

Geelong Movement Co — Market Research (MVP)

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1) Objectives & Scope

Project Context

- **Offer:** CrossFit + Physiotherapy under one roof.
- **MVP focus:** Convert visitors to **FMS (Functional Movement Screen) leads**, show a **read-only timetable**, launch a **member portal**, and publish a credible **blog/KB**.

- **Key constraints:** Keep Fitbox as classes source (**upcoming only**, no on-site booking). **Lead-gen first** for Physio (Cliniko embed can follow post-MVP).

Primary Objective

Quantify and validate **local demand and conversion drivers** for an **FMS-first lead funnel** in the Geelong catchment, so homepage messaging, CTAs, and early content directly increase **weekly FMS leads** and **show-ups**.

Secondary Objectives

1. **Competitive position & table stakes:** Map local CrossFit boxes and corporates (e.g., BFT, F45) to identify norms, messaging angles, pricing signals, and trust assets to match/exceed.
2. **Content/SEO strategy:** Determine evidence-backed **condition hubs** and KB taxonomy that support the Physio × CrossFit flywheel and organic growth.
3. **Audience & journeys:** Clarify segments (new-to-CrossFit, return-to-training with pain, performance-seekers, **drop-in travelers**) and their paths to FMS.
4. **Channel priorities:** Validate which levers (Local SEO, reviews, referral mechanics, chat prompts) most influence FMS conversion within MVP constraints.

Decisions This Research Must Inform

- **Positioning & messaging** for homepage hero + FMS CTA.
- **Navigation emphasis** (Training, Physio, Learn, Memberships) and persistent **Book FMS** CTA placement.
- **Content plan:** Priority condition hubs, KB articles, member stories, and review strategy to establish authority.
- **Operational toggles alignment** (no on-site booking; Cliniko deferred; chat consent-aware).

Scope Boundaries & Assumptions

- **Geography:** Greater Geelong + commuter suburbs; include **drop-in traveler** lens.
- **Timeframe:** Insights to support a ~4-week MVP launch window; recommendations must fit current toggles (no free trial at launch).

- **Data sources (initial):** Desk research (local SERPs, competitor sites, GMB profiles, review themes), plus site analytics and GA4 events once live.
- **Out of scope (MVP research):** Paid media testing, on-site booking flow design, full pricing elasticity modeling.

Success Criteria (for this deliverable)

- A crisp **positioning statement** + 3–5 **message pillars** tied to FMS conversion.
 - A **competitor landscape** grid with minimum viable parity & differentiators (Physio on-site, FMS-first, KB depth, portal value).
 - A **keyword/topic map** for “Learn/KB + condition hubs,” sized for near-term wins.
 - **Channel recommendations** prioritized by impact vs. effort within MVP toggles.
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2) Research Questions & Methodology

Key Research Questions (RQs)

- **RQ1 (Demand):** How many people locally search for CrossFit/strength training and physio-related pain/performance topics monthly?
- **RQ2 (Conversion):** Which **FMS-first** messages, CTAs, and proof points most increase lead submissions and show-ups?
- **RQ3 (Category norms):** What are local table-stakes for programming, coaching bios, pricing signals, schedule transparency, reviews, and trial constructs (without offering a free trial at launch)?
- **RQ4 (Differentiation):** How salient is **Physio on-site** and “train around pain” vs. corporate group-training and nearby CrossFit boxes?
- **RQ5 (Journey friction):** Where do prospects drop (SERP → site → FMS form), and what content/UX removes objections?
- **RQ6 (Content/SEO):** Which **condition hubs** and KB topics present near-term organic wins?

