nalu

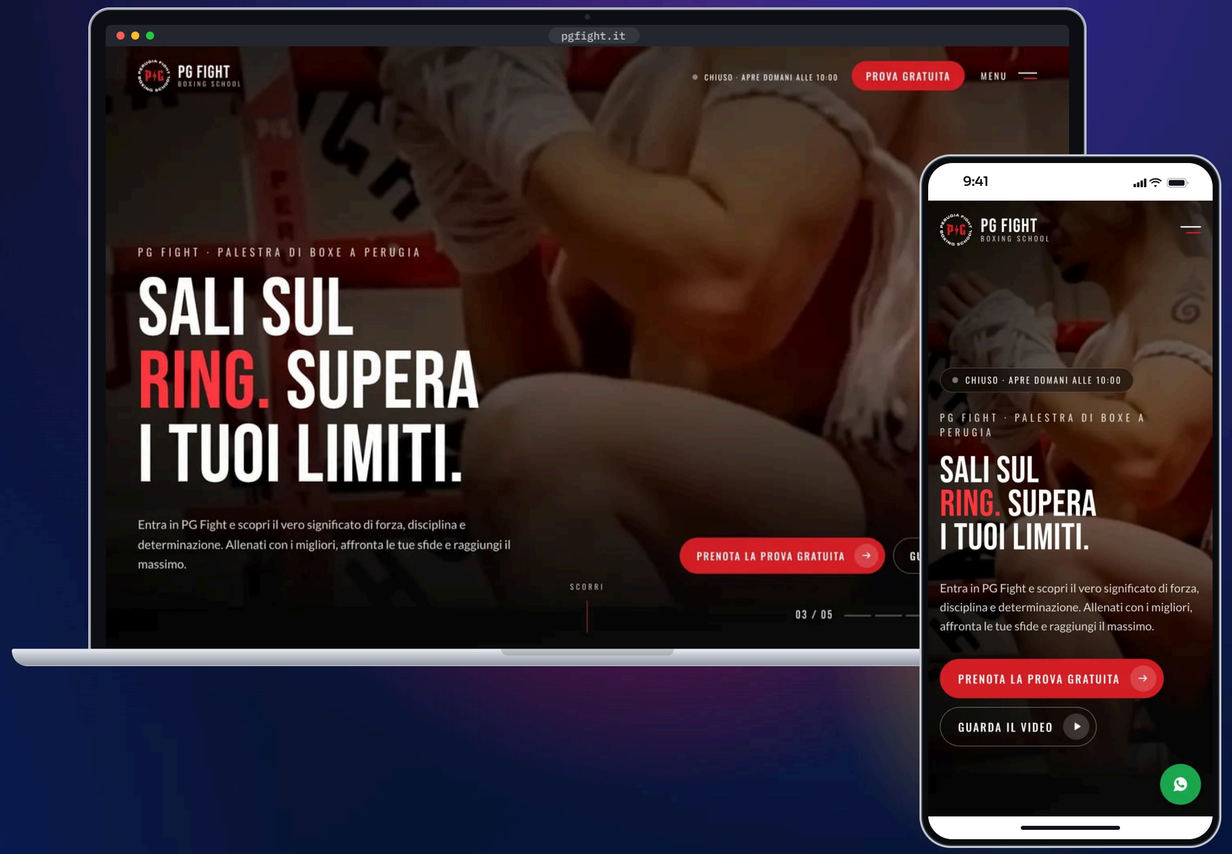
CASE STUDY · 2026

WEBSITE AND REDESIGN

PG Fight

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

A boxing and Muay Thai gym in Perugia: the first website in 2024, the redesign in 2026. From one long page to 14 pages, one for each class, with a quiz that suggests a class and trial-class booking.



