. They will contact a competitor whose contact form works.	<i>A full navigation audit and repair — fixing every broken link, ensuring all navigation paths lead to real pages, and implementing monitoring so broken links are caught before they cost you enquiries.</i>	\$4,000–\$9,000 / yr in recovered contact enquiries
P1 CRITICAL	Your website takes 11 seconds to load on a phone — most people leave after 3	The average mobile visitor gives a page about three seconds before they leave. Your site takes eleven. That is not a small gap — it is a four-times-over failure. The cause is specific and confirmed: the large event flyer image used as the homepage hero is loading slowly because it has not been properly prepared for web use. Every person who searches for martial arts in Jacksonville on their phone during the day — a parent between school runs, someone on a lunch break — is hitting that 11-second wall. Most are not staying for it.	<i>Mobile performance engineering — optimising images, restructuring how the page loads, and eliminating the technical bottlenecks that cause the 11-second delay. Requires a professional developer to implement correctly and durably.</i>	\$5,000–\$12,000 / yr from mobile visitors who stay
P1 CRITICAL	There is no pricing anywhere on the site — so prospects go find a gym that shows it	Before anyone picks up the phone to enquire about a gym, they want to know what it costs. This is true for every single membership decision. Your site has no pricing — not on the homepage, not on the services pages, not anywhere. A parent whose budget is \$150 a month and your gym is \$120 will never know they can afford it. A working adult comparing gyms will skip yours because everyone else shows a number. Invisible pricing is silent rejection of qualified prospects who would absolutely have joined.	<i>A professionally designed membership investment section — presenting pricing in a way that communicates value, pre-qualifies serious enquiries, and removes the affordability question that is currently filtering out real members daily.</i>	\$5,000–\$12,000 / yr in qualified membership conversions
P1 CRITICAL	No reviews, no testimonials, no social proof — so why would a stranger trust you?	When someone finds your gym for the first time, they are making a trust decision. They want to know: have other people tried this gym and been glad they did? Right now, your site has no answer to that question. No student testimonials, no star ratings, no success stories, no Google review widget. Nothing. Your gym has been operating for 15 years. There are hundreds of people who trained here and whose lives are different because of it. None of those stories appear anywhere on the site. A new prospect sees only the gym's word for it — and in a trust-based purchase, that is not enough to close.	<i>A reputation strategy and integration — building a systematic way to generate and display reviews, presenting student outcomes on the site, and connecting live peer proof to every page so the first thing a new prospect encounters is evidence that real people chose this gym and are glad they did.</i>	\$5,000–\$12,000 / yr in trust-driven memberships

Priority	The Problem	What Is Happening Right Now — And What Sale It Costs You	What a Professional Fix Delivers	Est. Annual Revenue Recovered
P2 IMPOR TANT	Instagram does not exist on this site — and that is where martial arts students look first	The only social link anywhere on the site is a Facebook icon in the footer. There is no Instagram presence linked, despite the fact that Instagram is the dominant platform for martial arts discovery today. Training footage, technique clips, student progress, and gym culture drive more membership decisions through Instagram than any other channel. A 20-something evaluating BJJ gyms in Jacksonville will check Instagram before they check the website. If you are not there, you do not exist in their consideration set. Your YouTube content exists — a video is even embedded on your homepage — but there is no link to a channel.	<i>Social media presence strategy — establishing brand-consistent Instagram and YouTube profiles, connecting them into the site, and developing a content approach that showcases the gym's disciplines, culture, and community to the audiences actively looking for exactly what you offer.</i>	Long-term member acquisition through social discovery
P2 IMPOR TANT	A copyright date of 2020 tells every visitor the site has been ignored for six years	Your footer says 2020. Combined with a homepage promoting a past event, this creates a compounding trust problem. A new visitor sees an advertisement from months ago and a copyright notice from years ago and draws a logical conclusion: nobody is looking after this. For many visitors — especially parents making a decision about their child's safety and development — that conclusion is enough to choose elsewhere. The gym is clearly active and open. The website does not reflect that.	<i>Full site refresh and content maintenance framework — updating all time-sensitive content and building a process to keep the site current, active, and reflecting the real energy of the gym.</i>	\$2,000–\$5,000 / yr in recovered trust-based conversions
P3 MONITOR	Desktop technical score of 77 — browser compatibility and script issues need addressing	Google's technical health audit scores the desktop site 77 out of 100. This is the lowest Best Practices score across the four gyms audited in this series. The issues flagged relate to browser compatibility, outdated code practices, and how third-party scripts are being loaded. These are not immediately visible to most visitors, but they contribute to slower interactive response times and can cause issues on older devices and certain browsers.	<i>Technical audit and code remediation — identifying and resolving the specific flagged issues, improving cross-browser compatibility, and reducing the risk that certain visitors encounter a broken or degraded experience.</i>	Improved reliability across all devices

WHAT TO DO AND WHEN

Ordered by speed of financial impact — fastest wins first

When	What Gets Done	What Changes for the Business	Estimated Sales Recovered
This Week (0–7 days)	Fix the broken Contact navigation link so it reaches the real contact page. Update the footer copyright from 2020 to the current year.	Every prospect who clicks Contact now reaches a working form instead of an error. The site immediately looks maintained and active instead of abandoned.	\$4,000–\$9,000 / yr from contact enquiries that now work
This Month (8–30 days)	Remove the past event flyer from the homepage and replace it with a permanent new-member conversion layout — free class offer front and centre, above the fold, visible the moment someone arrives. Add student testimonials to the homepage.	The first thing every new prospect sees is a reason to act — not a reason to doubt. Mobile load time drops significantly. Social proof appears for the first time. The free class offer becomes the focus it should always have been.	+\$10,000–\$25,000 / yr from homepage conversions restored
This Quarter (30–90 days)	Add clear membership pricing. Build Instagram presence and link from the site. Add a Google review widget. Address the desktop technical health issues. Complete mobile performance engineering.	Prospects can now assess affordability before calling — removing the single biggest silent objection. The gym becomes findable on Instagram where the audience is actively looking. Reviews build trust on every page visit.	+\$8,000–\$18,000 / yr from pricing clarity, social reach, and trust
Total Combined Revenue Recovered	All eight revenue leaks addressed. Every page of the site is actively working to turn visitors into students — not turning them away.	More students finding the gym, trusting it on first contact, and enrolling — without spending a dollar more on advertising.	\$28,000–\$60,000 / yr cumulative revenue uplift

The Bottom Line — In Plain English

Combatives Unlimited is a real gym with a 15-year track record, a live booking system, seven disciplines, real organic traffic from Google, and a free class offer that should be closing new members every week.

None of that matters if the first thing people see is an advertisement for an event that already happened. None of it matters if the Contact button sends enquiries to a broken page. None of it matters if a parent cannot find the price, cannot find a review, and cannot load the site on their phone in under 10 seconds.

The gym is not losing students because of a lack of marketing spend. It is losing students because the website is not doing the job a website exists to do: take a stranger who found you online and give them a clear, confident reason to walk through the door.

The estimated \$28,000–\$60,000 in annual revenue recovery is not a projection based on hope. It is based on five specific, verified problems that are each individually turning away real prospects right now — and each of which has a real, professional solution.