Method Mix & Data Plan

1. **Local SERP & GMB audit (desk research)** — Capture top queries, SERP features, local pack entrants, and review volumes/ratings. Extract competitor value props, CTAs, trial constructs, schedule visibility, and “physio integration” claims.
2. **Competitor landscape grid** — Compare CrossFit boxes + corporates on: category signals (WOD/programming), trust assets (reviews, coach creds), **FMS/assessment offer**, physio access, pricing cues, timetable transparency, and UX blockers.
3. **Audience insight (qual)** — 10–12 micro-interviews: segments—new-to-CrossFit, return-to-training with pain, performance-seekers, **drop-in travelers**. On-site intercept prompts (post-launch) after timetable views or KB reads.
4. **Keyword & topic mapping (quant + qual)** — Build clusters for: CrossFit Geelong intent, rehab/performance conditions, mobility/pain, return-to-sport, brand queries. Prioritize by estimated volume, difficulty, and intent match to **FMS** and Physio pages.
5. **Funnel & experiment plan** — Track: impressions → local pack clicks → landing → scroll depth → FMS form starts/completes → contact rate → show-ups. A/B test **Hero + CTA**, proof bar, timetable placement, and KB → FMS inline CTA.
6. **Sizing (directional TAM/SAM/SOM)** — Provide top-down ranges and bottom-up sanity checks (site traffic × CVR × show-up rate).

Instruments & Artifacts

- **Templates:** SERP/GMB capture sheet, competitor card, interview guide (by segment), topic cluster sheet, experiment brief, KPI dashboard spec.
 - **Consent language:** Short, plain-language notice for on-site intercepts; opt-out + data minimization.
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3) Competitive Landscape (Local)

Who's in the arena (illustrative)

- **CrossFit (local boxes):** CrossFit Geelong, CrossFit Raven, CrossFit Barwon, CrossFit Bells Beach (Surf Coast).
- **Chains (corporate group-training):** F45 (Geelong West), BFT (Geelong West/North), others as applicable.

Category Table-Stakes (to match or beat)

- **Schedule visibility** (read-only is fine for MVP).
- **Low-friction trial constructs** are common (we'll position **assessment > free class**).
- **Social proof cues** (reviews, community language, coach creds) used across sites and socials.

Differentiation Signals We Can Lean Into

- **Physio on-site / FMS-first**: assessment-led onboarding with train-around-pain credibility.
- **Evidence-led content**: condition hubs & KB that map pain → safe progressions.
- **Recovery vs. Rehab**: competitors emphasize amenities; we emphasize **clinical guidance + progress testing**.

Parity Checklist for MVP

- **Visible timetable (read-only)** on site.
- **Trust bar** above the fold (coach creds, review score snippets, **physio on-site**).
- **Clear drop-in guidance** for travelers.

First Positioning Draft (to validate)

Hero: "Stronger, pain-smart training — start with a Functional Movement Screen."

Sub: "CrossFit coaching with physiotherapy on site. Train confidently, progress faster."

Primary CTA: "Book your FMS." **Proof bar:** Coach qualifications • Member stories • "Physio on site."

4) Audience & Segmentation

Primary Segments (MVP focus)

1. **Return-to-training (with pain/history) JTBD:** Get back to training confidently without flare-ups. **Objections:** "CrossFit will make it worse," fear of intensity, past experiences. **Proof:** FMS-led onboarding, physio oversight, scaled programming examples. **CTA: Book your FMS** (15–20 min | no obligation).
2. **New-to-CrossFit (cautious starters) JTBD:** Start strength training safely with guidance. **Objections:** Intimidation; "too hardcore"; injury fear. **Proof:** Coach bios/quals, week-1 roadmap, intro movement screen. **CTA: Book your FMS** → personalized starting plan.
3. **Performance-seekers (aspiring/comp athletes) JTBD:** Identify weak links and level up performance. **Objections:** "Screens are for beginners," time cost. **Proof:** FMS → targeted correctives; testing battery; performance case studies. **CTA: Book an FMS + performance plan** (bundle upsell).
4. **Drop-in travelers JTBD:** Get a quality session while visiting without hassle. **Objections:** Unclear rules; payment friction. **Proof:** Coach quality, convenient class times, easy confirmation. **CTA: View timetable** → **Drop-in info** (rules, fee, confirmation).