pgfight.it · online since October 25, 2026

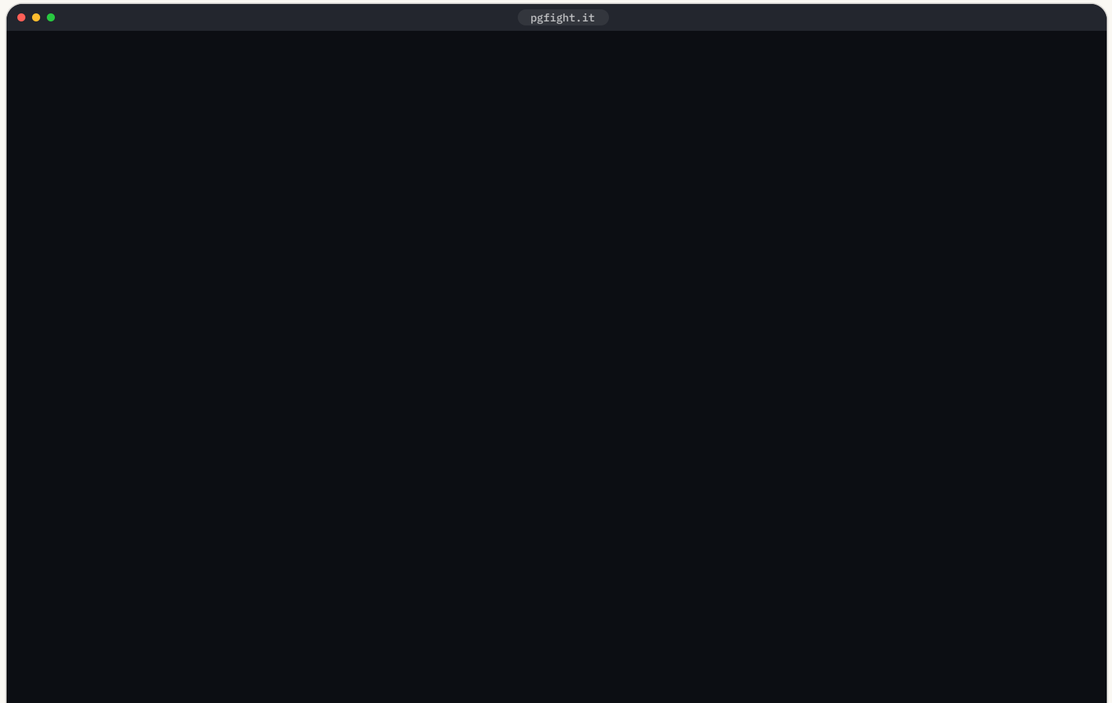
naluwebagency.com

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.

