

## LASSO FRAMEWORK

In-Depth Website Audit

# Your Gym Today: C+. With LASSO: A.

What the site does now, what it could do, and exactly what we would change



**A**

WITH LASSO

**3**

LOCKED DOORS

**6**

LENSES GRADED

### THE ONE SENTENCE VERSION

Your Gym spends the entire website earning a decision, then refuses to let the visitor make one. No price is published, no calendar is embedded, and no coach is named. Unlock those three doors and this is an A site without touching the design.

### INSIDE THIS REPORT

The three locked doors, with the exact copy from your site • What is already working that we keep • Before and after for all six lenses, with exactly what we would do • The feed, handled by Echo • What it costs and the free next step

PREPARED BY

**LASSO | Gym Marketing Made Simple**

lassoframework.com

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## 01 / THE VERDICT

# Great Front Door. Locked Back Door.

**OVERALL**

Today. The same site, with the doors unlocked, grades A.

**C+****The six lenses today:**

| STORYBRAND | SEO       | AI SEARCH | UI / UX  | CONVERSION | PLATFORM  |
|------------|-----------|-----------|----------|------------|-----------|
| <b>B</b>   | <b>B+</b> | <b>C+</b> | <b>B</b> | <b>C</b>   | <b>B+</b> |

**The same six, with the LASSO build:**

| STORYBRAND | SEO      | AI SEARCH | UI / UX  | CONVERSION | PLATFORM  |
|------------|----------|-----------|----------|------------|-----------|
| <b>A</b>   | <b>A</b> | <b>A-</b> | <b>A</b> | <b>A</b>   | <b>A-</b> |

Your Gym does the hard part well. The problem copy is real, the Starting Point Session is a branded first step, the blog and podcast publish consistently, and the technical base is clean and fully crawlable. Very few gyms in Naples are doing that much right.

The grade is held down by one thing: a visitor who is ready to join cannot do anything on this site except hand over a phone number and wait. No price appears anywhere. No calendar is embedded, even though a live Mindbody calendar already exists. And not one coach is named, pictured, or credentialed on the site.

**Why this is a no brainer:** nothing on this list is a redesign. The traffic engine and the message already work. What is missing is the bottom of the funnel, and that is exactly the part LASSO builds: the calendar, the price, the faces, and the search layer that lets Google and ChatGPT recommend you. Same gym, same content, doors unlocked.

**If you only do three things**

1. Embed the booking calendar you already own. Every intro today waits on a callback; self booking closes the visitor while intent is hot.
2. Publish a starting price. Zero numbers appear on the site, and price shoppers leave rather than fill in a form to find out.
3. Put Jake, Joe, Mark, and Aja on the site. Not one coach is named anywhere, and that is the biggest trust and AI citation gap in the audit.

02 / THE LOCKED DOOR PROBLEM

# Three Things Every Buyer Wants. All Missing.

| What they want      | What the site does today                                                                                                                                                         | What it costs you                                               |
|---------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
| What does it cost?  | "OUR PRICING IS SIMPLE. Simply fill out the form below and one of our amazing coaches will send you our current membership information." No number appears anywhere on the site. | Price shoppers leave and never fill in the form.                |
| When can I come in? | Every button opens the same form, then a callback is promised. A live Mindbody calendar already exists. It is simply not embedded on the page.                                   | A booking that could take 30 seconds waits on a human.          |
| Who will train me?  | Not one coach is named, pictured, or credentialed on the site. Jake, Joe, Mark, and Aja exist only off site, on the podcast and in directories.                                  | The guide has no face, so trust rests entirely on review stars. |

## What is already working. We keep every bit of it.

The problem copy ("ARE YOU TIRED OF: Working Hard But Your Body Isn't Responding?") hits all three levels of pain. The Starting Point Session is a named first step worth protecting. The blog and podcast are the expensive habit most gyms never build, already running. The FAQ answers lead with the answer, which is exactly what AI engines quote. And the "max 4 to 6 people" group cap is concrete and differentiating. A LASSO build protects all of it. This is an unlock, not a teardown.

## One more door: Google sees several businesses, not one

| Field         | What is in the wild                                                                                                                                  | Risk |
|---------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------|
| Address       | 7795 Davis Blvd Suite 203, with "Suite 203, Suite 203" doubled on Facebook, Yelp, and Mindbody.                                                      | HIGH |
| Review counts | Google shows 135 and 199 across split listings. Mindbody shows 171 and also 483. Facebook shows 11 reviews on one page and 3,387 likes on another.   | HIGH |
| Listings      | Separate Google listings split the 40 plus and 55 plus audiences into different businesses, dividing review equity that should stack on one profile. | HIGH |

Every row splits authority you already earned. Consolidation is part of the build.