Segment Sizing (directional for planning)

- **Initial lead mix target:** Return-to-training 40–50% • New-to-CF 25–35% • Performance 10–20% • Drop-ins 10–15% (more review drivers than FMS leads).
- **Validation plan:** Tag FMS form with "reason for visit"; attribute KB article paths; review call outcomes.

Journey Snapshots (SERP → Site → Action)

- **Pain-led visitor:** Symptom/condition search → KB article (credible, practical) → inline **"See if you're ready to train"** CTA → FMS form → confirmation email sets expectations.
- **New starter:** Brand/"CrossFit Geelong" query → Home hero proof bar → "How we start" → FMS CTA → timetable skim → FMS confirm.
- **Performance:** "CrossFit performance assessment"/brand query → Program page → Testing/assessment module → FMS+plan bundle CTA.
- **Drop-in:** "CrossFit drop-in Geelong" query → Drop-in page → clear fee & rules → WhatsApp/call button + timetable.

Message Pillars (site-wide)

1. **Screen-first safety** — FMS-led start reduces guesswork and risk.
 2. **Physio-integrated coaching** — Decisions guided by clinical insight.
 3. **Progress you can see** — Baseline → tailored plan → re-test.
 4. **Community + credibility** — Coach quals, member outcomes, reviews.
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5) Keyword & Content Strategy

Pillar Architecture (pages to ship first)

P0 (Week 1–2) — High-intent

1. **Home (FMS-first)** → Targets: "crossfit geelong", "functional movement screen geelong", "start crossfit safely".
2. **FMS Explainer / Assessment** → Targets: "functional movement screen near me", "movement assessment geelong", "train around pain".
3. **Physio + Coaching (Integrated care)** → Targets: "physio geelong for gym training", "crossfit with physio", "rehab to performance".
4. **Timetable (read-only)** → Targets: "crossfit timetable geelong", "class times crossfit".
5. **Drop-in Info** → Targets: "crossfit drop in geelong", "drop in crossfit [suburb]".

P1 (Week 3–4) — Condition hubs (KB)

- **Shoulder, Knee, Low back, Mobility & return-to-training.** Each hub = overview + 2–3 practical articles with inline FMS CTAs.

Topic Clusters & Article Map (initial 18 pieces)

Cluster A — Start Smart / FMS

- Pillar: *Functional Movement Screen (FMS) in Geelong* — what it is, who it's for, how it works (15–20 min).
 - A1: *Is an FMS right for me? (new vs returning from pain)*

- A2: *After your screen: from findings to first-week plan*
- A3: *Train around pain: scaling push, pull, squat, hinge*
- A4: *FMS vs "free trial": why assessment beats guesswork*

Cluster B — Condition hubs (rehab → performance)

- Shoulder hub: safe overhead work, simple tests → CTA.
 - B1: *Pressing with cranky shoulders: regressions that still build strength*
 - B2: *Kipping vs strict: progressions after a screen*
- Knee hub: squat patterns, depth, tempo, footwear → CTA.
 - B3: *Squat without knee flare-ups: stance, ROM, tempo*
 - B4: *Running + box jumps: landing mechanics after time off*
- Low back hub: hinge bracing, deadlift ramps, WOD modifications → CTA.
 - B5: *Deadlift rebuild plan: from PVC to plates*
 - B6: *When to train vs when to rest: back signals to heed*
- Mobility/Return hub: warmups that matter, re-testing cadence → CTA.
 - B7: *Five-minute warmups that actually move the needle*
 - B8: *Re-test calendar: how often to check progress*

Cluster C — Local intent & proof

- C1: *CrossFit in Geelong: how our coaching works with physio on-site*
- C2: *Member story: back pain to first strict pull-up in 12 weeks*
- C3: *Coach credentials decoded: what certs actually mean for you*
- C4: *Drop-in at Geelong: rules, fees, and how to confirm*

Keyword → Page Mapping (seed set)

Target intent	Primary keyword	Secondary/supporting	Destination
Brand/local	crossfit geelong	crossfit gym geelong, crossfit near me geelong	Home