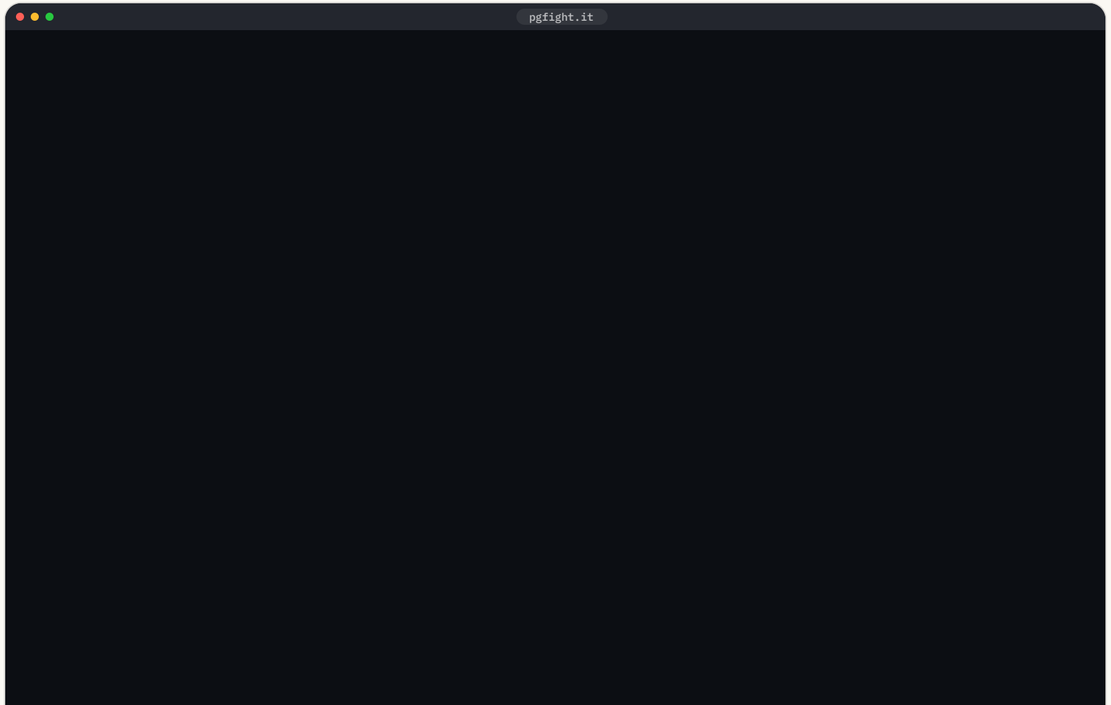
November 2024 THE FIRST WEBSITE

Online, *with a single page.*



October 2026 THE REDESIGN

Rebuilt from scratch, *bigger and faster.*



Everything on one page, *nothing stood out.*

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.

