nalu

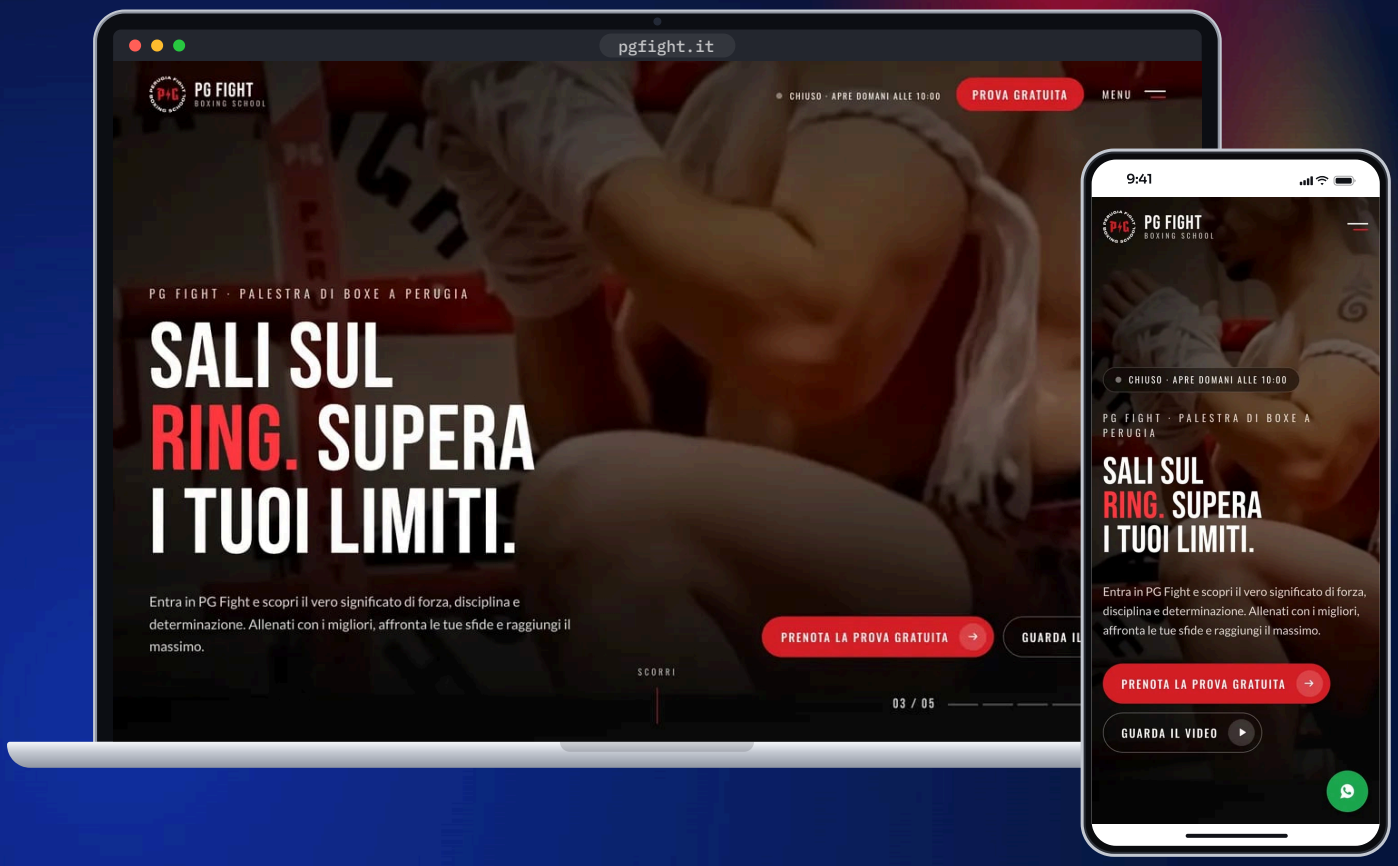
COMPLETE CASE STUDY · 2026

WEBSITE AND REDESIGN

PG Fight

First website in 2024, redesign in 2026: now every class has its own page.

PG Fight, Perugia Fight Boxing School, is a boxing and Muay Thai gym in Sant'Andrea delle Fratte, affiliated with the Italian Boxing Federation. In 2024 we built its first website; in 2026 we rebuilt it from scratch, because a single page could no longer tell the story of its classes, coaches and results.



pgfight.it · online since October 25, 2026

naluwebagency.com

IN SHORT

The numbers *of the project.*

Desktop performance

99

OLD SITE ~~62~~

Lighthouse, before and after

Mobile performance

99

OLD SITE ~~48~~

twice as high, where people look for a gym

Main content on mobile

1.6s

OLD SITE ~~3,4 s~~

Home page LCP

Mobile home page weight

548KB

OLD SITE ~~1.2 MB~~

from 68 to 33 requests

14 pages instead of one long page

5 classes with their own page, coaches and FAQ

3 questions to find the right class

100 accessibility, best practices and SEO on Lighthouse

CLIENT

ASD Perugia Fight, Perugia (Italy)

BUSINESS

Boxing, fitness boxing, Muay Thai, Baby Boxing and athletic training

PLATFORM

2024: WordPress and Elementor · 2026: Astro

ONLINE SINCE

November 2024, redesign since 25 October 2026

SERVICES

Websites, SEO and content

OUR ROLE

First website in 2024 and redesign in 2026: planning, design, development, copy, video, local SEO and launch, with the same point of contact from start to finish.

IN THIS DOCUMENT

01 Two versions · 02 Why rebuild it · 03 Before and after · 04 The key features · 05 The technical · 06 At a glance · 07 SEO and migration · 08 Results · 09 Behind the scenes

01 / TWO VERSIONS

One gym, *two websites.*

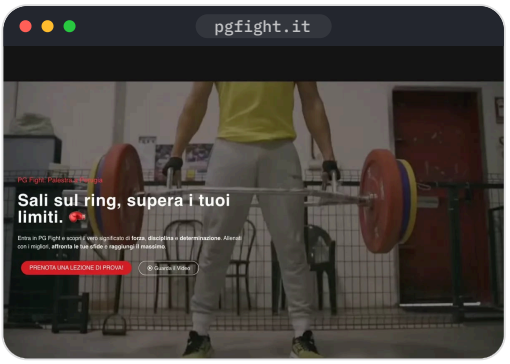
PG Fight has worked with us since 2024. The first website brought the gym online; the redesign grew out of what two years of classes, athletes and trial requests taught us.

November 2024 THE FIRST WEBSITE

Online, *with a single page.*

The first goal was to make the gym known and bring people to a trial class. Everything sat on one page: about us, the classes, the team, the FAQ, the merchandise and the contact form.

