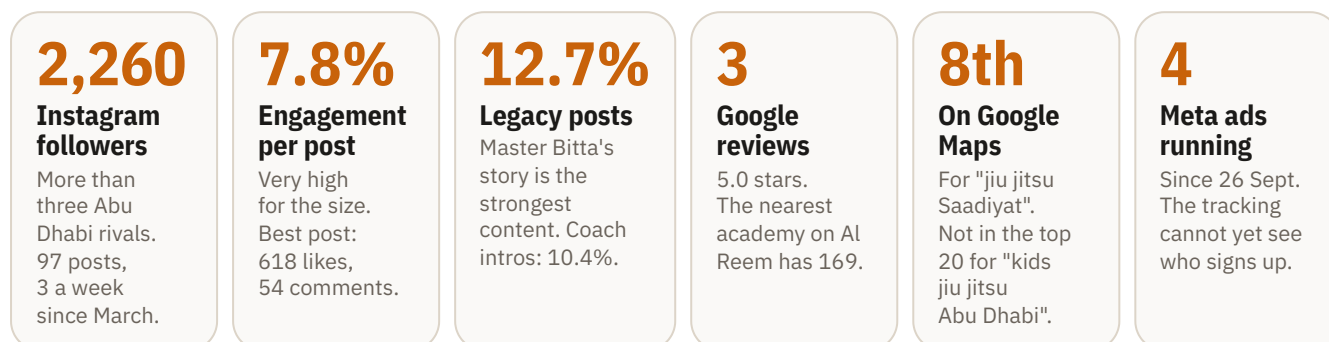




Where Bitta stands today

What a new family sees before they walk in: Instagram, Google, the website, the app and the ads. Read from the outside in the first week of October. This is the baseline the plan is measured against.



What already works

AREA	WHAT WE SAW
The story	Legacy posts, coach introductions and the opening post carry the account. People, names and history get 200 to 600 likes.
The rhythm	Monday, Wednesday, Friday, one post a day, no gaps since March. Friday reels did best.
The look	Two clean visual systems: stone cards with burnt orange, dark photos with gold. Easy to template.
The place	The only jiu jitsu academy on Saadiyat. Two dojos, a lounge and café, a recovery suite.
The tools	Wodify (app, bookings, belts, a weekly streak) and HighLevel (website, form, email, SMS) are in place. Nothing new to buy.

Gaps a new family runs into

AREA	WHAT WE SAW
Website FIX FIRST	No prices, no address on the home page, no FAQ, no reviews, no Arabic, no WhatsApp button.
Ads tracking FIX FIRST	Pixel on the join page only, page views only, no sign up event, no analytics. The ads cannot learn.
Google FIX FIRST	3 reviews, 8th for the home search. Parents compare reviews before Instagram.
Sales posts REDESIGN	Memberships, beginners and recovery posts get under 4%. No prices, no first step, no person.
After the enquiry BUILD	No visible follow up, birthdays, belt moments, absence check or win back.
Community BUILD	One event post. The lounge and café never shown. No calendar. Facebook 19 followers, no TikTok.

Five quick wins for the first 30 days. **Reviews engine:** ask at happy moments, a tap stand at the desk, reply to every review. **Tracking fixed:** a sign up event on the join form, analytics on the site, so the ads learn. **Front door:** prices, map, FAQ, WhatsApp button, one clear first step. **One call to action:** one keyword always live, a Prices and Trial highlight, the Opening highlight cut to 15. **Content in the room:** shoots at the academy, real people in the recovery suite and the lounge.

Sources: Instagram read 7 to 8 October (97 posts), Google Search and Maps 6 October (UAE location), the website and join page source code, the App Store and Google Play listings, the Meta Ad Library. Figures from the outside; replaced by Bitta's own numbers in week one.