- 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



2024 WEBSITE

48

Mobile Performance, now 99

Numbers you can see, *from day one.*

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

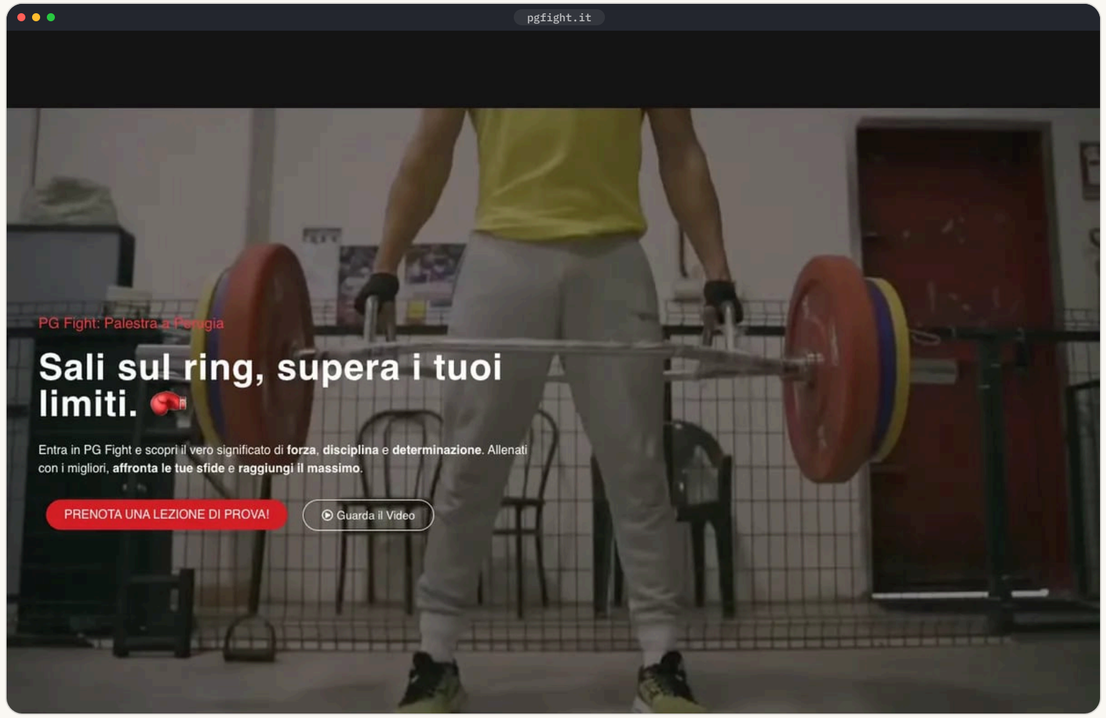
14 pages instead of one long page

5 classes with their own page, coaches and FAQ

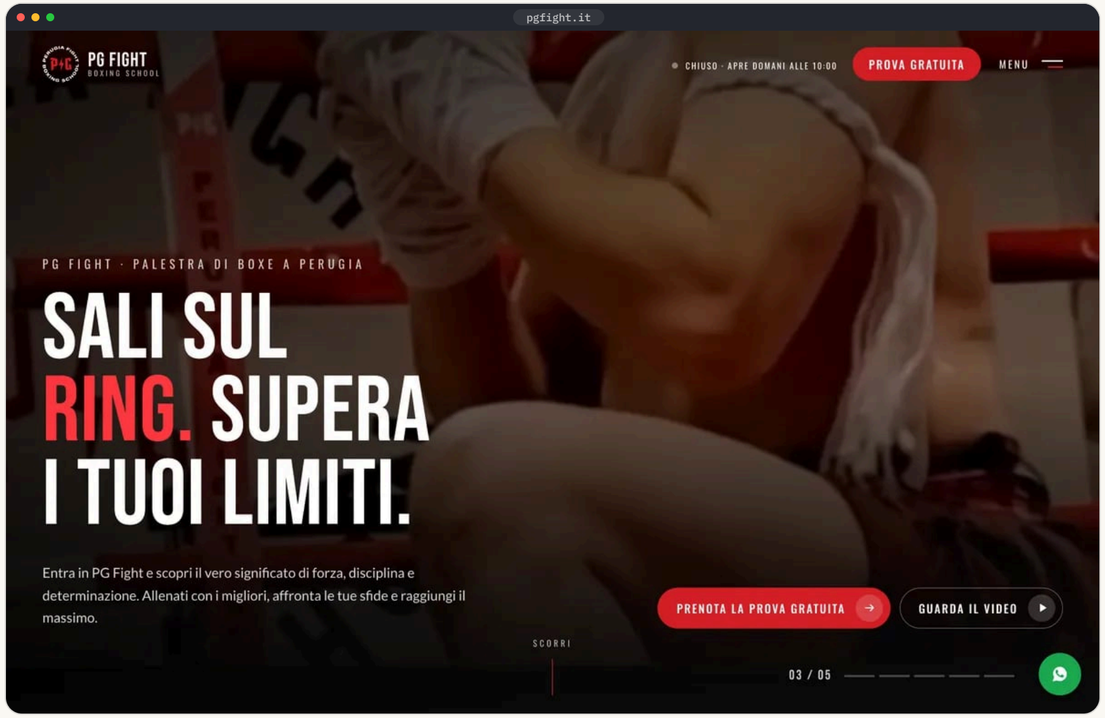
3 questions to find the right class

100 accessibility, best practices and SEO on Lighthouse

Same gym, *a different website.*



OLD SITE

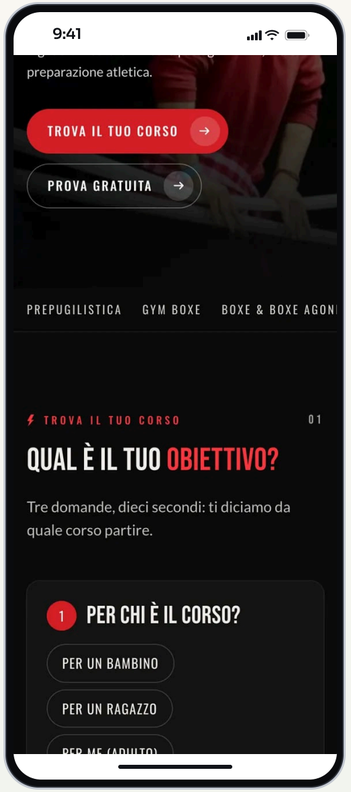


NEW SITE

Designed first and foremost *for the phone.*

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.