- WordPress with Elementor
- A single page with every section
- Generic contact form
- Buttons to book a trial



October 2026 THE REDESIGN

Rebuilt from scratch, *bigger and faster.*

Same copy, photos, videos and contacts, but each in its place: a page for every class, the team, nutrition, the gallery and the merch. Plus a quiz that suggests a class and a form to pick the day and time of the trial.

- Static Astro website, no database
- 14 pages, one for each class
- “Find your class” in three questions
- Free trial with calendar and time slots



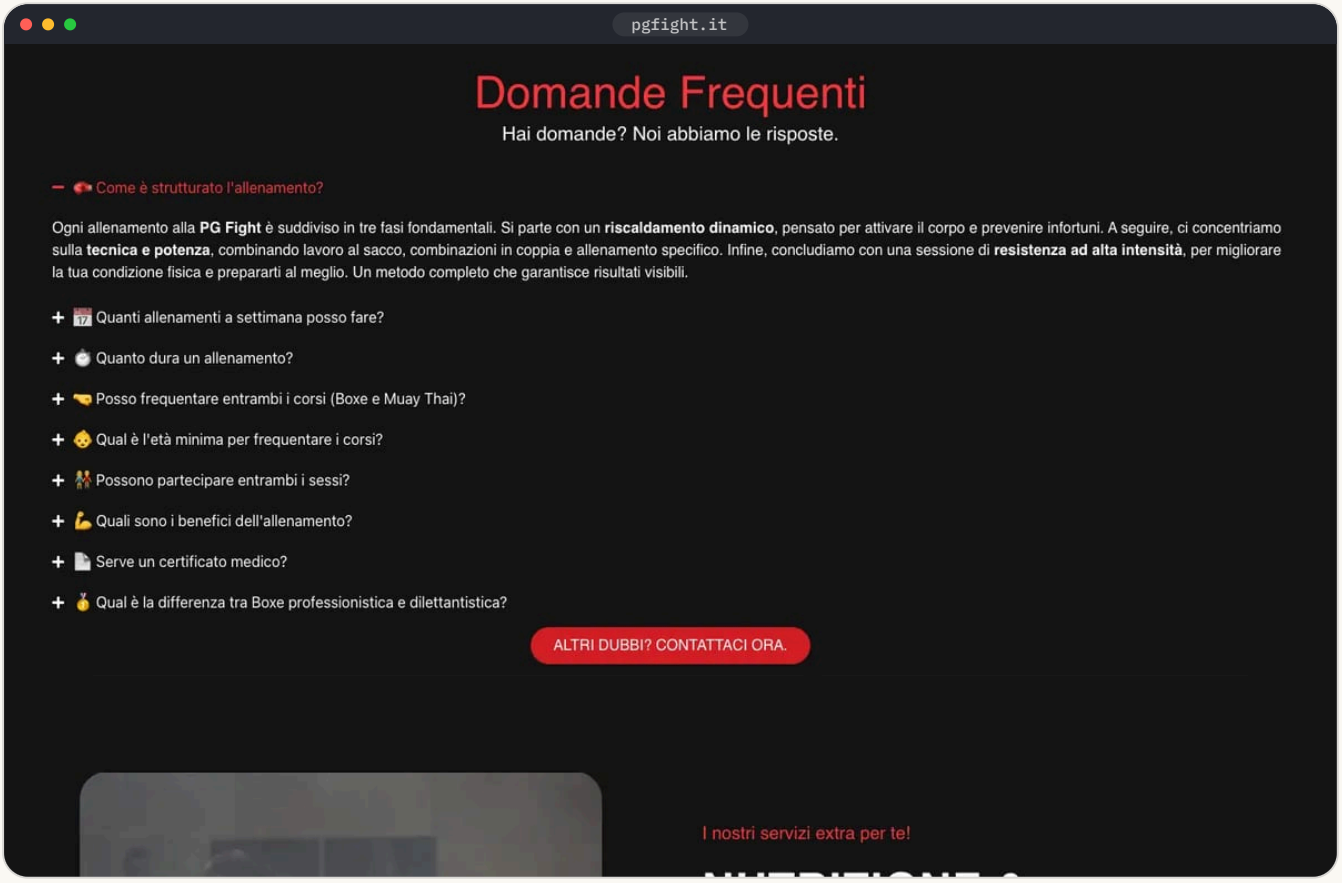
02 / WHY REBUILD IT

Everything on one page, *nothing stood out.*

- Everything on one long page
- No pages for individual classes
- Generic form, no day or time
- Performance 62 on desktop and 48 on mobile
- Around ten plugins for one page
- No gym structured data

The 2024 website put everything on one page: about us, five classes, five coaches, FAQ, nutrition, athletic training, merchandise and contacts. Reaching the right class meant scrolling a long way, and anyone searching for “kids’ boxing” or “Muay Thai in Perugia” found a page about everything.

Underneath were WordPress, Elementor and around ten plugins: a lot of code for a single page, and you could feel it on a phone. The contact form was generic, with no class, day or time: every trial request needed a phone call to arrange.



The 2024 website: classes, team, FAQ, nutrition and merch were all on the same page.

THE GOAL

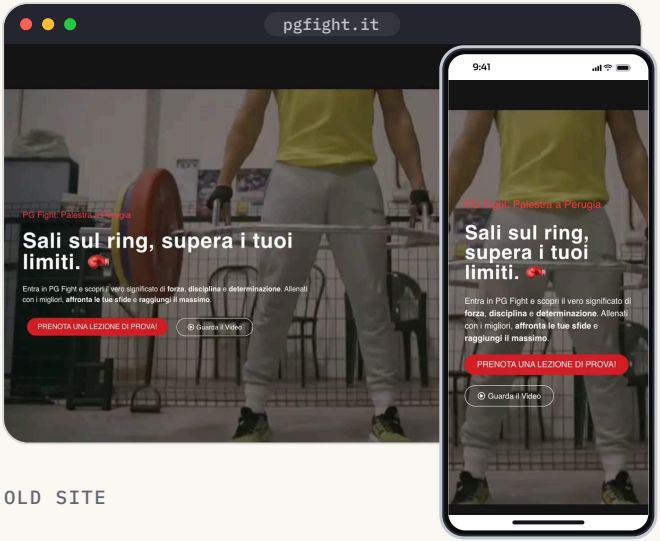
A website with the same fighting spirit as the gym, taking every visitor to the right class in seconds and turning curiosity into a trial class already booked, with day and time.

