

STUDIO GROWTH AUDIT

Where your studio is losing local search

The Reformer Room · Exeter

Prepared for: The Reformer Room (sample studio)

Audit scope: Google Business Profile · Reviews · Local website signals

What this is: A by-hand review of how easily local clients find your studio on Google — and the specific, fixable gaps holding you back.

This is a sample report. Your studio's audit will use your own live data.

THE HEADLINE

Your studio at a glance

Three areas decide whether someone searching for Pilates in your area finds you or a competitor. Here's how The Reformer Room scores on each today.

41 /100
OVERALL

Good news: nothing here is broken — it's unfinished. Your studio scores below where it should because of gaps most owners are never told about, not because of anything you're doing wrong. Each one below is fixable, usually in an afternoon.

Google Business Profile 38 / 100 · needs work

Your listing is claimed, but key fields are empty or thin. This is the single biggest lever — and the fastest to fix.

Reviews 29 / 100 · falling behind

You have 14 reviews. Two studios within 2 miles have 60+. Review count is one of the loudest local ranking signals.

Local website signals 55 / 100 · half there

Your site looks lovely, but it rarely tells Google what you do and where — so it's invisible for the searches that matter.

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WHAT WE FOUND

The fixes, in priority order

We lead with what moves the needle fastest. Each fix below includes exactly what to change — ready to paste in yourself, or hand to us.

FIX FIRST

Your profile description doesn't mention what you teach

Your Google description currently reads as a general welcome message. It doesn't name "reformer Pilates" or your area — the two things Google looks for when deciding who to show for "reformer Pilates near me."

PASTE THIS IN

Replace your current description with:

Reformer and mat Pilates studio in [REDACTED]. Small classes, qualified instructors, and a welcoming space for every level — from first reformer session to advanced practice. Book a beginner-friendly intro class today.

FIX FIRST

No booking link on your Google listing

Someone ready to book has to leave Google, find your website, then find your timetable. Most don't make it. Adding a direct booking link removes three steps and signals to Google that you're an active, bookable business.

DO THIS

In your Google Business Profile, add your booking system's direct class URL under "Bookings." If you use [REDACTED], paste the public booking page link, not your homepage.

FIX NEXT

Only 14 reviews — and no system for getting more

Your clients love you (4.9 average), but they're not being asked. A simple, repeatable ask after a client's third or fourth class is the difference between 14 reviews and 60.

USE THIS MESSAGE

Send by WhatsApp or email after a client's 4th class:

Hi [REDACTED] — so glad you're enjoying your sessions! If you have 30 seconds, a quick Google review really helps other people in [REDACTED] find us. Here's the link: [REDACTED]. No pressure at all — thank you!

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WHAT WE FOUND

One more fix, then where to go from here

The last gap is on your website — and it's the kind of thing no one tells studio owners about.

FIX NEXT**Your homepage title says "Home" instead of what you do**

The page title (the text in the browser tab, and the blue link Google shows) currently reads "Home — The Reformer Room." It's a wasted opportunity: this is prime space for telling Google your class type and location.

CHANGE YOUR HOMEPAGE TITLE TO

Reformer Pilates in [] | The Reformer Room

Where this goes from here

Every fix in this report, you can do yourself — that's the point. We'd rather you see exactly what's possible than feel sold to.

If you'd rather have it done for you — the profile rewritten, the review system set up, the website changes handed to your web person — that's what we do. One studio at a time, no long contracts, no jargon.

Want your real audit, with your studio's live data? Just reply to the email this came with.

A note on this sample: The Reformer Room is a fictional studio we created to show you what your report looks like. Your audit will use your studio's actual Google listing, real review counts, and live website — with fixes written specifically for you. Nothing in this sample is a guarantee of rankings; search results depend on many factors outside any one provider's control. What we promise is the work, done well.

ClassEdge HQ · hello@classedgehq.com