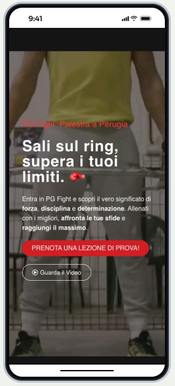




FIND A CLASS



FREE TRIAL



OLD SITE

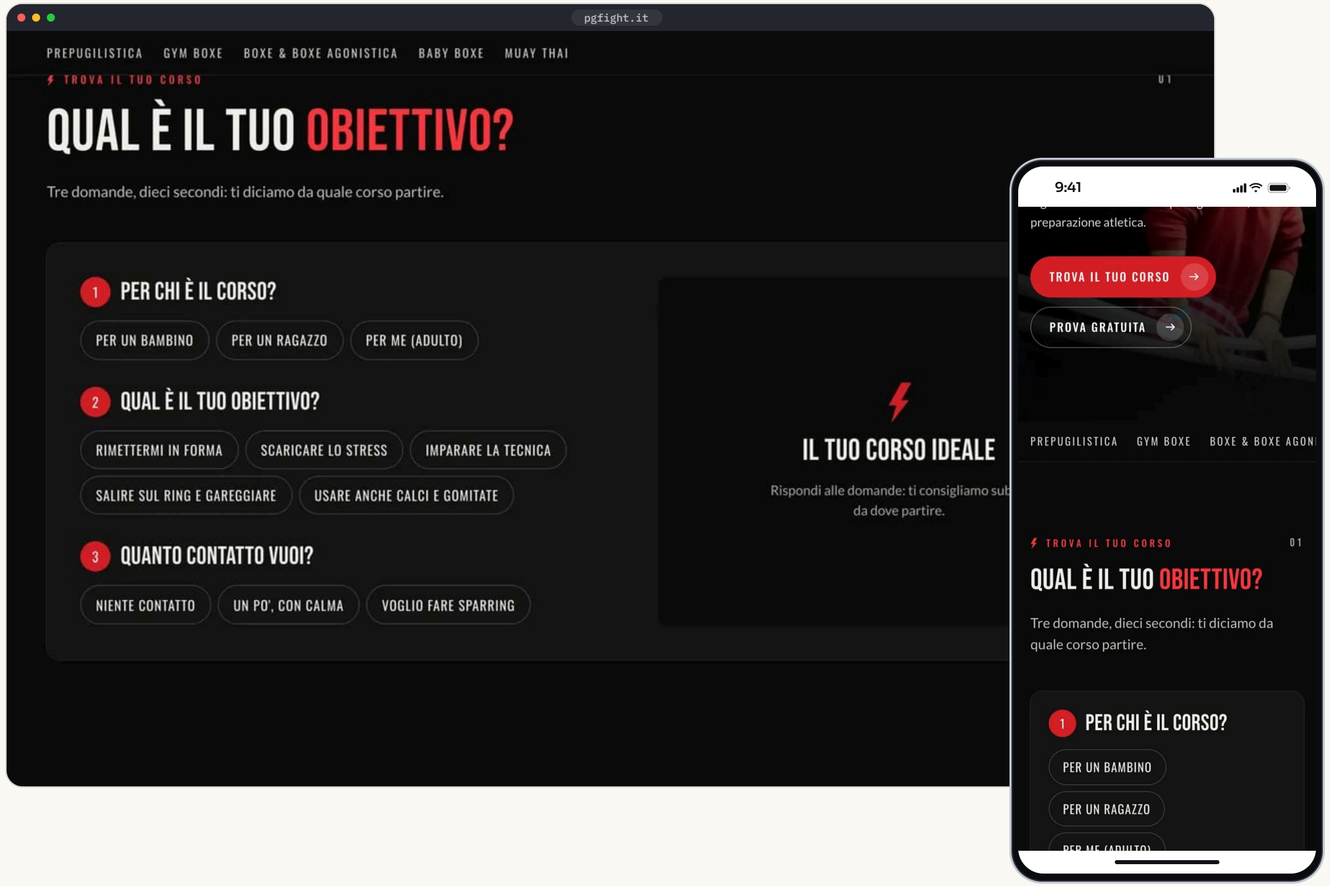
HOME

01 · FIND YOUR CLASS

Three questions, *the right class.*