Target intent	Primary keyword	Secondary/supporting	Destination
Assessment	functional movement screen geelong	movement assessment geelong, fms test near me	FMS Explainer
Safety	start crossfit safely	beginner crossfit assessment, safe crossfit start	FMS Explainer, A1
Rehab-aware	train around pain	crossfit with injury geelong, scale workouts pain	A3, Condition hubs
Timetable	crossfit timetable geelong	class times crossfit geelong	Timetable
Physio × coaching	physio for crossfit geelong	sports physio with gym, rehab to performance	Integrated Care
Drop-in	crossfit drop in geelong	drop in crossfit [suburb]	Drop-in
Condition	shoulder pain crossfit, knee pain crossfit, low back pain lifting	regressions, progressions, mobility	Hubs + articles

On-page SEO Scaffolding (examples)

Home

- *Title:* CrossFit Geelong with Physio On-Site | Start Smart with an FMS
- *H1:* Stronger, pain-smart training — start with a Functional Movement Screen
- *Meta:* Begin with a 15–20 min movement screen, then train confidently with rehab-aware coaching in Geelong.
- *Above-the-fold proof bar:* Coach quals • Member outcomes • ★ Reviews • Physio on-site.

FMS Explainer

- *Title:* Functional Movement Screen (FMS) in Geelong | Assess → Plan → Train
- *H1:* Start with an assessment, not a guess
- *Sections:* What is FMS • Who it's for • What to expect • After your screen • FAQs • CTA.

Timetable (read-only)

- *Title:* CrossFit Timetable — Class Times in Geelong
- *H1:* Class timetable
- *Body:* Live schedule embed (read-only) + “how to choose your first class” + CTA back to FMS.

Drop-in

- *Title:* CrossFit Drop-In Geelong — Welcome Visitors
- *H1:* Train with us while you're in town
- *Body:* Who can drop-in • Fee & how to confirm • Map/parking • Etiquette • Timetable link.

Internal Linking & UX Prompts

- **Persistent CTA:** "Book your FMS" in header + within condition hubs, KB, and timetable page.
- **Contextual links:** Each condition article links → (a) relevant regressions guide, (b) FMS Explainer, (c) coach bios.
- **End-of-article module:** "Unsure where to start? Get screened" with micro-proof (review star + count).

Structured Data (MVP)

- **Organization/LocalBusiness** (NAP, geo, hours), **HealthClub/SportsActivityLocation** for the gym, **MedicalBusiness** for physio context, **Service** for FMS, **FAQPage** on FMS & Drop-in pages, **BreadcrumbList** sitewide, **ItemList** for timetable classes (read-only is fine).
- Avoid **Offer/AggregateOffer** until pricing strategy is finalized.

6) Funnel & Experiment Plan (Weeks 1–4)

Funnel Definition (end-to-end)

Awareness → **Consideration** → **Intent** → **Lead** → **Contacted** → **Scheduled** → **Show-up** → **Screened**

- **Sources:** Local SEO (GMB/Maps + organic), referrals, socials.
- **Key site states:** Landing → Hero/proof scan → CTA click → **FMS form start** → **FMS form submit** → Thank-you (expectations) → Staff outreach (SMS/call) → **FMS scheduled** (manual) → **FMS show-up** → Screen complete.

- **Constraints baked in: No free trial, no on-site booking.**

Events & Properties (GA4/GTM + lightweight CRM)

Core web events

- `cta_click` { `loc`: hero|proofbar|inline|footer, `cta`: book_fms|view_timetable|drop_in }
- `fms_form_start` { `source`: page_slug, `segment_hint`: new|return|performance|null }
- `fms_form_submit` { `reason`: selected, `time_pref`: am|pm|null }
- `view_timetable` { `classes_seen`: int }
- `kb_article_view` { `cluster`: shoulder|knee|back|mobility|fms|story }
- `call_click` / `whatsapp_click`
- `scroll_50`

Off-site/CRM events

- `contact_attempted` { `mode`: sms|call|email }
- `contact_connected` { `ttr_hours`: float }
- `fms_scheduled` { `daypart`: am|pm, `lag_days`: int }
- `fms_showup` (boolean) / `fms_noshow`
- `fms_completed`
- (Optional) `post_fms_path` { `class_intro`|`physio_followup`|both }

Attribution note: Persist `utm_*` (and any ad platform click IDs) into hidden form fields and CRM rows on `fms_form_submit`.

