



# Gym Profile Page — Master Design & Build Spec

Each Gym Profile Page serves as the **dynamic detail page** for a single gym, automatically populated via structured data. This page must convey **credibility**, **vibe**, and **logistical clarity** in under 10 seconds — especially for mobile users. **Gym Profile Page** is the most critical touchpoint for **trust**, **decision-making**, and **conversion** on BJJNearMe.org.

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## 1. 🎯 Product Intent & UX Strategy

### ✓ Purpose of the Gym Profile Page

- Let users **visually and emotionally assess** a gym before making contact
- Provide **clear logistics**: what they offer, where they are, when to go, and how to reach them
- Guide the user to **take action** (WhatsApp, Instagram, Drop-In)
- Support **monetization** via contextual ad zones or affiliate CTAs (e.g., rashguards)

### ✓ User Stories Supported

- “I want to know if this gym is good for my 10-year-old daughter.”
- “Can I drop in for a no-gi session this weekend?”
- “Does this gym look legit or just average?”
- “Do they speak English?”
- “How do I get in touch or see more about them?”

## 2. 🧱 Section-by-Section Breakdown

### ■ A. Hero Banner (Gym Name, District, Logo)

#### Design Intent:

- Establish instant identity — name + visual branding
- Reassure the user they're on a professional, credible profile

#### Components:

- Gym name (H1)

- District or neighborhood
- Logo or cover image (fallback = default martial arts image)
- Optional: star rating summary (from scraped Google data)

#### Technical Recommendation:

- Fields from ACF: **name**, **district**, **logo**, **rating**
- Dynamic title and metadata for SEO

#### Placeholder Strategy:

- Use dummy gym name, “Miraflores,” and fallback image
- Hardcoded 4.5★ rating if no live data

## B. Tag Summary (Persona-Driven Labels)

#### Design Intent:

- Help users quickly understand **what type of gym this is**
- Align with filtering experience from search results

#### Components:

- Tag pills rendered dynamically:
  - Gi / No-Gi
  - Kids Classes
  - Women’s Classes
  - Has Open Mat
  - English Spoken
  - Beginner Friendly
  - Drop-In Policy
  - Accessible Entrance

#### Technical Recommendation:

- Pull from preprocessed CSV columns via ACF (booleans or text)
- Display as pill badges (horizontal wrap)

#### Placeholder Strategy:

- Populate with 4–6 sample tags

## C. About Section

#### Design Intent:

- Humanize the gym — tell its story, vibe, training philosophy
- Show commitment to community, quality, or specialty

#### **Components:**

- Paragraph of text (from scraped or structured **about** field)
- Optional subheaders (e.g., “Our Mission”, “What Makes Us Different”)

#### **Technical Recommendation:**

- ACF: **about**
- Rich text or short markdown block

#### **Placeholder Strategy:**

- Seed with 2–3 sample paragraphs describing “Our gym welcomes beginners, kids, and travelers...”

### **D. CTA Buttons (WhatsApp, Instagram)**

#### **Design Intent:**

- Encourage immediate contact or social proof exploration

#### **Components:**

- **WhatsApp button** (primary CTA)
- **Instagram button** (secondary CTA)
- Optional: “Drop-In Info” or “Visit Website”

#### **Technical Recommendation:**

- ACF fields: **whatsapp\_url**, **instagram\_url**, **dropin\_policy**
- Use deep linking for WhatsApp (**<https://wa.me/<number>>**)

#### **Placeholder Strategy:**

- Buttons point to dummy URLs or open modal with “Coming Soon”

### **E. Reels Gallery (Optional but Powerful)**

#### **Design Intent:**

- Build trust via short-form video content
- Show gym culture, training intensity, cleanliness, diversity

### **Components:**

- Grid or scrollable gallery of embedded videos
- Each reel may have a short caption or tag

### **Technical Recommendation:**

- Link gym to **reels** CPT via relationship field
- Or, use repeater field in gym profile: embed code, caption, optional tag
- Optimize for mobile tap-to-play UX

### **Placeholder Strategy:**

- Embed 2–3 sample Instagram or YouTube shorts
- Use dummy gym names in captions

## **F. Map Preview (Optional, Lightweight)**

### **Design Intent:**

- Show user location context without needing real-time directions yet
- Visual placement within Lima (or city of focus)

### **Components:**

- Static map preview with gym marker
- Optional: “Open in Google Maps” button

### **Technical Recommendation:**

- ACF fields: **latitude**, **longitude** or **gmaps\_link**
- Embed a Google Static Map URL or iframe

### **Placeholder Strategy:**

- Hardcode 1 map location (e.g., Kennedy Park) for visual test

## **G. Trust Meter (Optional MVP+)**

### **Design Intent:**

- Convey consistency or visibility tier based on data:
  - High Trust = many reviews
  - Emerging = some visibility
  - Low Trust = limited online footprint

#### Components:

- Label or badge (e.g., “Community Verified”, “Consistent Trust”)
- Optional tooltip or visual icon system

#### Technical Recommendation:

- Derive from review volume + score thresholds
- Stored in ACF as `trust_tier`

#### Placeholder Strategy:

- Show “High Trust” badge + tooltip description



### H. Sponsored/Affiliate CTA Block (Native Monetization)

#### Design Intent:

- Seamless monetization hook
- Example: “Recommended Gear for No-Gi — Shop Now”

#### Components:

- Horizontal block with image, headline, CTA button
- Example ad: “Bushido Life Rashguards – Trusted by Top Instructors”

#### Technical Recommendation:

- ACF or CPT: `sponsors`
- Manual placement in template at midpoint or footer

#### Placeholder Strategy:

- Dummy banner: “Your Brand Here – Sponsor This Gym Page”

## 3. Technical Data Flow

Field	Source	Data Type
name, district	<code>places_lima_google_FINAL</code>	text
tags	<code>tag_enrichment.R</code> output	booleans

about	cleaned content scripts	rich text
reels	ACF repeater or CPT: <b>reels</b>	embed code
whatsapp / instagram	structured contact cleaning	URLs
map	scraped or inferred location	link or coords
trust tier	review script logic	category

#### 4. 🧩 Summary Table (Developer View)

Section	Type	Source	Placeholder Included?	Dynamic ?
Hero	Dynamic	ACF: name, logo	✅ Yes	✅ Yes
Tag Summary	Dynamic	Tags CSV	✅ Yes	✅ Yes
About	Dynamic	ACF: about	✅ Yes	✅ Yes
CTA Buttons	Dynamic	ACF URLs	✅ Yes	✅ Yes
Reels Gallery	Dynamic	ACF/CPT: reels	✅ Yes	✅ Yes
Map Preview	Optional	ACF: map data	✅ Yes	✅ Yes
Trust Tier	MVP+	ACF: trust_tier	✅ Yes	➡️ SOON Yes
Affiliate Block	Monetization	ACF/CPT	✅ Yes	✅ Yes

#### 5. ✨ Future Enhancements (Post-MVP)

- Instructor bios or photos
- Class schedule
- Live reviews or testimonials
- Contact form or lead capture
- Gym comparison feature
- Verified badge or awards