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

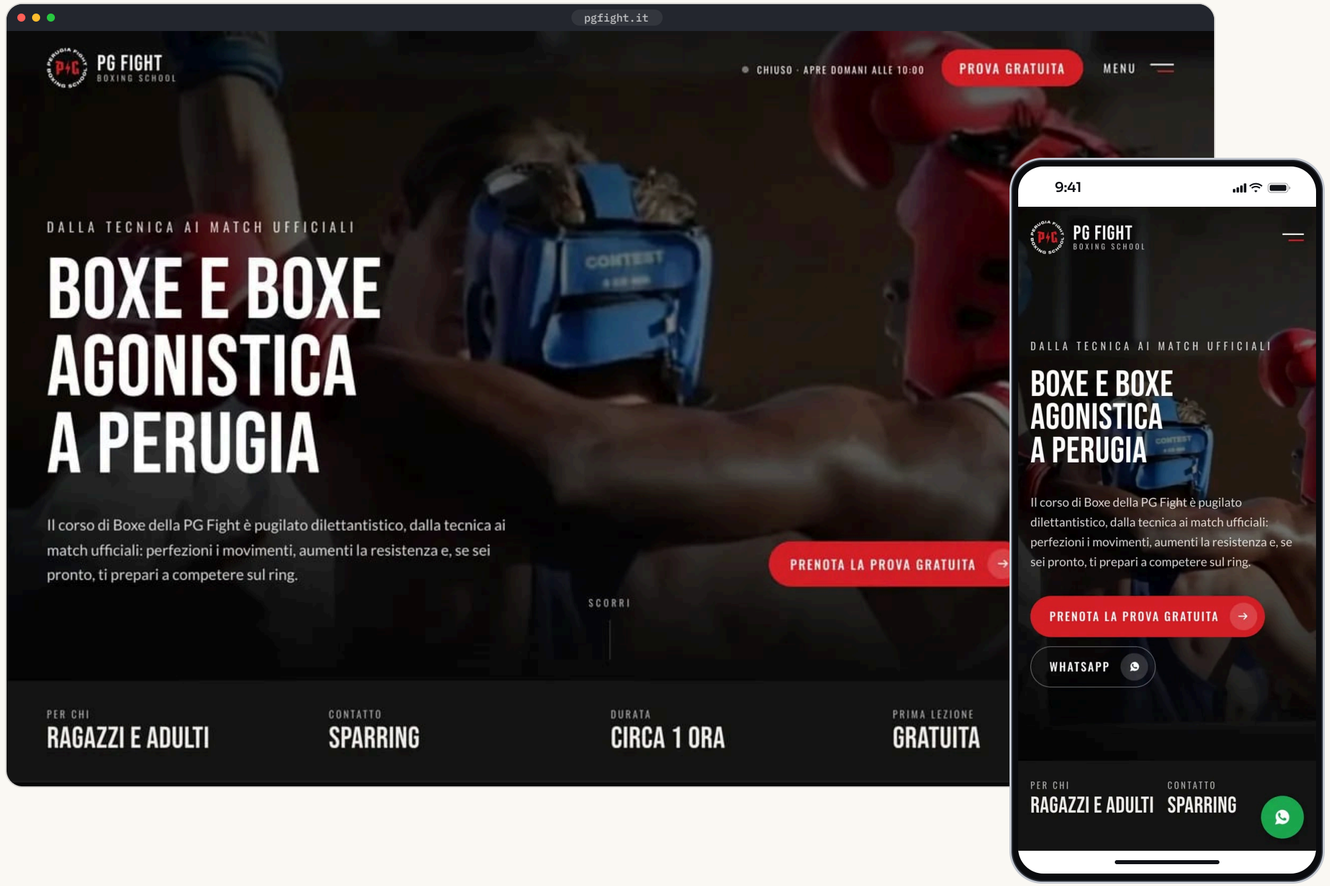
For a teenager → **learn the technique** → **Pre-boxing**



