GOHIGHLEVEL CRO TEARDOWN

CRO BEFORE AND AFTER

A visual review of the old GHL site and the redesigned website, focused on the path from first impression to membership.

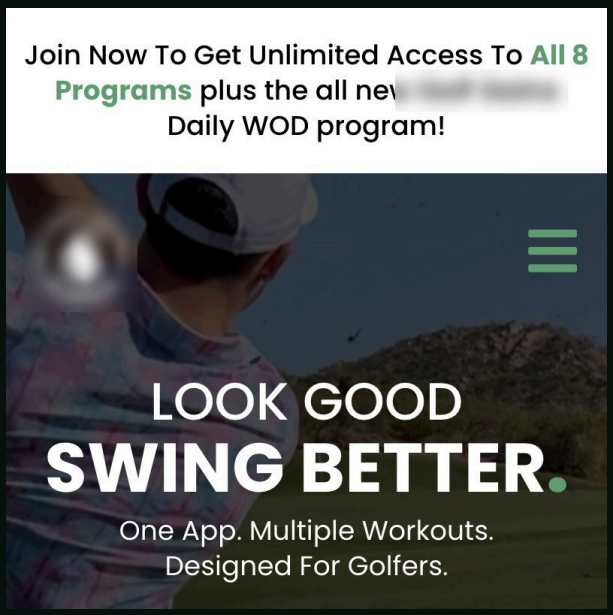
HEURISTIC CRO SCORE

57 / 100 OLD

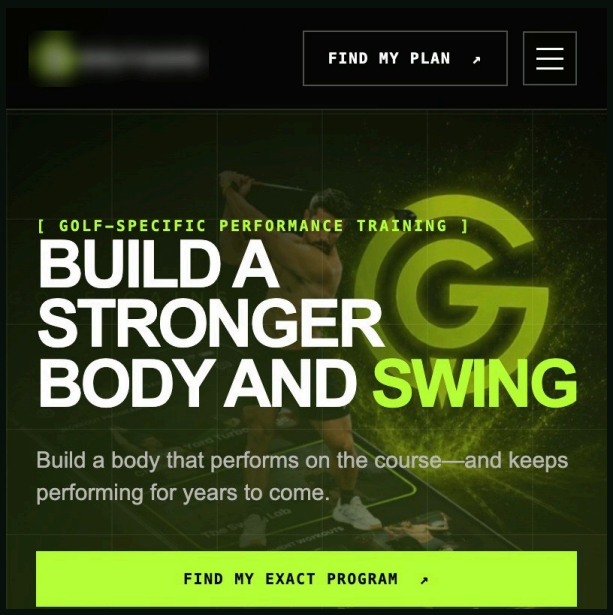
82 / 100 NEW

+25 POINTS IN THE REVIEW RUBRIC

OLD GHL PAGE



REDESIGNED PAGE



OLD: GHL PREVIEW

Original GoHighLevel landing page

NEW: Rebuilt in GoHighLevel

ASSESSMENT

The redesign makes the next step clearer.

Eight weighted dimensions, scored from the pages visible on 12 November 2026.

DIMENSION	WEIGHT	OLD	NEW
Value proposition	15	**8**	**13**
Navigation and hierarchy	10	**5**	**8**
Primary action	15	**9**	**12**
Benefit clarity	15	**8**	**13**
How it works	10	**5**	**9**
Proof and credibility	15	**10**	**12**
Offer and risk clarity	10	**7**	**7**
Mobile experience	10	**5**	**8**
TOTAL / 100		**57**	**82**