MVP Dashboard (weekly)

- **Top-line:** Sessions → `cta_click` rate → `fms_form_start` → **FMS leads** (`fms_form_submit`) → **Contact connect rate** → **Scheduled rate** → **Show-up rate** → **Screens completed.**
- **By source:** Local pack, organic, direct/referral, socials.
- **By path:** KB→FMS vs Home→FMS vs Timetable→FMS.
- **Latency:** Median **time-to-contact**; median **lag days** to scheduled.
- **Quality hints:** % leads selecting “return-to-training (pain)” vs “new to CrossFit” vs “performance”.

Initial Targets (directional; calibrate after Week 1)

- **FMS leads/week:** 8–12 (Weeks 1–2), ramp to **12–18** by Week 4.
- **Form submit rate:** $\geq 35\%$ of form starters.
- **Contact connect:** $\geq 70\%$ within **24h**; median **TTR** $\leq 4h$.
- **Scheduled rate (from connected):** $\geq 80\%$.
- **Show-up rate (from scheduled):** **70–80%**.
- **KB assist rate:** $\geq 25\%$ of leads touched a KB page pre-submit.

Experiment Backlog (ICE-prioritized)

P0 (run first)

1. **Hero message + CTA** — Variant A: pain-smart positioning; Variant B: “start safely” framing. KPI: FMS submit rate.
2. **Proof bar composition** — A: coach quals + ★ reviews + “Physio on-site.” B: member outcomes + ★ reviews + “Physio on-site.” KPI: CTA click → FMS submits.
3. **KB inline CTA framing** — A: “Unsure where to start? Get screened.” B: “Train around pain: Book your FMS.” KPI: KB→FMS CTR; downstream submits.

P1 (after Week 2) 4) **Timetable prominence** (nav vs header). KPI: timetable views → FMS submits. 5) **FMS form friction** — A: phone optional, single-step vs B: phone required, 2-step. KPI: start→submit, contactability. 6) **Thank-you expectation** — A: “We’ll contact you within 24h.” vs B: “Pick AM/PM and we’ll confirm within 2h.” KPI: contact connected; lag to scheduled.

Run rules: 1 test per surface at a time; minimum 200–300 unique landers per variant (or 2 weeks) before reading; non-overlapping audiences where possible.

7) Sizing & Forecast (Directional)

Approach: Avoid hard census figures; instead provide a transparent, adjustable model you can tune as data arrives. Two-part model: **top-down intent** × **bottom-up funnel**.

A) Top-Down Intent (illustrative ranges)

- **Monthly local searches** (CrossFit/strength + physio/pain topics): assume **3,000–6,000** relevant impressions across brand, category, and condition queries (SERP audit will refine).
- **Achievable organic + Maps clicks (Month 1): 300–500** visits (10–12% CTR blended).
- **Month-over-month lift (by Week 4 launch footprint):** +20–40% with P0 content + GBP optimization.

B) Bottom-Up Funnel (scenarios)

Let **Sessions/mo** = **1,000 (Conservative) | 1,400 (Base) | 1,800 (Upside)**.

- **CTA click-through to FMS form start:** 10–15%
- **Form start → submit:** 35–45%
- **Contact connect (within 24h):** 65–80%
- **Connected → scheduled:** 75–90%
- **Scheduled → show-up:** 70–80%

Resulting monthly outcomes

- **Conservative:** $1,000 \times 12\% \times 40\% \times 70\% \times 80\% \times 75\% \approx$ **20–25 screens**
- **Base:** $1,400 \times 13\% \times 40\% \times 72\% \times 82\% \times 75\% \approx$ **30–40 screens**
- **Upside:** $1,800 \times 15\% \times 45\% \times 75\% \times 85\% \times 80\% \approx$ **45–60 screens**

