

CRO Audit & Website Revamp Proposal For Elemento Fitness

Elemento Fitness has a strong service offering (gyms, martial arts, yoga, pilates, climbing, coaching, shop). However, the website is currently not optimised for conversions, user experience, or technical performance. **This leads to:**

- Confused visitors (unclear CTAs, messy sign-up flows)
- Drop-offs on mobile (slow, broken layouts)
- Missed trust-building opportunities (weak testimonials, poor copy)
- Security & compliance risks (GDPR, headers, brute force vulnerabilities)
- Poor SEO visibility (no structured data, missing social tags)

Issues Identified

We combined two perspectives:

1. Technical Issues (developer's audit, critical findings)

Missing Security Headers

- **No HSTS** (Strict-Transport-Security)
- **No CSP** (Content-Security-Policy)
- **No X-Frame-Options** (vulnerable to clickjacking)
- **No X-Content-Type-Options** (MIME sniffing attacks)
- **No Referrer-Policy**
- **No Permissions-Policy**

Authentication Vulnerabilities

- **Public login forms lack CAPTCHA** protection
- **No rate limiting** on login attempts (brute force vulnerable)
- **XML-RPC endpoint exposed** (/xmlrpc.php - major attack vector)
- **User enumeration possible** via REST API (/wp-json/wp/v2/users)
- **Author enumeration** via ?author= parameter
- **No two-factor authentication** for admin accounts

Issues Identified

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Cookie Security Issues

- **Missing SameSite attributes** on cookies
- **Non-essential cookies set pre-consent** (pmpo_visit, wp_llms_session) - GDPR violation
- **Insecure cookie configuration**

⚠ High-Priority Performance Issues

Massive Page Weight

- **410 KB HTML payload** (should be <150 KB)
- **97 CSS/JS requests** on homepage (should be <30)
- **No HTML caching** - Cloudflare shows cf-cache-status: DYNAMIC

Issues Identified

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Asset Loading Problems

- **jQuery Migrate loaded unnecessarily**
- **No lazy loading** on images
- **Missing modern image formats** (no WebP/AVIF)
- **No image width/height attributes** (layout shift)
- **No preconnect** to critical origins
- **Unused Elementor CSS** bloating pages

Caching Issues

- **No full-page caching** implemented
- **Missing cache-control headers**
- **Static assets not optimized** for caching

Issues Identified

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UI/UX CRITICAL BUGS

Mobile CSS Errors

```
/* BROKEN CSS */  
@media (max-width: 767px) {  
  padding-left: 10; /* Missing 'px' unit */  
  padding-right: 10; /* Missing 'px' unit */  
}
```

Invalid CSS Syntax

```
.coach_title .highlight {  
  // Invalid comment syntax in CSS  
}
```

Typography Issues

- **11-12px text** fails readability standards
- **Color contrast issues** (#71675B on white may fail WCAG)
- **Small uppercase labels** hard to read

Issues Identified

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Accessibility Violations

- **Carousel arrows lack accessible names**
- **No keyboard navigation** on carousels
- **Missing focus states** on interactive elements
- **FontAwesome icons without aria-labels**
- **No prefers-reduced-motion** handling

Image Problems

- **Fixed heights distort images** (height: 738px forces distortion)
- **No responsive image containers**
- **Missing alt text** on decorative images

Issues Identified

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1. Technical Issues (developer's audit, critical findings)

SEO ISSUES

Missing Social Media Tags

- **No Twitter Card** implementation
- **OG images not optimized** (wrong dimensions)
- **Missing width/height** on OG images

Schema Markup Gaps

- **No Organization schema**
- **No LocalBusiness schema**
- **No Product schema** for WooCommerce items
- **Missing Person schema** for coach profiles

Technical SEO Problems

- **Generator meta tag exposed** (WordPress version disclosure)
- **XML-RPC link in head** (unnecessary exposure)
- **Missing font-display: swap** on some fonts

Issues Identified

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E-COMMERCE & BOOKING ISSUES

Form Security

- PMPro checkout lacks CAPTCHA
- Weak CSRF protection on AJAX forms
- No server-side validation on form submissions
- Missing honeypot fields
- No time-based form submission checks

User Experience Problems

- No optimistic UI for cart operations
- Poor error handling on failed submissions
- No clear confirmation messages
- Mobile booking flow issues
- Server-side fallbacks missing for JS-disabled users

Issues Identified

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NAVIGATION & USABILITY ISSUES