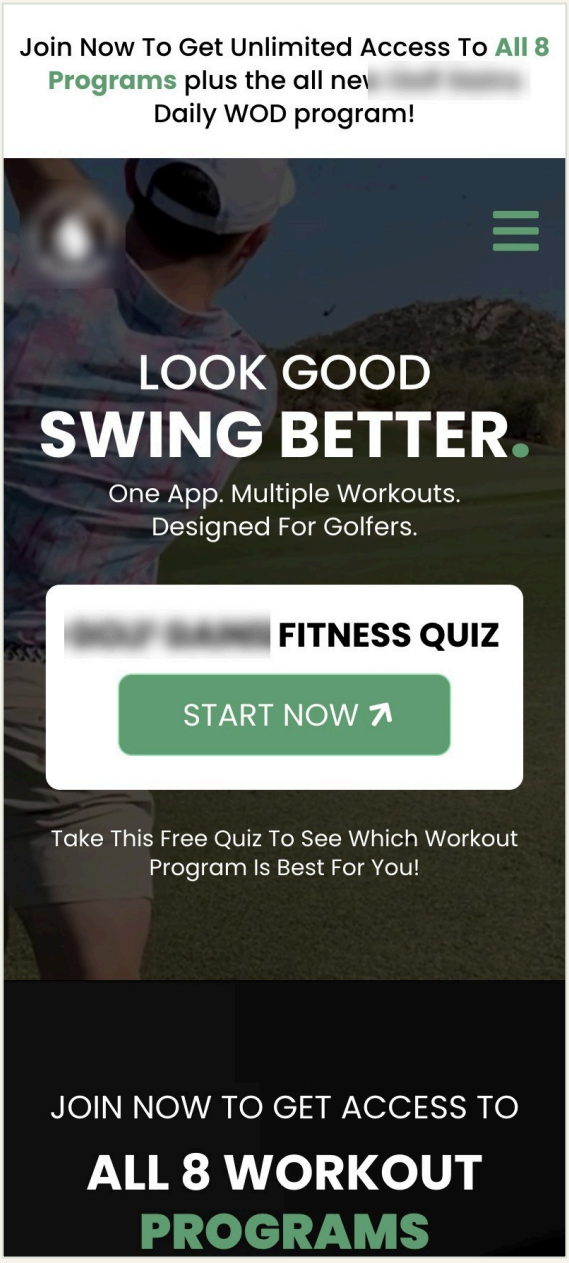
What moved most: the new page connects the gym work to golf outcomes, explains the Assess / Match / Train / Track journey, and repeats one clear program-finder action. The old page already had strong trial reassurance and transformation content.

How to read the score: each row is a judgment against the same rubric, weighted to 100. The 25-point increase shows stronger visible CRO practice. Only analytics and a controlled comparison can establish conversion uplift.

01 / FIRST IMPRESSION

The mobile hero now leads with the golfer outcome.

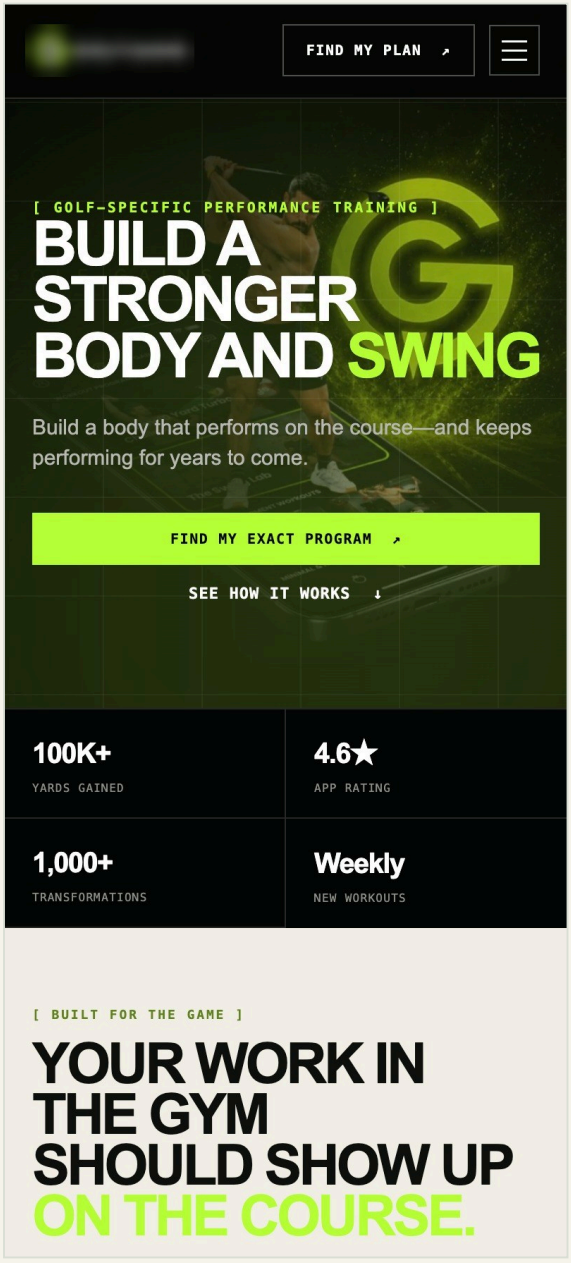
OLD GHL PAGE



QUIZ + TRIAL

Broad promise, program count and two competing first actions. The trial is easy to spot.