***Sanity check with weekly targets:** 8–12 leads/week ramping to 12–18 aligns with ~35–60 leads/mo, yielding ~25–45 completed screens/mo at typical downstream rates.*

Capacity Note

- Ensure **screening slots** exist for the upside case (e.g., 12–15/wk). Maintain an overflow plan (waitlist SMS + next-week holds).
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8) Risks & Mitigations

Risk	Likely Impact	Mitigation
Competitors push free trials	Perceived lower barrier vs our FMS	Frame assessment > free class ; show member stories; emphasize safety and faster progress
Manual scheduling delay	Lead decay and no-shows	Same-day callback window; SMS templates; simple slot inventory; 2-touch cadence
Low interview yield	Weak qual insights	Flexible time slots; recruit via confirmations + on-site prompts; incentives (free mobility PDF)
Price opacity in market	Positioning ambiguity	Use review text/FAQs to triangulate; test value messaging vs hard price
Seasonality / events	Volatile traffic	Compare against prior-month patterns; hold tests during swings
Drop-ins contaminate funnel	KPI noise	Separate Drop-in page CTA; exclude from FMS metrics
Consent/privacy gaps	Trust and compliance risk	Clear consent copy; data minimization; opt-out and retention window

9) Recommendations & Roadmap

Week 1–2 (Ship P0 + baseline analytics)

- Launch **Home**, **FMS Explainer**, **Timetable**, **Drop-in** pages.
- Add **proof bar**; persistent **Book FMS** in header.
- Configure **GA4/GTM events** + CRM sheet + Zapier/Twilio.
- Publish 2 KB articles: *Pressing with cranky shoulders*; *Deadlift rebuild plan*.
- Kick off Experiments **#1–#2** (Hero + Proof bar).

Week 3–4 (P1 + tests)

- Publish **Physio × Coaching** page.
- Add 2 more KB articles and **Member Story #1**.
- Enable **KB inline CTA** test (**#3**).
- Tune **Thank-you page** expectations; begin review prompts for drop-ins.

Week 5–8 (Scale + refine)

- Build **Shoulder/Knee hubs**; 4–6 support articles.
- Expand interview program; publish insights roundup.
- Iterate **form friction** (Test #5); timetable prominence (Test #4).
- Add **FAQ schema**; refine LocalBusiness data; improve GBP assets (photos, services).

Week 9–12 (Authority + community)

- Launch **Low back** and **Mobility/Return** hubs.
 - Member Stories #2–3; collect video testimonials.
 - Introduce **Performance bundle** (FMS + plan) landing section.
 - Quarterly synthesis: which clusters drive FMS; roll winning copy site-wide.
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10) Appendices

A) FMS Form (copy-ready)

- **Headline:** Start with a quick movement screen (15–20 min)
- **Sub:** We'll check how you move, map your safest start, and answer your questions.
- **Fields:** First name*, Email*, Phone (optional), Reason (dropdown: New to CrossFit / Returning with pain / Performance), Preferred time (AM/PM), Notes (optional), Consent checkbox.
- **Button:** Book my FMS
- **Fine print:** By submitting, you agree we may contact you about scheduling. You can opt out at any time.

B) Thank-You Page (copy-ready)

- **H1:** You're on the list — let's get you moving
- **Body:** We'll text/call shortly to confirm your screen. Prefer a time? Reply *AM* or *PM*.
- **What to bring:** Comfortable clothes, a water bottle, and any questions about training around pain.
- **What happens next:** Brief screen → tailored start plan → your first week.

C) SMS/Call Cadence (templates)

- **T+15m SMS:** "Hey {{first}}, it's Geelong Movement Co. Saw your FMS request — do AM or PM times suit? Reply AM/PM and we'll lock it in."
- **T+4h Call:** Script: confirm goal (new, return, performance), offer 2 slots, set expectations, confirm contact method.
- **T+24h SMS (if no reply):** "Quick nudge, {{first}} — want us to hold an FMS slot this week? Text AM or PM and we'll confirm."