03 / BEFORE AND AFTER

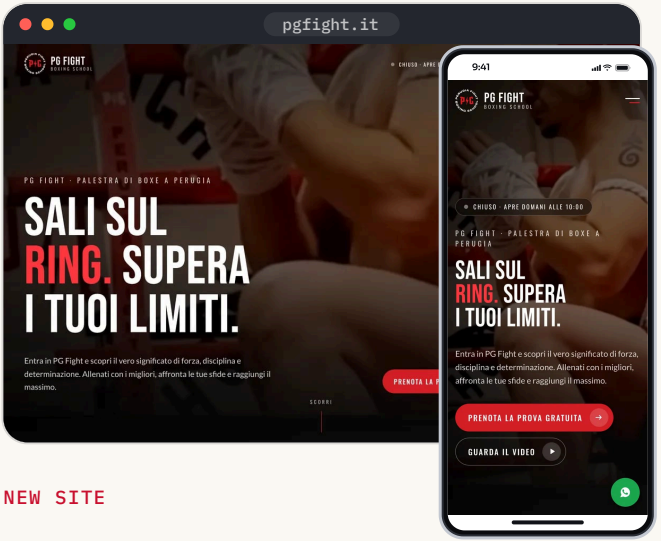
Four screens *compared.*

Home

Before, a background video and a small title. Now a slideshow from the ring, an “open/closed” badge updated to the hour and the free trial always at the top.



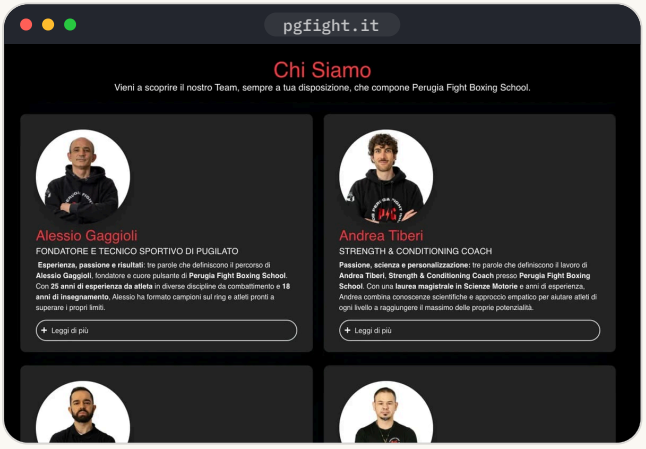
OLD SITE



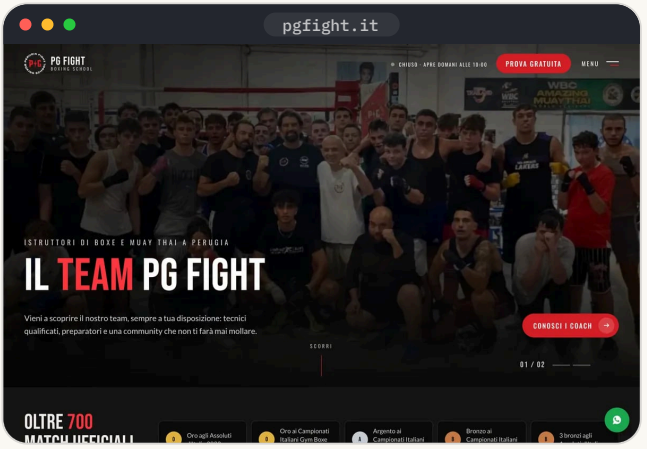
NEW SITE

Team

The coach profiles were a section of the home page. Now the team has its own page, with the gym’s results and the tribute to coach Bruno.



OLD SITE



NEW SITE

03 / BEFORE AND AFTER

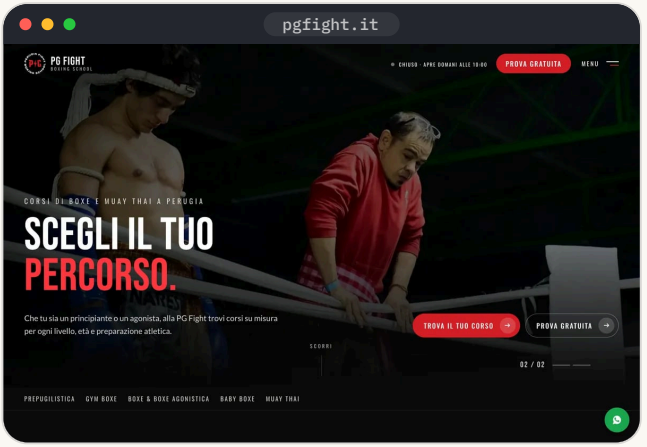
Before and after, *page by page.*

Classes

Five buttons and one class at a time. Now a classes page with the “Find your class” quiz and a dedicated page for each one.



OLD SITE



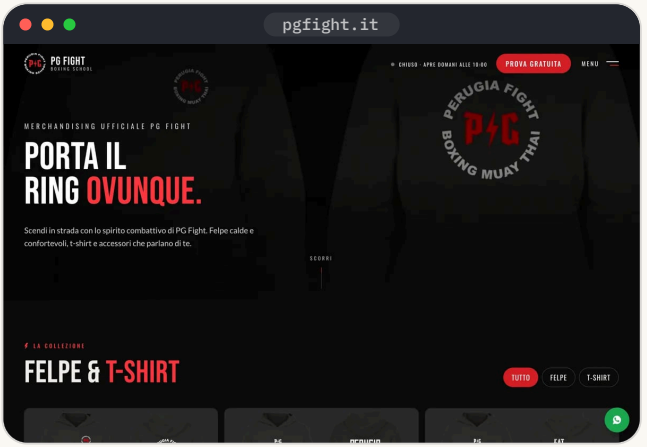
NEW SITE

Merch

A carousel of hoodies at the bottom of the page. Now a page of hoodies and T-shirts you can filter.