02 · A PAGE FOR EACH CLASS

Five classes, *five pages.*

- 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

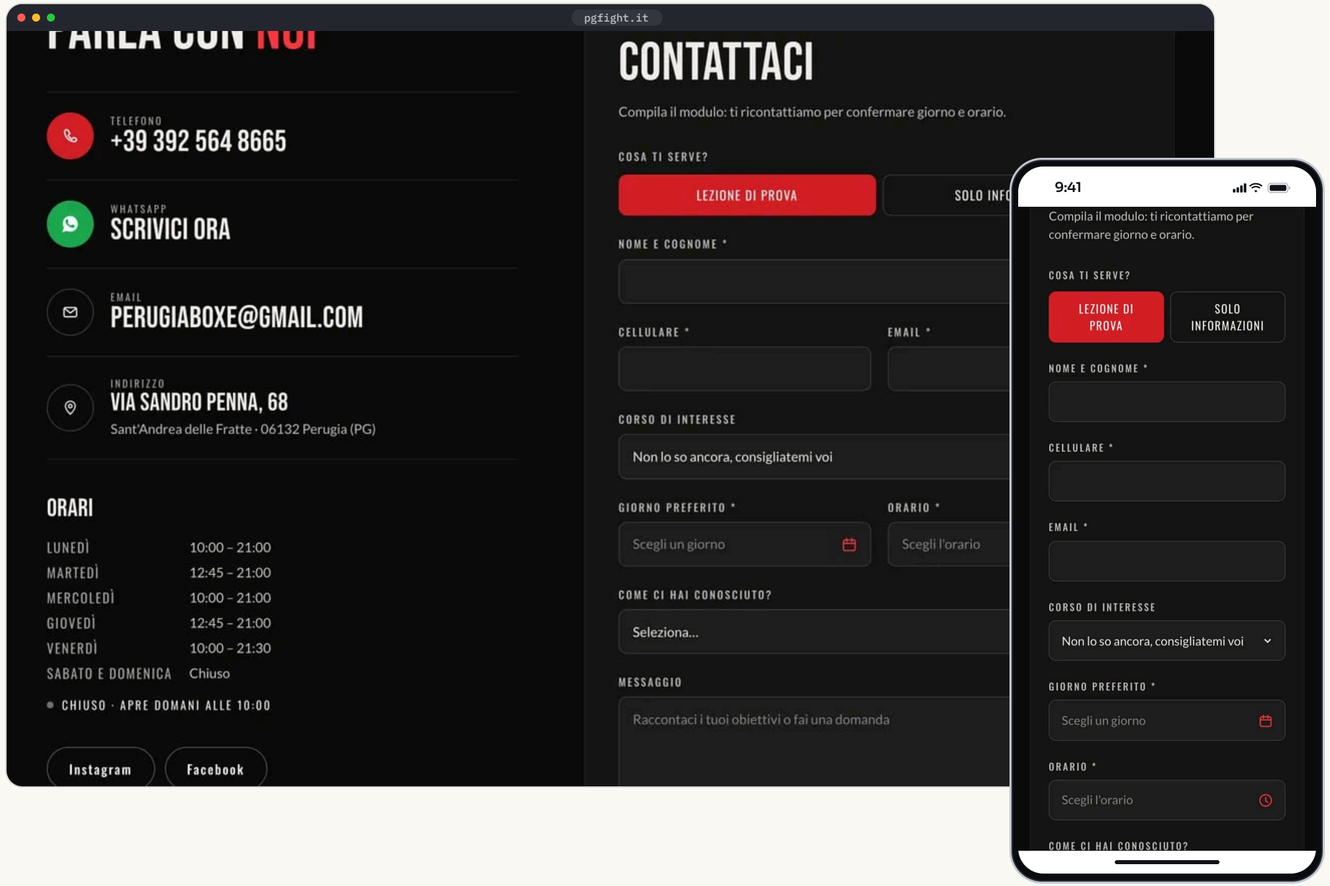


03 · TRIAL CLASS

The trial is booked *directly online.*

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

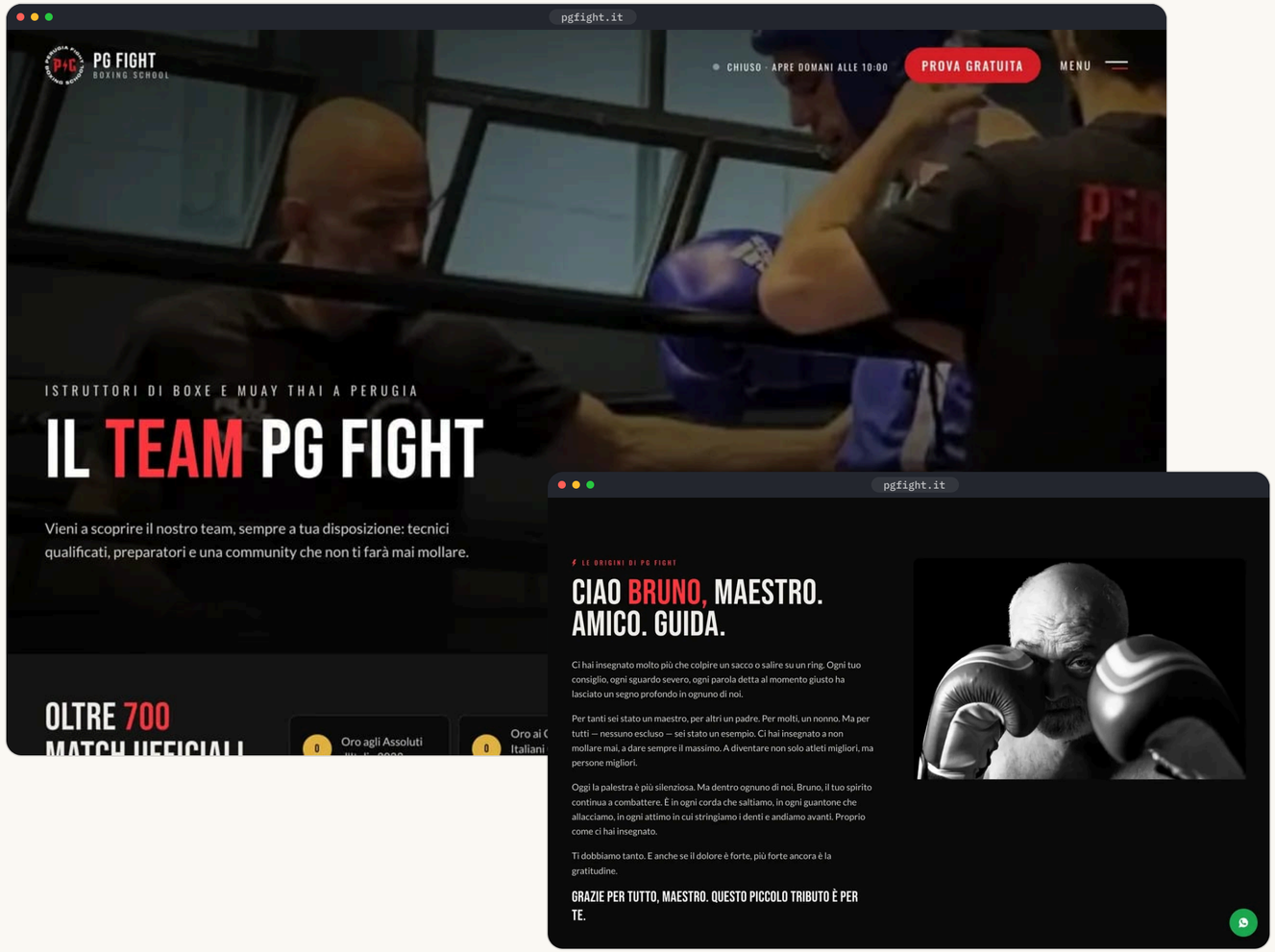
Trial class → day and time → request sent



04 · THE TEAM

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

- 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



The small things *that bring people to 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.

One class, one page, *one search.*

2024

1

page for everything

2026

14

indexable pages

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

At launch, *in numbers.*



Desktop performance



Mobile performance



Accessibility



Best practices



SEO

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

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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