

Kids' Fitness Club

Franchise kids' fitness club · Moreton Bay region, QLD · website redacted

Checked **2 October 2026**

Prepared by LetsGrow.cloud

Rubric v1.1 · public data only

BUSINESS SNAPSHOT

What	Kids' fitness for ages 0–15: gymnastics, ninja, parkour, dance, martial arts, parties, holiday programs
Location	Moreton Bay region, QLD · address and phone redacted
Offers seen	Free trial class · parties from \$350 (ads + page) · date nights \$30–\$50 · holiday programs
Lead capture	Free-trial booking page · online join · enquiry form · click-to-call
Reputation	4.4★ Google (105 reviews, Google Maps) · Facebook 100% recommend (8)
Local audience	Facebook 3,640 (posted 1 Oct 2026) · Instagram 1,018
Advertising	7 active Meta ads from the local page · no Google ads from a local advertiser

OVERALL SCORE

67

out of 100

Needs work

63

Local-
controllable

70

Brand-
controlled

Category scores

LOCAL club controls · BRAND franchise HQ controls · MIXED

Website & conversion

MIXED

13 / 20

Strong CTAs above the fold (Contact, Parties, Join Online, Book a free trial), with click-to-call and online join.

- **Brand:** mobile speed 30/100 (median of 3; 19.4MB page), no H1 tag, and no reviews or testimonials on the club page
- **Local:** each holiday program is listed 4 times, and programs dated 29 Sep and 1 Oct are still shown

Search / SEO

MIXED

9 / 15

HTTPS, sitemap and club sub-pages for trial booking and joining (local) are in place.

- **Brand:** no H1, no LocalBusiness schema (only WebPage/Breadcrumb), meta description 169 characters, Lighthouse SEO 85

Local presence & reviews

LOCAL

10 / 20

Name, address and phone match everywhere, and the owner replied to 5 of 5 visible reviews. But:

- **Google links to the national homepage** (national site), not the club's own page, so parents must find the club again
- 4.4★ from 105 reviews, including 11 one-star. Recency **NOT VERIFIED** : newest visible review is 2 months old

Paid ads

LOCAL

11 / 15

7 live Meta ads (image + video) with a clear price hook ("parties from \$350").

- 4 near-identical Holiday Program ads ran side by side, and 3 ads show under 100 impressions. No local Google ads (national brand ads only)
- Destinations are fb.me **NOT VERIFIED**

Social

LOCAL

6 / 10

Active local pages: Facebook 3,640 and Instagram 1,018, posted 1 Oct 2026, with Reels.

- The club page links only to the national accounts, not its own Instagram or the local Facebook page

Tracking & measurement

BRAND

18 / 20

Rich tracking: GA4, a Meta Pixel, Google Ads tags and club events for form submits, phone clicks and free-trial clicks.

- 3 GTM containers and 4 GA4 IDs fire on one page, so the same

WHAT'S WORKING

- Clear above-the-fold CTAs and a dedicated free-trial booking page
- Local Meta ads are live, with a transparent party price
- Replies to every visible Google review, with a personal tone
- Club-level lead events are tracked separately in GA4

Top 3 quick wins

Checked 2 October 2026

01

Point Google to your club page

LOCAL

Change the Google Business Profile website from the national homepage to your club's own page (add UTM tags). Parents land on your timetable, trial and party info in one tap.

+3 points · fewer lost enquiries · 10 minutes

02

Ask every trial and party family for a review

LOCAL

Send a review link after each trial, party and holiday program. More fresh 5★ reviews lift the 4.4★ rating and show Google you're active. While you're there, merge the duplicate Holiday Program ads and pause past dates.

Up to +4 points · stronger map ranking · ongoing, 1 day to set up

03

Raise 3 fixes with head office

BRAND

(1) Add an H1 and LocalBusiness schema to club pages. (2) Mobile speed: 30/100 and a 19.4MB page. (3) Link each club's own Facebook/Instagram and consolidate the 3 tag containers.

Up to +10 points · helps every club on the template · brand roadmap

HOW THE SCORE WORKS

There are six categories, weighted to 100: **Website & conversion 20 · Search/SEO 15 · Local & reviews 20 · Paid ads 15 · Social 10 · Tracking 20**. Each one is a fixed checklist with banded points.

Franchise rule: every item is scored, because parents experience brand assets too. Each item is tagged Local or Brand. The **Local-controllable score (63)** counts only items the club controls: 29 of 46 checkable points. Ads are scored only from the club's own pages and accounts.

Evidence only. Items we couldn't check are marked Not verified and taken out of the total. Items that don't apply (N/A) are excluded too. **Bands:** 85+ Strong · 70–84 Solid, clear gaps · 50–69 Needs work · <50 At risk.

CATEGORY	EARNED / CHECKABLE	SCORE
Website & conversion	13 / 20	13
Search / SEO	9 / 15	9
Local presence & reviews	9 / 18 (2 NV)	10
Paid ads	9 / 12 (3 NV)	11
Social	6 / 10	6
Tracking & measurement	16 / 18 (1 NV)	18
Overall		67

WHAT WE CHECKED

CHECK	FINDING	STATUS
Club page source and render (desktop + 390px mobile)	Title, meta, no H1, WebPage/Breadcrumb schema only, tel: link, enquiry form, trial and join pages	Verified
SSL, redirects, robots, sitemap	Valid cert (to 31 Jan 2027). http/www redirect to https apex. Sitemap index in robots.txt	Verified
Speed (mobile)	Lighthouse 12.8: Perf 30 (median of 29/30/30), LCP ~41s, SEO 85	Verified*
Tags (network + gtm.js)	3 containers (IDs redacted); 4 GA4 IDs; 4 AW tags; Pixel (ID redacted); club-level events	Verified
Google Maps listing	4.4★, 105 reviews (85/4/5/0/11 by star). Website link: national homepage	Verified
Owner replies / recency	5 of 5 visible reviews replied. Newest visible review 2 months old (limited view)	Verified (sample)
Meta Ad Library (AU, club name)	7 active ads from the local club page (started 28 Sep–1 Oct 2026, image + video, fb.me	Verified
Google Ads Transparency (AU)	No local advertiser found. The national domain shows 4 national ads (context only)	Verified
NAP across listings	Website, Google, Facebook, TrialSession match (address and phone redacted)	Verified
Local Facebook / Instagram	3,640 / 1,018 followers. Last Facebook post 1 Oct 2026	Verified
Date-night "Book Now" links	Go to a GymMaster portal named for another club. Couldn't confirm it books this club	Not verified
Recency, ad destinations, cross-domain	Maps wouldn't sort by newest. fb.me masked. GymMaster cross-domain set in GA4 admin	Not verified

*Google PageSpeed Insights API hit its daily quota limit (HTTP 429), so we ran Lighthouse 12.8.2 locally (mobile preset ×3, median). Lab results vary from run to run.

Sources (accessed 2 Oct 2026): the club's page and sub-pages, robots.txt and sitemap · googletagmanager.com/gtm.js (3 containers) · Lighthouse 12.8.2 · Google Maps (club listing) · facebook.com/ads/library (AU) · adstransparency.google.com (AU) · the club's Facebook and Instagram pages · trial-booking portal. Names and URLs redacted for this sample.