03 / BEFORE AND AFTER, LENS BY LENS

# Exactly What We Would Do

| Lens       | Now | Built | What we would do                                                                                                                                                                                                                              |
|------------|-----|-------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STORYBRAND | B   | A     | Keep your problem copy and the Starting Point Session, then finish the arc: a stakes section that counts the cost of waiting, a transitional offer for the not ready visitor, and the guide given a face.                                     |
| SEO        | B+  | A     | Keep the content engine. Consolidate the split Google listings into one, fix the doubled Suite 203 address across the directories, and reconcile the review counts so one business stops showing up as several.                               |
| AI SEARCH  | C+  | A-    | A coaches page with names and credentials is the single biggest citation gap. Add llms.txt at the root, welcome every AI crawler by name, and validate LocalBusiness and FAQ schema, so the engines answering Naples questions can quote you. |
| UI / UX    | B   | A     | Fix the two dead nav links (Get Started and Pricing are coded as empty anchors), retire "What Peoples Are Saying" from every page, and give the site a real contact page.                                                                     |
| CONVERSION | C   | A     | The big one. Your existing Mindbody calendar embedded on the page so a ready visitor books in 30 seconds. A published starting price. A risk reversal in plain words. One dated offer at a time instead of a hard coded month.                |
| PLATFORM   | B+  | A-    | Your stack stays yours: GoHighLevel capture, Trainerize training, Mindbody scheduling. We wire them into one funnel with one source of truth and verify the whole path with a launch audit on your real domain.                               |
| OVERALL    | C+  | A     | Same gym. Same content. Doors unlocked.                                                                                                                                                                                                       |

Grades measure behaviors we can verify, and A is an honest ceiling, not a boast. Two items need something from you: your real membership price and photos of your actual coaches. We do not promise rankings, traffic, or leads from a website alone. We promise a site that tells the truth, books in seconds, and can be read by every engine that matters.

04 / THE FEED, HANDLED

# You Already Publish. Echo Distributes.

Your Gym already does the rare thing: a blog and a podcast that actually ship. The feed is where that work should be showing up every week, because prospects check Instagram before they book, and a quiet feed reads as a quiet gym.

Echo is Organic Posting with AI. It plans your month around your programs and your seasons, writes every caption in your voice, and publishes to Instagram and Facebook on schedule. You upload photos from the floor and approve every post from your phone: approve, edit, or deny, and every tap teaches it your voice. A creative runway tracks how many approved days you have left so the feed never goes dark, and a monthly report pulls real numbers from Meta.

**Try it right now.** There is a live demo of the exact approval flow at [lassoframework.com/echo](https://lassoframework.com/echo). Run a demo week from your phone. It takes about a minute, which is roughly your whole monthly time cost on Echo.

**Fair warning we give everyone:** Echo has no vanity number to sell. We do not promise followers or viral posts. We promise the feed a serious gym should have: every week, planned a month ahead, in your voice, approved by you.

05 / THE NO BRAINER

# What It Costs. What Happens Next.

| Piece                      | Price          | What you get                                                                                                                                                                                                                                                                                                                                     |
|----------------------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The website, built to book | \$199 a month  | StoryBrand written in your voice, your Mindbody calendar embedded, price published, coaches on the page, full local SEO and AI schema, llms.txt, and a launch audit run on your real domain before we call it done. Standalone, no full program required.<br><a href="https://lassoframework.com/gym-website">lassoframework.com/gym-website</a> |
| Echo, the feed handled     | \$299 a month  | Planned, written, and published every week. You approve every post from your phone. Standalone, no full program required.<br><a href="https://lassoframework.com/echo">lassoframework.com/echo</a>                                                                                                                                               |
| Both, inside full LASSO    | Member pricing | Ads, lead nurture, sales training, and the portal, with the website and Echo included at client rates. Plans start at \$699 a month at <a href="https://lassoframework.com/pricing">lassoframework.com/pricing</a>                                                                                                                               |

**Next step, and it is free:** book a Growth Call at [lassoframework.com/growth-call](https://lassoframework.com/growth-call) and we will walk this exact report with you, or take the 2 Minute Growth Quiz at [lassoframework.com/quiz](https://lassoframework.com/quiz) for the fastest read on which fix moves your number first. No pitch, no pressure. If the answer is that you do not need us, we will tell you that too.

# Screenshot This Page

| Lens       | Now | Built | The one move                                                              |
|------------|-----|-------|---------------------------------------------------------------------------|
| StoryBrand | B   | A     | Finish the arc: stakes, a transitional offer, and the guide given a face. |
| SEO        | B+  | A     | One Google listing, one address, one review count.                        |
| AI Search  | C+  | A-    | Coaches page plus llms.txt plus validated schema.                         |
| UI / UX    | B   | A     | Fix the dead nav links and the sitewide grammar error.                    |
| Conversion | C   | A     | Embed the calendar you own. Publish the price you charge.                 |
| Platform   | B+  | A-    | Your stack, wired into one verified funnel.                               |
| OVERALL    | C+  | A     | Website \$199 a month. Echo \$299. Growth Call free.                      |

## NEXT STEP

### You built the hard part. Let people in.

The message works, the content engine runs, and the technical base is clean. What stands between C+ and A is a calendar you already own, a price you already charge, and four coaches who already exist. LASSO builds the doors. Book the free Growth Call and we will map it to your real numbers.

[lassoframework.com](https://lassoframework.com) | Gym Marketing Made Simple