



Sample Martial Arts Gym

A local gym in Northern California · details anonymized · Data collected Oct 14, 2026 · Compared with Competitor A, Competitor B, Competitor C (three nearby martial arts schools)

54

overall score / 100

Reviews & Google profile		22/25
Map & search rankings		9/20
Mobile speed		7/15
Call & form tracking		10/20
Technical SEO		6/10
Ads		0/10

Key numbers

Map Pack appearances

6 of 20

Top competitor: 12 of 20

Google reviews

119 · 5.0★

Competitor A 128 · others 39 and 29

Google ads on record

0

Top competitor: 11

Mobile speed score

59

Main content in 7.6 s (target 2.5 s)

Bottom line

The gym has excellent reviews and ranks well for "BJJ" searches, but it shows up in the Google map for only 6 of 20 local searches, is invisible for all 4 "martial arts" searches, runs no Google ads while two competitors do, and has no call or form tracking. Each gap below means calls and free-trial form leads going to other gyms.

Top 3 fixes for more calls and form leads

- 1 Win the Google map.** Tune the Google Business Profile (categories, services, weekly posts, photos, review replies) and citations. The gym is in the map for 6 of 20 searches vs. 12 for Competitor A.
- 2 Start Google Search ads.** Competitor C has 11 ads on record and Competitor B 1; the gym has 0, and a regional chain buys "martial arts near me."
- 3 Add kids martial arts and self-defense pages.** The gym isn't in the map or top 20 for any of the 4 "martial arts" searches parents use.

Book a free 30-minute call to walk through this audit

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Date: Oct 14, 2026 (PT) · **Business:** Sample Martial Arts Gym, a local gym in Northern California
Competitors: Competitor A, Competitor B, Competitor C (three nearby martial arts schools)

Overall score: 54 / 100

GBP & reviews 22/25 · Rankings 9/20 (geo-located, 20 keywords) · Mobile speed 7/15 · Conversion & tracking 10/20 · Technical SEO 6/10 · Ads 0/10

Bottom line

Sample Martial Arts Gym has great reviews and ranks well for "BJJ" searches. It's losing the Google Map Pack (the 3 map listings above the results) to all 3 competitors, and it's invisible for "kids martial arts" and "martial arts" searches in its city. Competitor C and Competitor B are running Google ads, and Sample Martial Arts Gym isn't.

Top 5 fixes (ranked by lead impact)

- 1. **Win the Map Pack.** Sample Martial Arts Gym is in the pack for only **6 of 20** local keywords (#1 in 2). Competitor A is in **12** and Competitor C in **11** (#1 in 6). Fix: tune the Google Business Profile (categories, services, weekly posts, photos, review replies) and build citations. → start with the \$297 Local Launch Starter, then ongoing Local SEO + GBP management.
- 2. **Start Google Search ads.** Google's Ads Transparency Center shows **11 ads for Competitor C** (image + text; ran ads in the past year) and **1 text ad for Competitor B** (recently active). **Sample Martial Arts Gym: 0.** A regional martial arts chain buys "martial arts near me" and "martial arts classes for kids [city]." → Google Ads \$500/mo or 10% of spend.
- 3. **Kids and martial-arts pages.** Sample Martial Arts Gym isn't in the pack or the organic top 20 for "kids martial arts [city]," "martial arts [city]," "martial arts near me," or "martial arts classes for kids [city]." Other local martial arts schools own those searches. → \$1,250/mo Local Growth Engine (SEO + ads + follow-up).
- 4. **Install call and form tracking.** No GA4, GTM, or Ads tags were found, so leads can't be counted today. → included in the \$297 Starter.
- 5. **Fix mobile speed and the hero.** Mobile performance score 59, LCP 7.6 s, 8.2 MB page; the H1 has no service or city words; no LocalBusiness schema. → website refresh or \$2,500 Starter build.

