



SIGNAL HOUSE DIGITAL

WEBSITES BUILT TO BE FOUND, TRUSTED, AND CHOSEN.

RELENTLESS VISION

ORIGINAL WEBSITE FULL AUDIT & SCORECARD

A conversion, brand, user-experience,
and site-architecture review.

OVERALL WEBSITE READINESS

55 / 100

GRADE: C- | STRONG OFFER, UNDERBUILT DIGITAL EXPERIENCE

Prepared for: Trevor Lee McKee / Relentless Vision

Prepared by: Signal House Digital

Executive Summary

Relentless Vision had a strong coaching offer, a sharp audience, authentic founder credibility, and real client proof. The original website, however, did not present those strengths with the clarity, structure, or premium visual authority expected by founders, executives, and high-performing men.

The primary issue was not the business concept. It was the gap between the quality of the offer and the quality of the digital experience. The site relied on a long one-page structure, inconsistent light and dark sections, oversized empty space, difficult-to-scan testimonials, and fragmented conversion paths.

Overall Website Readiness: 55 / 100 (C-)

The site communicated a legitimate offer but left meaningful opportunities on the table in brand authority, navigation, conversion flow, lead capture, accessibility, and search architecture.

WHAT WAS WORKING	WHAT HELD IT BACK
• Clear niche: high-performing business owners and executives • Memorable core promise: High Income. Elite Physique. Zero Chaos. • Authentic testimonials and transformation proof • Founder credentials and Division 1 coaching experience • Free-week lead magnet and private-coaching application	• Visual presentation did not consistently feel premium • One long page made navigation and scanning difficult • Hero section lacked immediate proof and structured benefit clarity • Review screenshots were hard to read and under-framed • Form and CTA experiences created friction and competing paths

Audit Scope & Limitations

This audit is based on the original public website, its visible content, and the desktop screenshots supplied during the project. It does not include private analytics, Search Console, CRM data, revenue attribution, or a formal laboratory performance test. Accessibility and mobile-readiness scores are observational, not a certified WCAG audit.

Website Scorecard

ORIGINAL WEBSITE SCORECARD

Scores reflect website readiness and conversion structure, not coaching quality.

Positioning & Audience		78
Brand & Visual Presentation		55
UX & Navigation		45
Conversion Path		52
Trust & Social Proof		72
Content & Readability		60
Lead Capture & Forms		46
SEO & Site Architecture		50
Mobile Readiness		49
Accessibility & Usability		43