Mobile Navigation Problems

- **Overcrowded navigation** on mobile
- **Complex menu structure** (too many breakpoints)
- **No prominent CTA** ("Find a Coach" not visible enough)
- **Poor touch targets** on small screens

Information Architecture

- **Too many menu items** causing confusion
- **No clear user flow** for key actions
- **Elementskit menu complexity** with multiple rules

Issues Identified

We combined two perspectives:

1. Technical Issues (developer's audit, critical findings)

TECHNICAL DEBT ISSUES

Plugin Redundancy

- **Elementskit vs Elementor Pro overlap**
- **Unused widgets loaded** globally
- **Multiple similar functionalities** across plugins

Code Quality

- **Inline CSS bloat** from Elementor
- **No asset minification**
- **Third-party script bloat** (~5 external hosts)
- **No modern JS loading** (module/nomodule split)

Platform Vulnerabilities

- **WordPress version exposed**
- **Plugin versions exposed**
- **Directory browsing potentially enabled**
- **File upload restrictions not configured**

Issues Identified

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MOBILE-SPECIFIC ISSUES

Responsive Design Failures

- **Broken padding/margins** due to unitless CSS
- **Text too small** to read comfortably
- **Touch targets too small** (buttons <44px)
- **Horizontal scrolling** on some pages

Performance on Mobile

- **Slow loading** on mobile networks
- **High data usage** from oversized images
- **JavaScript blocking** render on mobile
- **No mobile-first loading** strategy

Issues Identified

We combined two perspectives:

1. Technical Issues (developer's audit, critical findings)

DATA & BACKUP CONCERNS

Security Monitoring

- No failed login monitoring
- No security event logging
- No intrusion detection
- No automated backups visible

Error Handling

- Poor error page design
- No graceful degradation
- Debug information exposed
- No user-friendly error messages

Issues Identified

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1. Technical Issues (developer’s audit, critical findings)

Summary of Issue Counts

Category	Critical	High	Medium	Total
Security	8	5	3	16
Performance	6	4	2	12
UI/UX	4	6	4	14
SEO	2	3	2	7
E-commerce	3	2	2	7
Mobile	4	3	1	8
Compliance	4	2	1	7
TOTAL	31	25	15	71

Risk Assessment:

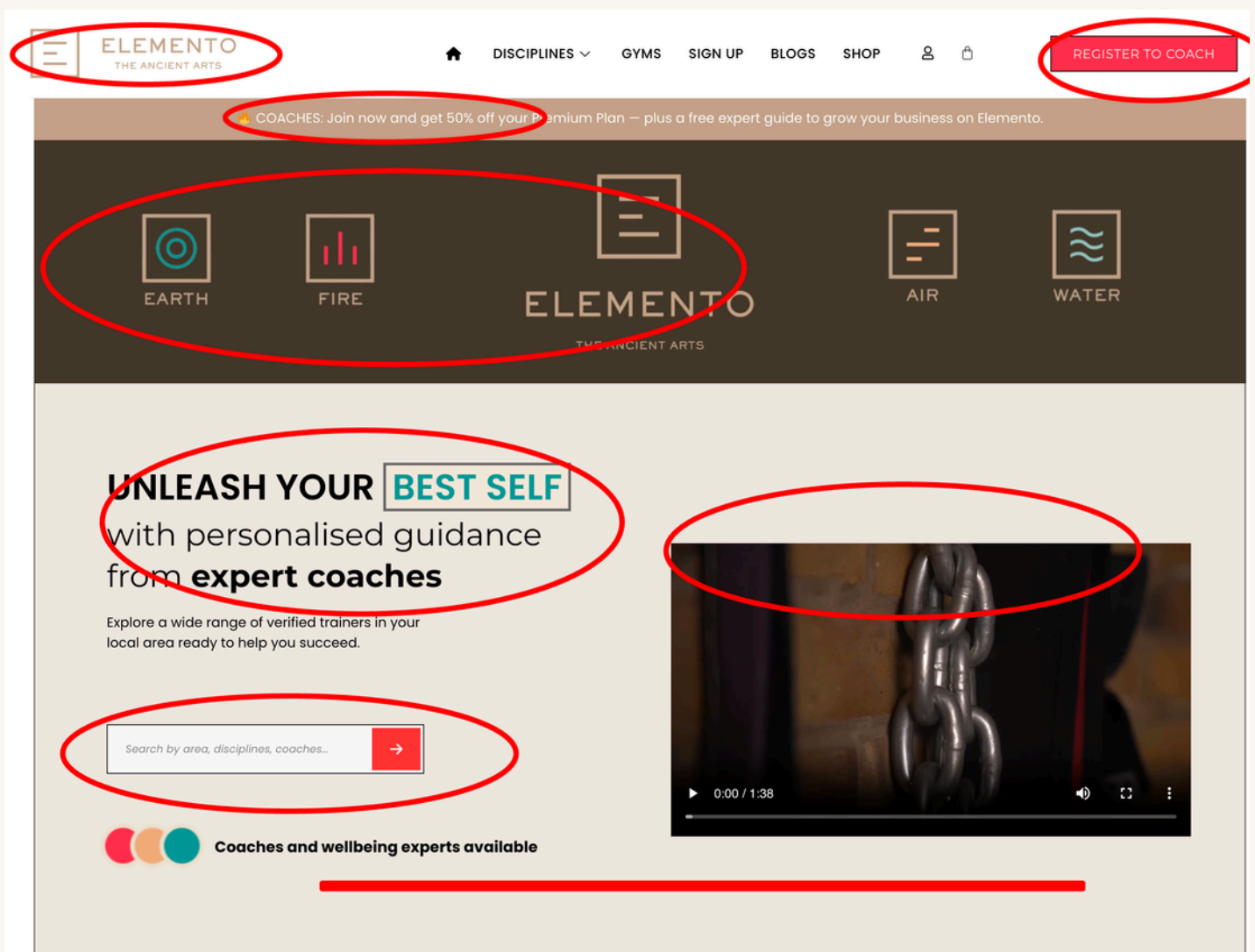
HIGH – Multiple critical security vulnerabilities and performance issues require immediate attention.