1. Local rankings: Google, set to the gym's city (SerpApi, Oct 14, 2026)

Business	In Map Pack (of 20)	Pack #1	Organic top 3	Organic top 10
Sample Martial Arts Gym	6	2	6	12
Competitor A	12	4	9	14
Competitor B	9	1	9	12
Competitor C	11	6	0	6

Sample Martial Arts Gym highlights: pack #1 for "brazilian jiu jitsu [city]" and "bjj [neighborhood] [city]"; organic #1 for "brazilian jiu jitsu [city]," "bjj near me," "kids jiu jitsu [city]," "grappling classes [city]," and "bjj [neighborhood] [city]." Pack #2 for "brazilian jiu jitsu [metro]."

Gaps: not in the pack for "jiu jitsu near me," "bjj near me," "kids jiu jitsu [city]," "self defense classes [city]," "no gi jiu jitsu [city]," or any "martial arts" keyword.

2-4. Ads

Business	Google Ads (Transparency Center, US)	Ads seen on the 20 local searches	LSA	Bing
Sample Martial Arts Gym	0 ads	none	none shown	unverified
Competitor C	11 ads (image + text), ran ads in the past year	none	none shown	unverified
Competitor B	1 text ad, recently active (+ Ads conversion tag on site)	none	none shown	unverified
Competitor A	0 ads	none	none shown	unverified

Other advertisers seen: a regional martial arts chain and another local school on "martial arts near me" and "martial arts classes for kids [city]." No Local Services Ads block appeared on any of the 20 searches, which fits martial arts not being an LSA category.

5. Lighthouse (mobile, local Lighthouse CLI, Oct 14, 2026)

Site	Perf	A11y	Best Pr.	SEO	LCP	TBT	CLS
Sample Martial Arts Gym	59	92	100	100	7.6 s	320 ms	0.007
Competitor A	72	96	81	100	4.6 s	70 ms	0.113
Competitor B	70	92	73	92	4.2 s	630 ms	0.011
Competitor C	48	95	100	92	17.5 s	540 ms	0

Sample Martial Arts Gym desktop: 93 / 92 / 100 / 100, LCP 1.4 s. Sample Martial Arts Gym key issues: 8.2 MB mobile page weight, 130 KiB of unused JS, 329 KiB of cache savings available, and failing audits for color-contrast, heading-order, and tap-target-size.

GBP & reviews (Google Maps data, SerpApi, Oct 14, 2026)

Business	Rating	Google reviews	Categories	Hours	Website linked	Booking link
Sample Martial Arts Gym	5.0	119	Martial arts school (1 only)	✓	✓	none shown
Competitor A	4.9	128	Martial arts school (1 only)	✓	✓	none shown
Competitor B	5.0	39	Martial arts school (1 only)	✓	✓	none shown
Competitor C	5.0	29	Martial arts school (1 only)	✓	✓	none shown

Sample Martial Arts Gym has the strongest reputation but no edge in categories. Opportunity: add secondary categories (for example "Jiu-jitsu school," "Self defense school"), a free-trial booking link, and weekly posts. In the 5 sampled reviews, none had a visible owner reply. Photo count, posting frequency, and review pace are **unverified** (they need the deeper GBP check).

Website & technical

HTTPS ✓ · robots.txt ✓ · sitemap ✓ (13 pages; lastmod Jul 14, 2025) · title includes city and metro ✓ · meta description with free-class offer ✓ · click-to-call link ✓ · 1 form ✓ · H1 has no keyword ✗ · LocalBusiness schema ✗ · no dedicated self-defense or women's landing page ✗ · no tracking found ✗.

Data notes / unverified

- Google rankings and ads come from SerpApi with location set to the gym's city, run Oct 14, 2026, PT. The Map Pack was present on all 20 searches, so no Maps fallback was needed. These are a single-point snapshot, not a geo-grid, and rankings vary by searcher location.
- Bing: SerpApi's Bing results weren't local (generic or unrelated pages, even on a retry), so Bing rankings and ads are **unverified**.
- Transparency Center counts are lifetime US creatives by domain; ad spend and current active status are unknown.
- Lighthouse came from the local CLI because the PageSpeed API was over quota. Review counts are from Google Maps via SerpApi.

- No business was contacted.

Prepared by Sander Digital Marketing · sanderdigitalmarketing.com · Book a call: calendly.com/dean-sanderdigitalmarketing/30min · Our goal is more calls and form leads; results vary and no specific number of signups is guaranteed.