OLD SITE



NEW SITE

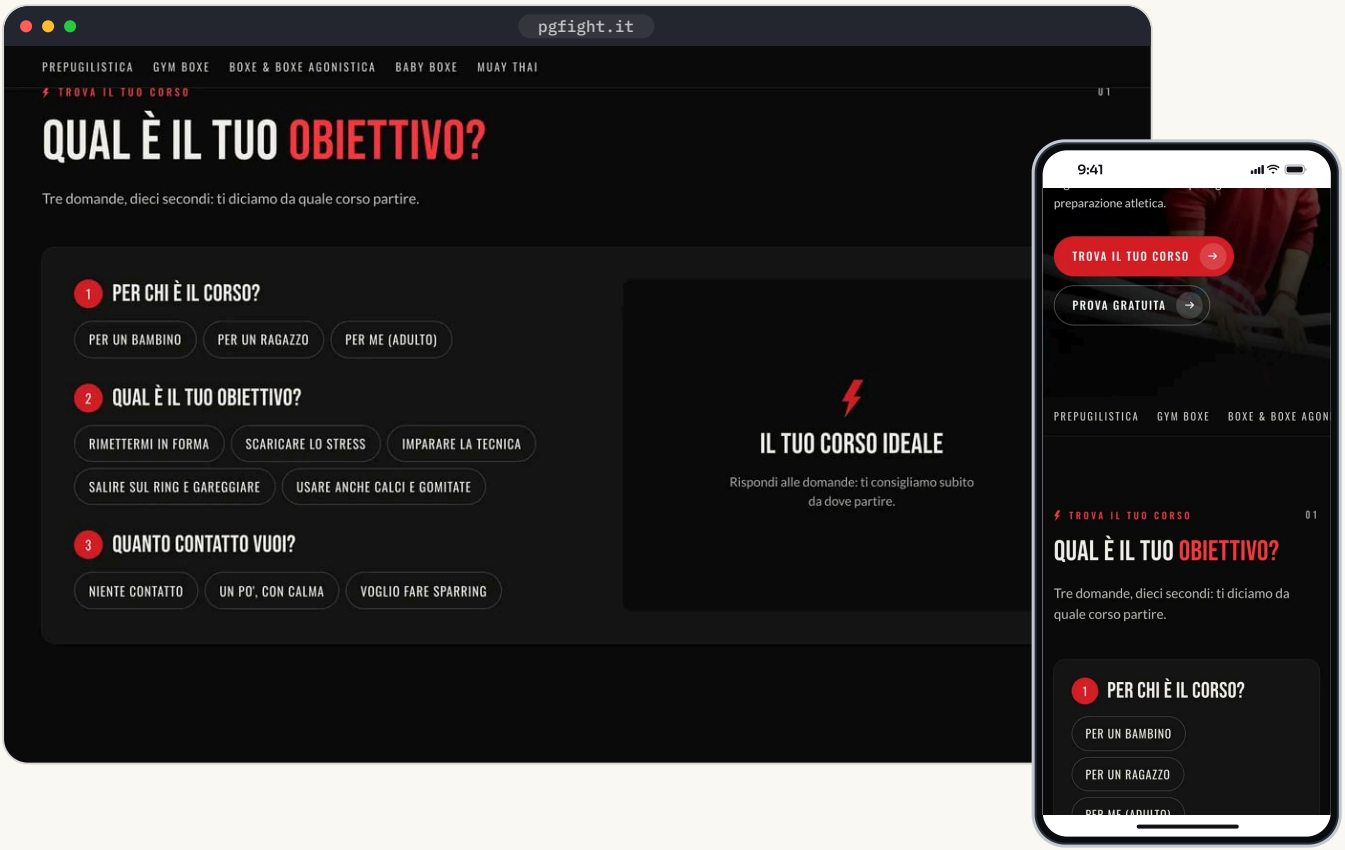
04 / THE KEY FEATURES · 01

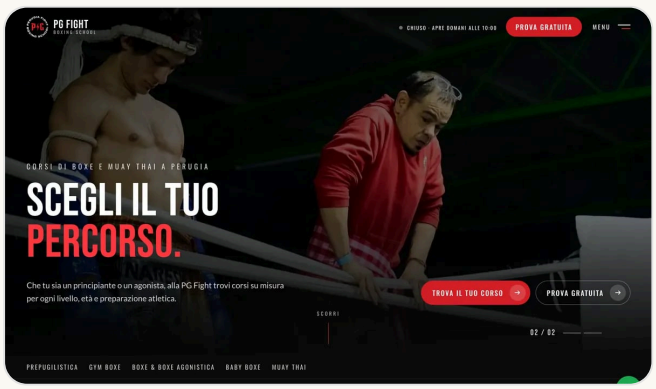
Three questions, *the right class.*

Who the class is for, what the goal is, how much contact you want: three answers and the site suggests where to start, with a button to book a trial or message on WhatsApp. It's mostly for people who have never put on gloves.

- Three questions, ten seconds, one suggested class
- Free trial or WhatsApp straight from the result
- Works the same way on a phone

