BUSINESS CHECK

Executive Brief

PREPARED AUGUST 22, 2026
ROGERS HOLDINGS LLC

PREPARED FOR

North Point Fitness

https://northpointfitness.example

QUICK SUMMARY

This brief shows the main problem, the fix, and how to check the work.

ONE CLEAR FIX

Add one clear Start Membership button to the main navigation and homepage hero. Link it directly to membership options so visitors can act without searching.

MAIN PROBLEM

The path from interest to membership is not obvious

WHAT WE SAW

The homepage explains programs and coaching, but it does not give visitors one obvious way to view membership options.

WHY THIS MATTERS

People who are ready to join may leave or delay because the next step is unclear. A direct path reduces hesitation and missed inquiries.

WHAT SHOULD HAPPEN

Visitors should be able to open membership options from the homepage in one clear step on both phone and desktop.

HOW TO CHECK THE FIX

Open the published homepage on a phone and a computer. Confirm the Start Membership button is visible without searching, opens the correct options, and remains usable with keyboard navigation.

WHERE WE LOOKED

- CHECKED Homepage and primary navigation
- CHECKED Membership path and mobile view

WHAT WE DID NOT TEST

No membership purchase, payment, account creation, or private customer flow was tested. This is a fictional demonstration sample.

NEXT STEP

Review this Executive Brief. Choose who will make the change.

WANT HELP WITH THIS FIX?

Reply to this report. We can walk through the next steps with you.