

# Online Fitness Studio

## Landing-Page CRO



1 clear promise · proof-led hero

### CONTEXT

An online fitness brand drove strong ad clicks, but a homepage juggling both products and classes left first-time visitors unsure what the service actually was.

### GOAL

Clarify the offer and lift landing-page conversion for newly-acquired traffic.

### APPROACH

- Moderated tests across ad creative, the homepage, and product pages
- Comparison of landing-page vs. product-page first impressions

### WHAT WE FOUND

- Visitors loved the high-quality visuals and the 5-star social proof in the header
- But they couldn't tell what the service was from the hero or brand name alone
- Founder-led video outperformed stills; signs of fresh, regular content built trust

### RECOMMENDATIONS

- Center a single, clear promise in the hero
- Lead with founder / social-proof video instead of still images
- Surface real customer stories higher up; test proof-led landing pages against the product page