REDESIGNED PAGE



PROGRAM FINDER

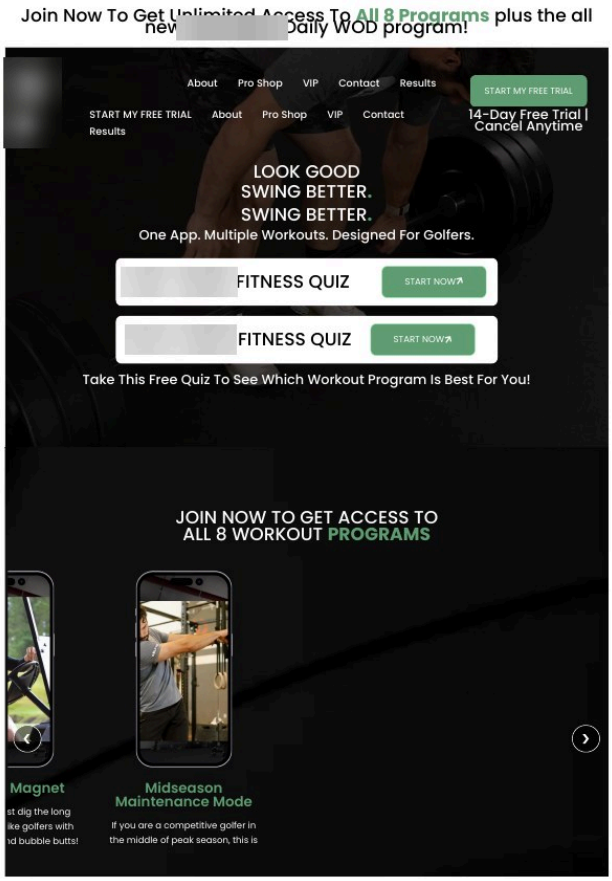
Specific outcome, clear program-finder CTA and early proof metrics. The secondary link explains the process.

02 / DESKTOP OVERVIEW

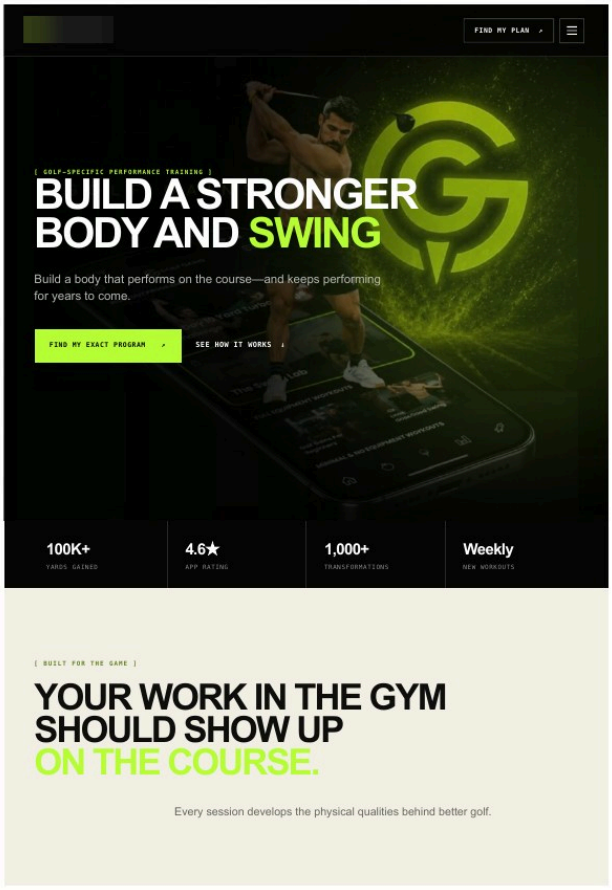
Visual hierarchy is more deliberate.

These are print-view snapshots. The live mobile captures on pages 3 and 5 are the primary visual evidence.

OLD GHL PAGE



REDESIGNED PAGE



Old

The offer banner, navigation, trial button, brand promise and quiz all compete in the opening view. The print layout repeats some elements, so the live page was checked separately.

New

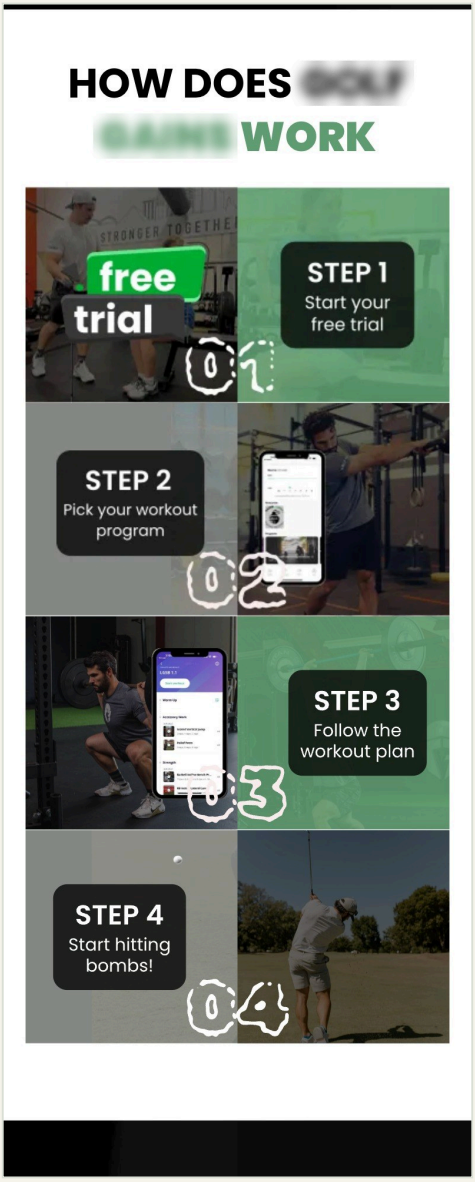
A focused hero puts the outcome and primary CTA first. Metrics sit directly below, followed by a section translating training into course benefits.