For a teenager → learn the technique → Pre-boxing





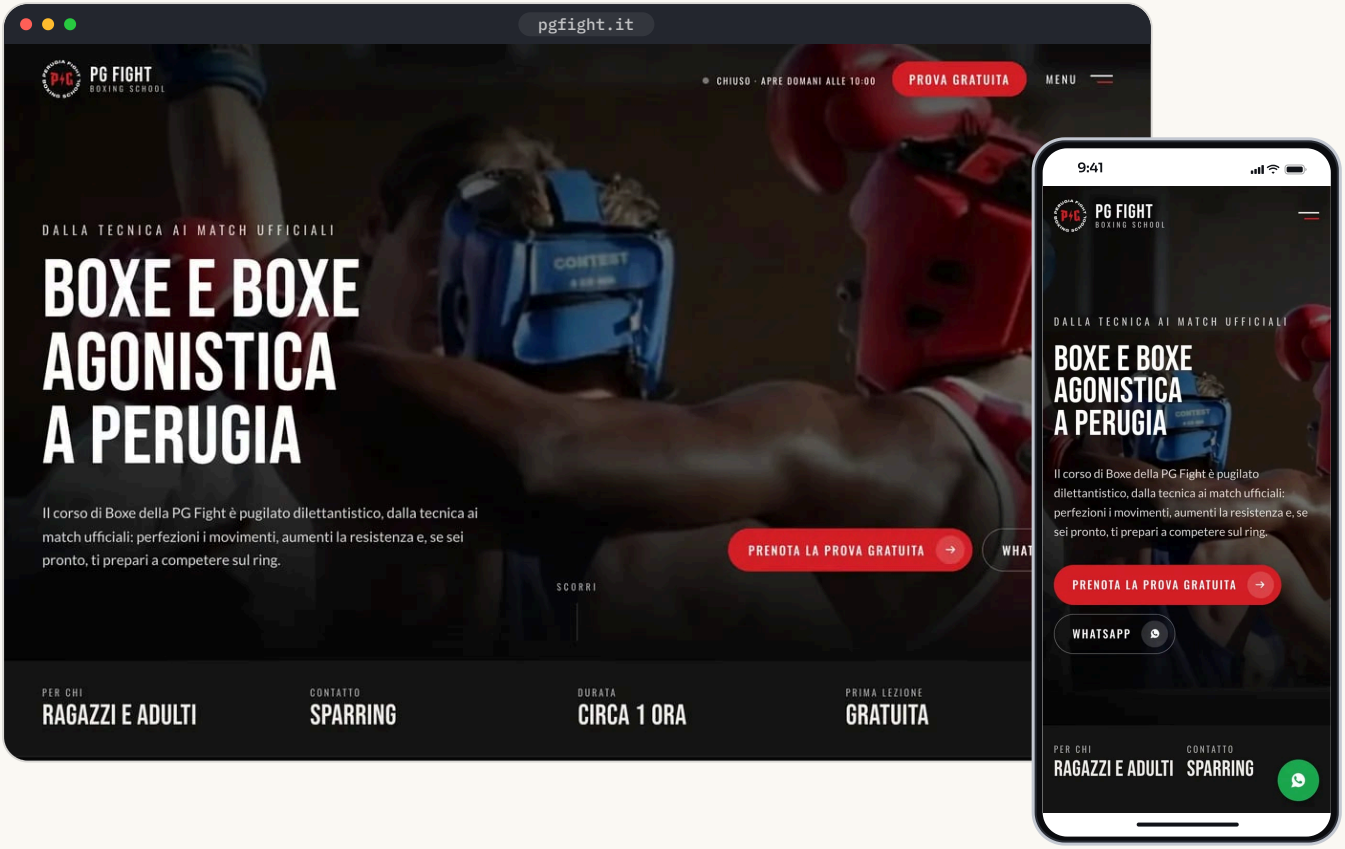
The classes page with the five paths

04 / THE KEY FEATURES · 02

Five classes, *five pages.*

Pre-boxing, Fitness Boxing, Boxing and Competitive Boxing, Baby Boxing and Muay Thai each have their own page: who it's for, how a class works, the coaches, the photos and the FAQ. Visitors from Google land straight on the class they were looking for.

- ✓ Copy, coaches, photos and FAQ for every class
- ✓ Baby Boxing from age 6, explained to parents
- ✓ Book a trial from the class page, with the class already selected



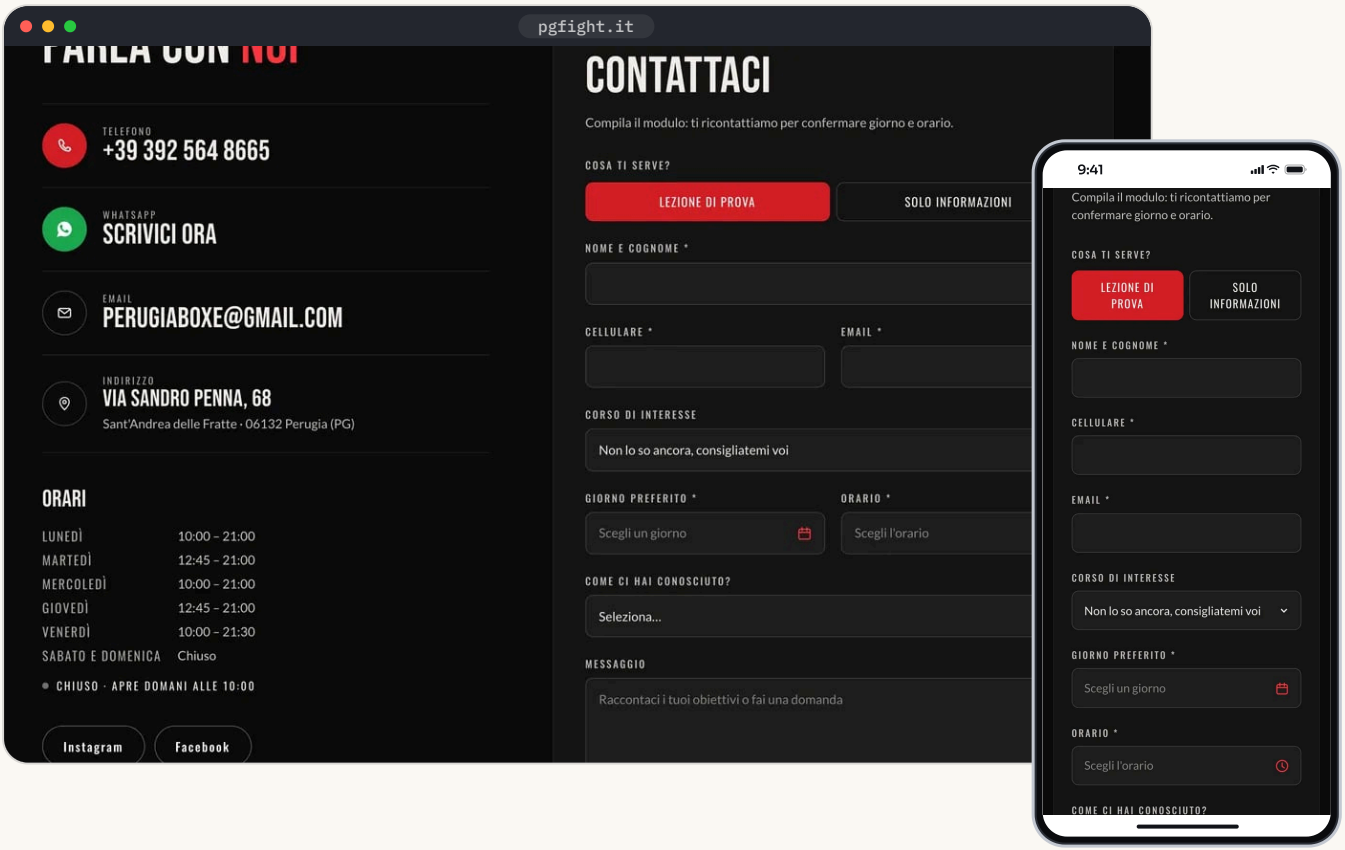
04 / THE KEY FEATURES · 03

The trial is booked *directly online.*

The form asks what you need, the class, the day and the time, with a calendar in the site's style that only offers opening days and half-hour slots. The sender gets an instant confirmation; the gym gets a complete request.