Issues Identified

We combined two perspectives:

2. CRO/UX Issues

1. Hero Section



Issues Identified

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2. CRO/UX Issues

1. Hero Section

- Redesign the highlight banner (currently: “COACHES: Join now and get 50% off your Premium Plan — plus a free expert guide to grow your business on Elemento”) with better color, typography, and layout.
- Improve the CTA (Register to Coach) with stronger copy, a more visible color, and possibly use a pop-up format to grab attention.
- Add “About Us” as a navigation item for easy access.
- Replace the current hero section (logo + four disciplines) with a powerful positioning statement that explains what the business does and the problem it solves. The four disciplines can be showcased right below this copy.
- Update the heading and subheading copy to make it more compelling.
- Redesign the search form below the heading so it’s more accurate and useful. For example:
 - Dropdown: Select type of discipline you are looking for
 - Input field: Enter location
- Add a “Our Services” section immediately after the hero area.

Issues Identified

We combined two perspectives:

2. CRO/UX Issues

1. Hero Section

- Move the About Us section (with video) above the “Featured Coaches” section.
- Replace “Featured Coaches” with real testimonials to build credibility.
- Redesign the Featured Coaches section to reduce excessive white space.
- Add a “How You Benefit” section to explain the platform for three types of users:
 - Gyms
 - Coaches
 - Learners
- Improve the Featured Products section with better copywriting and modern design.
- Apply minor improvements to the footer (spacing, navigation clarity).
- Revamp the overall color palette, typography, and copywriting to be more consistent, professional, and conversion-focused.

Issues Identified

We combined two perspectives:

2. CRO/UX Issues

2. Gyms Page

- Minor design refinements and improved copy for clarity and consistency.

3. Sign-Up Page

- Currently confusing — it should clearly specify the purpose of signup (e.g., for coaches, gyms, or learners).

4. Blog Page

- Redesign the layout for easier reading and navigation.
- Update UI elements (spacing, typography, featured images) for a more professional look.

3. Proposed Solution (4-Week Revamp Plan)

- **Week 1:** Fix critical security & performance issues.
- **Week 2:** Revamp homepage hero, restructure flows (About → Services → Testimonials → Shop).
- **Week 3:** Improve sign-up, blog, shop pages + integrate newsletter.
- **Week 4:** Testing, SEO optimization, and final deployment.

📌 A Google Sheet timeline will be shared with you for weekly tracking.

- **Weekly Timeline Sheet**

4. Deliverables

- Conversion-focused homepage redesign.
- Secure & optimized backend (speed, GDPR).
- Mobile-first responsive experience.
- Clear sign-up process.
- SEO enhancements.
- Weekly update calls.