03 / DECISION PATH

A clearer path to the right program.

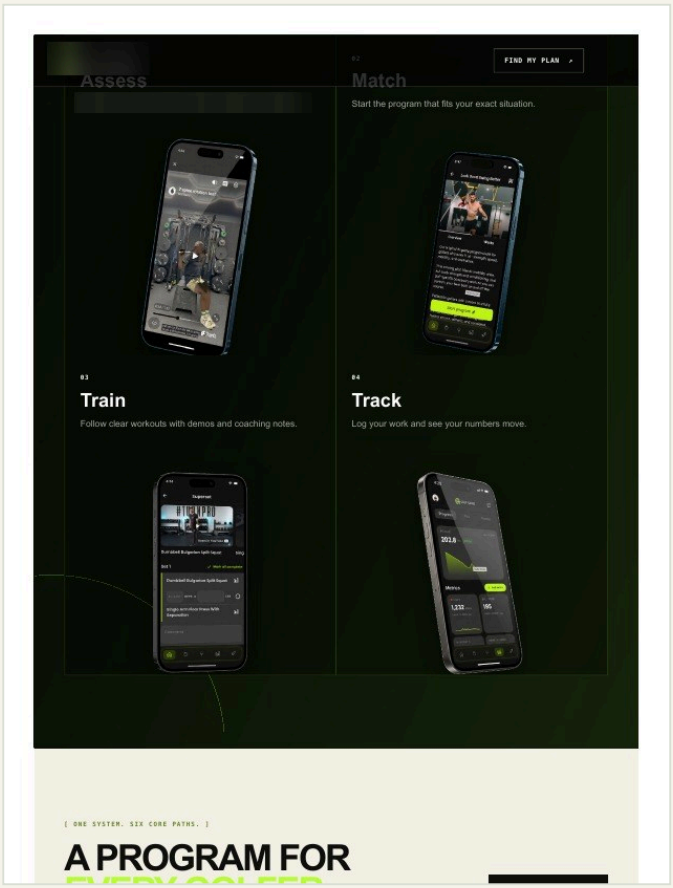
This is the largest structural CRO gain in the redesign.

OLD: TRIAL -> PROGRAM -> WORKOUT



The old process exists, but the sequence starts with a free trial. The quiz is present without a clear explanation of what the visitor receives before joining.

NEW: ASSESS -> MATCH -> TRAIN -> TRACK



The new process names each step, shows app screens and promises a matched program. The finder opens with a clear offer and no email requirement, then asks for first name.

Why it matters: a visitor who is unsure which program fits can take a lower-commitment step. The route to a paid plan remains available for ready buyers.

CRO FINDINGS

What changed and what it means for conversion.

1. Message match

Old: "Look Good. Swing Better." is memorable but broad. New: "Build a stronger body and swing" and the course-benefit section connect training to mobility, speed and staying strong through 18. Better fit for a golfer arriving from an outcome-led ad.

2. CTA architecture

Old: trial and quiz compete in the hero, with trial repeated down the page. New: program finder is the dominant route; the trial appears as a secondary route at the close. This reduces decision load for undecided visitors.

3. Program choice

Old: eight programs plus Daily WOD are promoted as one bundle. New: six core paths are explained around a matching journey. This makes browsing easier, but the offer difference needs a clear explanation for returning visitors.

4. Product demonstration

Old: a feature list and app graphic show what is included. New: four app screens show assessment, matching, training and tracking in context. The product becomes easier to picture before checkout.

5. Trust and risk

Old: "14-day free trial | cancel anytime" is repeated and a sample-workout link offers another way to inspect the product. New: the membership page clearly states $0 today, $24.99/month after trial, payment method required and renewal terms. Keep that clarity visible earlier.

6. Mobile reading

At 400px, the new hero has one main action and a cleaner sequence. The old page uses larger stacked offers and a longer program carousel. Mobile checkout and quiz completion were not measured in this review.