- Calendar and time slots within opening hours
- Automatic email confirmation for whoever books
- Spam-protected without a captcha, works even without JavaScript

Trial class → day and time → request sent

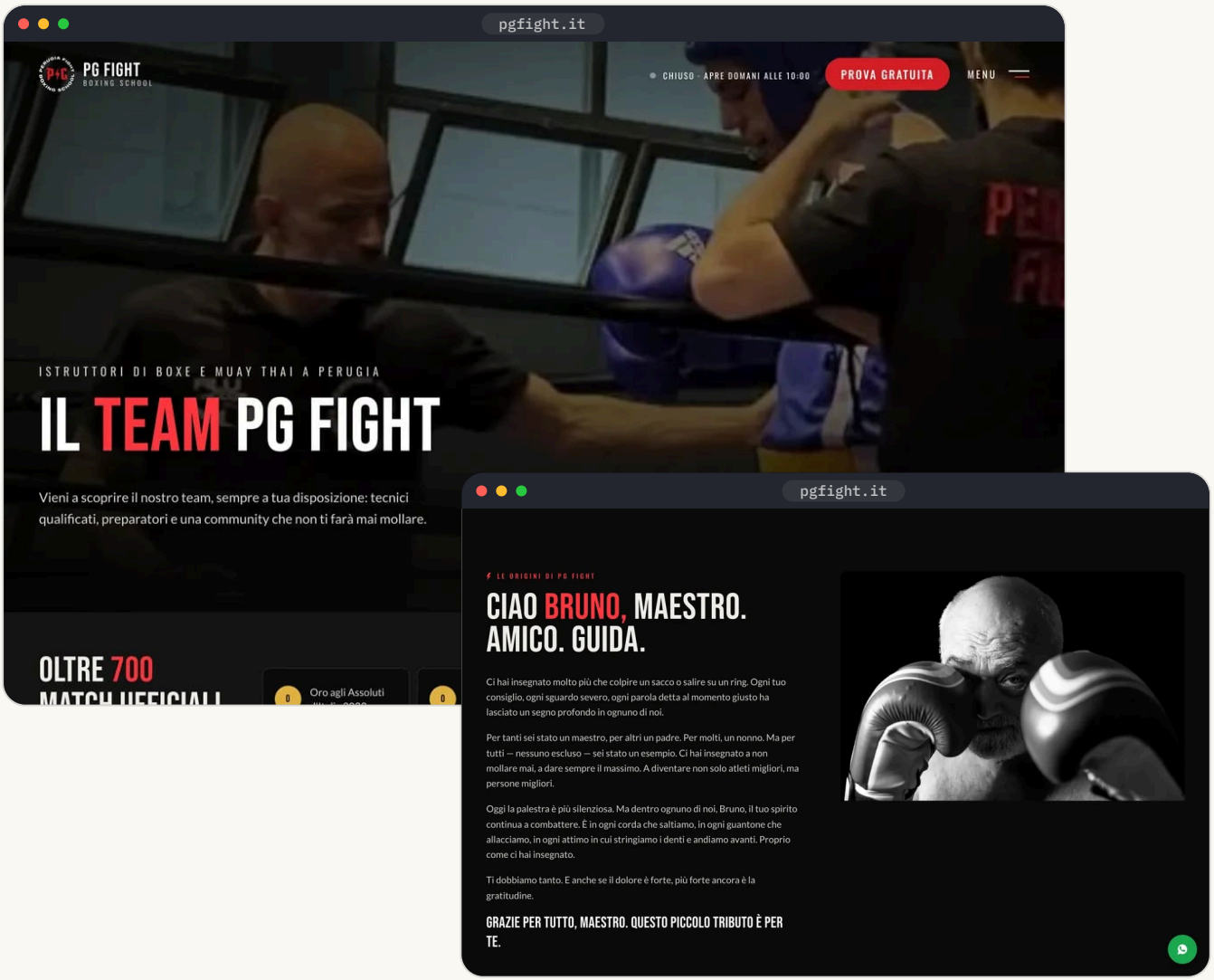


04 / THE KEY FEATURES · 04

Coaches front and centre, *and a thank-you to Bruno.*

Five coaches, each with their own story and speciality, and the gym's results: over 700 official bouts and two Italian gold medals, in 2022 and 2023. At the end, a tribute to coach Bruno, who remains part of the gym.

- Coach profiles with role, experience and photo
- Numbers and results that matter when choosing a gym
- The tribute to coach Bruno, in his own words

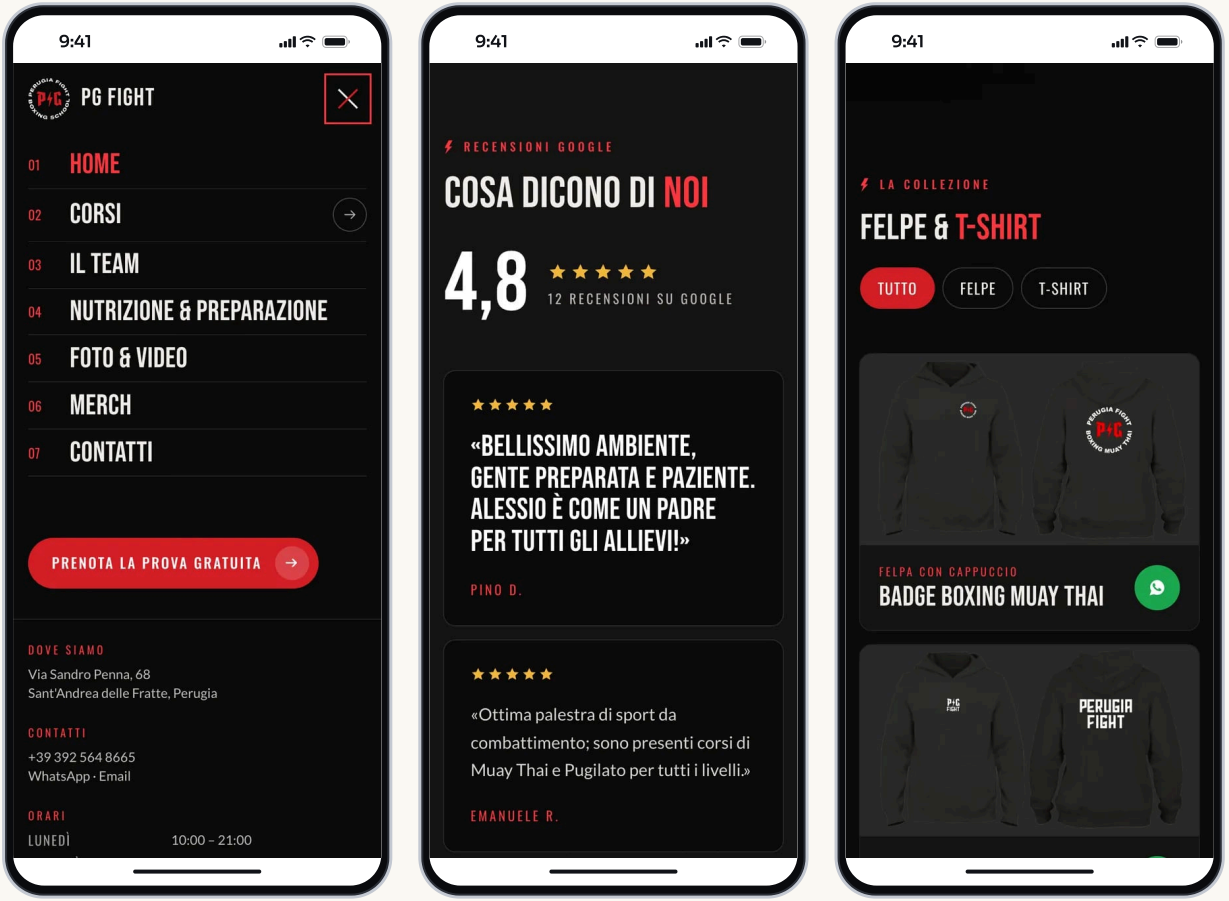


04 / THE KEY FEATURES · 05

From the search *to the gym.*

People looking for a gym almost always search on their phone. That's why the free trial is always at the top, WhatsApp at the bottom right, the menu opens full screen with hours and address, and Google reviews sit on the home page.