D) Interview Guide (10 prompts)

1. What prompted you to consider (CrossFit/strength) now?
2. What worries you most about starting/restarting?
3. Have you been screened/assessed before? What helped?
4. Where do you feel most confident/least confident in movements?
5. What would make you feel safe starting next week?
6. Tell me about any pain history and how it affects training.
7. What proof would convince you we're the right fit?
8. What does a great first week look like?
9. How do you usually choose a gym/coach when traveling?
10. If you had a magic wand, what would you change about CrossFit gyms?

E) Event Taxonomy (copy/paste spec)

```
Web events
- cta_click {loc: hero|proofbar|inline|footer, cta: book_fms|view_timetable|drop_in}
- fms_form_start {source: page_slug, segment_hint: new|return|performance|null}
- fms_form_submit {reason, time_pref}
- view_timetable {classes_seen}
- kb_article_view {cluster: shoulder|knee|back|mobility|fms|story}
- call_click / whatsapp_click
- scroll_50

CRM events
- contact_attempted {mode}
- contact_connected {ttr_hours}
- fms_scheduled {daypart, lag_days}
- fms_showup / fms_noshow
```



```
- fms_completed
- post_fms_path {class_intro|physio_followup|both}
```

F) JSON-LD Seeds (skeletons)

LocalBusiness (Gym)

```
{
  "@context": "https://schema.org",
  "@type": ["HealthClub", "SportsActivityLocation"],
  "name": "Geelong Movement Co",
  "address": {"@type": "PostalAddress", "addressLocality": "Geelong", "addressRegion": "VIC", "addressCountry": "AU"},
  "geo": {"@type": "GeoCoordinates", "latitude": "-38.15", "longitude": "144.36"},
  "openingHoursSpecification": [],
  "sameAs": [],
  "url": "https://example.com"
}
```

Service (FMS)

```
{
  "@context": "https://schema.org",
  "@type": "Service",
  "name": "Functional Movement Screen (FMS)",
  "areaServed": "Geelong",
  "provider": {"@type": "LocalBusiness", "name": "Geelong Movement Co"},
  "url": "https://example.com/fms"
}
```

FAQPage (FMS)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {"@type": "Question", "name": "Do I need to be fit before starting?", "acceptedAnswer": {"@type": "Answer", "text": "Yes, you should be fit before starting."}},
    {"@type": "Question", "name": "Will CrossFit make my pain worse?", "acceptedAnswer": {"@type": "Answer", "text": "It depends on your form and the intensity of the workout."}},
    {"@type": "Question", "name": "What happens in a 15-20 minute FMS?", "acceptedAnswer": {"@type": "Answer", "text": "The FMS is a series of seven movements performed in a specific order to assess functional movement patterns."}}
  ]
}
```

G) Consent & Privacy (copy-ready)

Privacy note: We collect only the details needed to schedule your screen and follow up about your goals. By submitting the form, you consent to be contacted by SMS/call/email. You can opt out anytime. We never sell your data and we delete unconverted form submissions after 90 days.

H) Review Acquisition Program (drop-ins + new members)

- **Moment:** After Drop-in confirmation and after Week-1 completion.
- **Prompt (QR + link):** "If today helped, a quick ★★★★★ review really supports our community."
- **Script:** "We aim for safe, smart training. Would you mind sharing 1–2 lines about your experience?"
- **Ops:** Track review count; rotate the best snippets into proof bars.

I) QA Checklist (pre-launch)

- Event fires verified on staging (all params populate).
- FMS form hidden fields capture `utm_*` and `source_page`.
- SMS/call templates tested end-to-end.
- Timetable embed loads fast on mobile.
- Accessibility pass (labels, color contrast, focus states).
- 404s handled; sitemap.xml and robots.txt updated.
- GBP listing: categories, services (FMS), photos, hours, and review reply policy.

Final Notes

- Keep the **FMS-first** narrative coherent across every touchpoint.
- Favor **practical, non-alarmist** language in KB content.
- Re-read weekly metrics with a conversion lens; roll winning copy site-wide.