- Free trial and WhatsApp always within thumb's reach
- Full-screen menu with hours, address and contacts
- Members' Google reviews on the home page



05 / THE DETAILS

The small things *that bring people to the gym.*

Details nobody notices until they're missing. Each one clears up a doubt before walking into the gym.

Open or closed, right now

A badge works out from the opening hours whether the gym is open and when it reopens.

Hours in a single file

Badge, menu, footer, contact page, calendar and Google data all read the same hours.

Automatic confirmation

Anyone booking a trial gets an email straight away with day, time and class.

Invisible anti-spam

No captcha: a honeypot field, minimum times and limits on links.

Conversions intact

Requests from the site and taps on the phone number are counted in GA4 just as before.

Gallery and videos

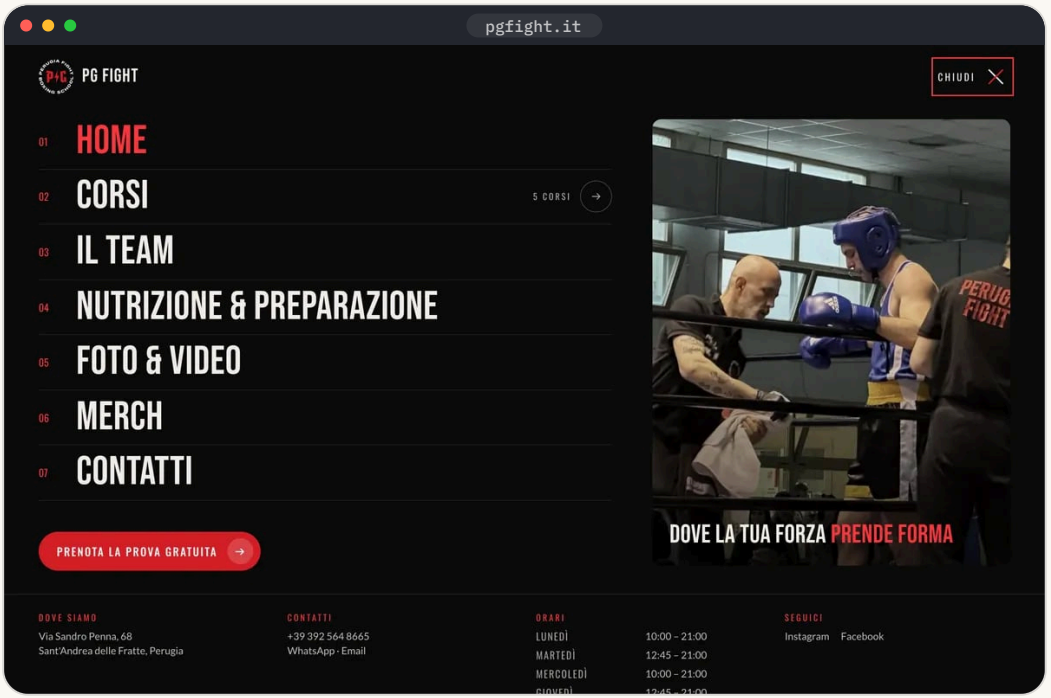
Mosaic photo gallery with lightbox, videos loaded only when visible.

Reviews on show

The Google rating and members' comments on the home page.

A ring entrance

On the first visit the logo lights up for a moment, then it doesn't repeat.



The full-screen menu with hours, contacts and the free trial.

06 / AT A GLANCE

2024 e 2026, *point by point.*

AREA	OLD SITE	NEW SITE
Platform	✕ WordPress with Elementor and around ten plugins	✓ Static Astro website, no database
Structure	✕ A single page with every section	✓ 14 pages, one for each class and service
Speed	✕ Performance 62 on desktop and 48 on mobile, LCP 3.4 s on mobile	✓ Performance 99 and 99, LCP 0.4 s on desktop and 1.6 s on mobile
Weight	✕ Mobile home page of 1.2 MB, 68 requests	✓ Mobile home page of 548 KB, 33 requests
Classes	✕ Five buttons on the same page	✓ A page per class and the “Find your class” quiz
Free trial	✕ Generic form	✓ Class, day and time with automatic confirmation
Hours	✕ Not highlighted	✓ A single file, with an open/closed badge
Team	✕ A section of the home page	✓ A page with coaches, results and the tribute to Bruno
Data for Google	✕ Only generic page data	✓ Gym, classes, coaches, videos and FAQ
Privacy	✕ A plugin’s cookie banner	✓ Consent Mode v2 and a consent log

07 / SEO AND MIGRATION

One class, one page, *one search.*

Before, a single page had to be found for everything. Now every class has its own page, with copy, coaches and FAQ, and the move from WordPress left no broken addresses or lost photos.

2024

1

page that had to cover everything

2026

14

pages, one for each class and service

01 A page for each class

Boxing, Muay Thai, Baby Boxing and the rest each have their own title, description and FAQ.

02 Addresses kept

Home, privacy and thank-you pages stay where they were; old WordPress addresses redirect to the new pages.

03 Photos already indexed

The old site's 528 photos stay at the same address, so image searches aren't lost.

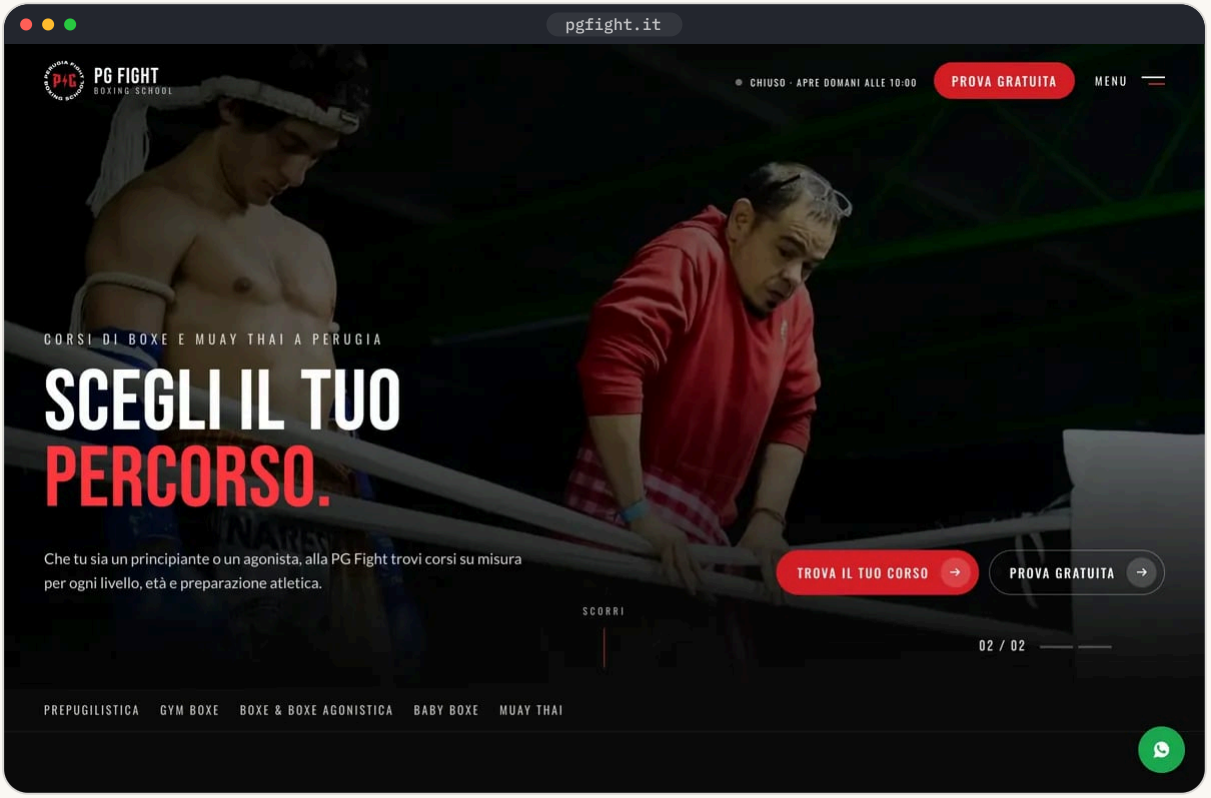
04 Structured data

Gym, classes, coaches, videos and FAQ, all linked together.

14
indexable pages

528
photos kept at the same address

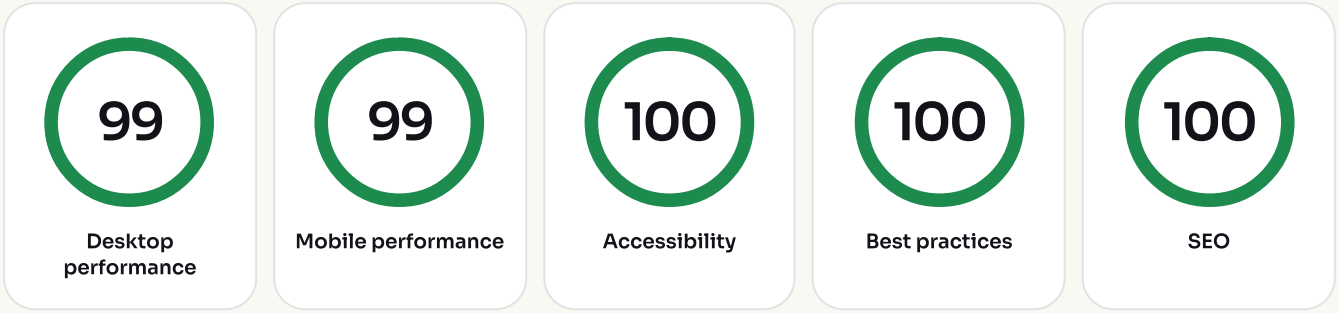
100
Lighthouse SEO score



Every class has its own page, with copy, coaches and FAQ: Google has something specific to show for each search.

08 / RESULTS

At launch, *in numbers.*



Lighthouse, 8 November 2026: best values measured on the home, classes and team pages, three runs per page.

Quality checked

- Accessibility, best practices and SEO at 100 on every page measured
- Stable layout while loading: CLS below 0.01
- Form checked on the server too: valid class, day and time
- Analytics and map only after consent, with a consent log

For the client

- Trial requests that already include class, day and time.
- Every class can be found on Google through its own page.
- Opening hours changed in one place, updated everywhere.

What we will measure

The new website has been live since 25 October 2026. Over the coming months we'll update this case study with trial requests from the site and searches by class.

09 / BEHIND THE SCENES

The technical *details.*

Architecture

BASE	Static Astro with Tailwind CSS and TypeScript: the server delivers ready-made pages.
FORMS	Trial and contact forms handled in PHP on the server, with no external services.
HOURS	A single file feeds the badge, menu, form calendar and structured data.

Speed

IMAGES	WebP in several sizes, the first with high priority, the rest loaded when needed.
VIDEO	720p in WebM and MP4, loaded only when they come on screen.
FONTS	Served from the site and preloaded: no text jumping.

Data and privacy

ANALYTICS	GA4 through Google Tag Manager with Consent Mode v2: without consent, nothing runs.
CONSENT	Consent log stored outside the public folder, with truncated IPs.
STRUCTURED DATA	SportsOrganization, ExerciseGym, Course, Person, VideoObject and FAQPage.

Server

REDIRECTS	Old WordPress addresses with 301 redirects; WordPress's technical pages answer 410.
SECURITY	HTTPS, security headers, Brotli compression and long caching.

The 2024 website loaded a page builder and plugins to show a single page. The 2026 one is static HTML: more pages, less weight, nothing to update on the server.

The screenshots of the 2024 website were taken before the redesign went live. Those of the new website are from 8 November 2026; the cookie banner is hidden only in the images, and the "open/closed" badge reflects the time of capture. The old website's figures were measured before the rebuild, the new one's with Lighthouse on 8 November 2026.

THE NEXT PROJECT

Every brand has its own current. *Tell us yours.*

ciao@naluwebagency.com ↗

naluwebagency.com · Perugia, Italy · projects across Italy and abroad
The case study online, with scrollable screens: naluwebagency.com/en/work/pg-fight-boxing-gym-perugia/

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