OVERALL: 55 / 100 | C- | HIGH UPSIDE WITH A STRUCTURED REBUILD

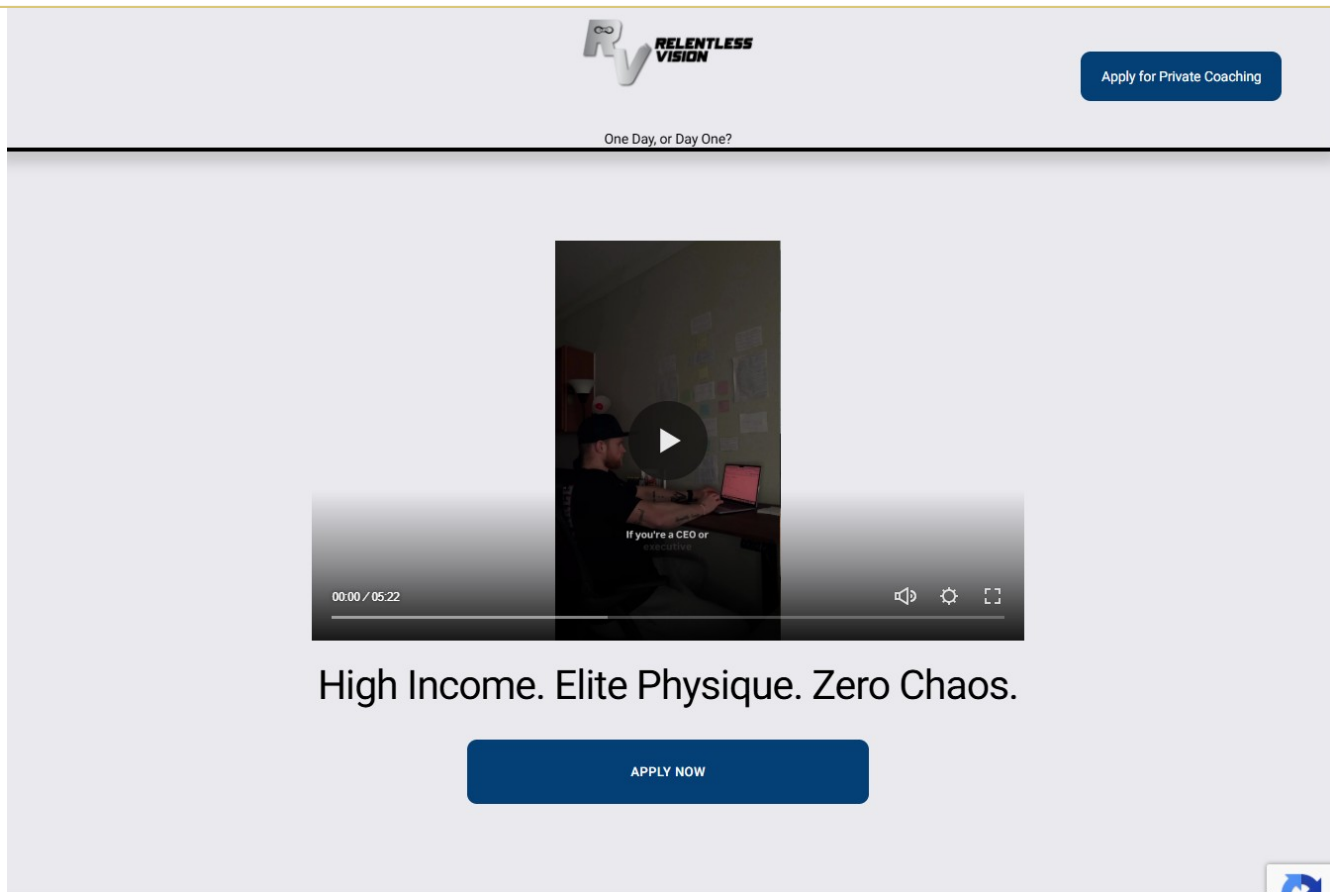
CONVERSION & EXPERIENCE

Detailed Findings

1. Hero and First Impression

The hero used a narrow vertical video centered inside a large light-gray area. The surrounding whitespace reduced energy and made the page feel unfinished rather than exclusive. The core promise was strong, but it appeared below the video instead of leading the experience.

- Move the core promise and audience qualification into the first visible screen.
- Use a strong branded image or purposeful video composition instead of a narrow embedded frame.
- Present two intentional paths: Apply for Private Coaching and Get the Free Week.
- Place proof near the hero: 250+ Division 1 athletes coached, advanced education, direct coaching access, and client outcomes.



2. Brand and Visual Authority

The original page moved between light-gray, white, gradient, and black sections without a unified system. Typography scale changed dramatically, some headings were oversized, and the logo became difficult to read over darker areas. This weakened the premium, disciplined identity the offer was trying to sell.

- Create one controlled design system with black/navy, metallic silver, white, and electric blue.
- Standardize heading sizes, spacing, card styles, borders, buttons, and image treatments.
- Use the official full logo in the header/footer and the mark as the favicon or watermark.
- Build visual consistency across desktop and mobile so the experience feels intentional at every stage.

3. Navigation and Information Architecture

The website operated primarily as one extended page. Visitors had to scroll through every section to find coaching details, proof, Trevor's story, the free week, or the application. The repeated header treatment did not function as a clear navigation system.

- Separate the experience into Home, Coaching, Results, About, and Free Week pages.
- Keep the homepage focused on positioning, proof, method, and next action.
- Give each page one primary purpose and one primary conversion goal.
- Use consistent active navigation and a persistent coaching-application CTA.

4. Conversion Path and CTA Hierarchy

The site included multiple application buttons and a free-week form, but the page did not consistently explain which option was right for which visitor. The button hierarchy, form placement, and repeated CTAs competed rather than building a guided path.

- Define a high-intent path for private coaching and a lower-friction path for the free week.
- Use consistent CTA labels throughout the site.

- Open the coaching application in a dedicated Jotform and keep the free-week form embedded on the branded site.
- Add a clear success state and next-step message after form submission.

5. Lead Capture and Form Experience

The free-week offer was one of the strongest conversion assets, but the form experience needed to feel as polished as the program. In the supplied screenshot, the validation/failure state dominated the section and interrupted the pitch.

- Use branded inline validation instead of large failure blocks.
- Collect only the information needed to deliver and qualify the free week.
- Use Formspreet with an in-page success message and spam protection.
- Keep the form on a dedicated Free Week page so visitors can focus on one action.

The screenshot shows the Relentless Vision website. At the top, there is a navigation bar with the Relentless Vision logo and a button labeled "Apply for Private Coaching". Below the navigation bar, the main heading reads "One Week of the 7-Figure Physique System — on me" and "A Body That Performs Like Your Income Demands." Below the heading, there is a subheading: "This is one free week inside the 7-Figure Physique System — real workouts, real meals, real protocols. No guesswork. Just execute." Below the subheading, there is a section titled "Here's exactly what you get:" followed by a list of benefits:

- 4 structured workouts
 - lower body
 - chest/triceps
 - back/biceps
 - shoulders/upper body
- 5 meal examples build around a high-protein framework (plus 4 meal examples for travel)
- A sleep and recovery protocol that actually fits a demanding schedule
- The CEO Standards Scoreboard — track your execution and consistency

 Below the list of benefits, there is a red error message: "Form submission failed. Review the following information: Name and Email." Below the error message, there is a form field labeled "Name" with a sub-label "First Name (required)". Below the form field, there is a red error message: "First Name is required."

6. Trust, Reviews, and Results

The original site had legitimate reviews and transformation evidence. That is a major strength. The issue was presentation: screenshots were small, spread across a wide section, and difficult to read without enlargement. The proof existed, but the visitor had to work to understand it.

- Create a dedicated Results page with named review cards and click-to-enlarge screenshots.
- Feature one or two high-impact quotes near the homepage hero and method sections.
- Pair testimonial text with the specific outcome or problem solved.
- Use transformation imagery with context instead of leaving it isolated.

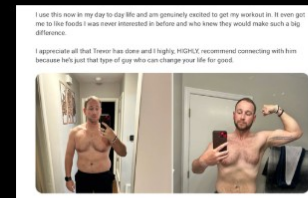
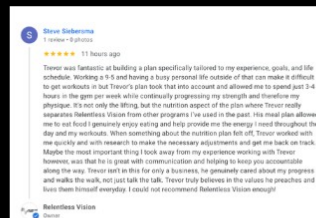
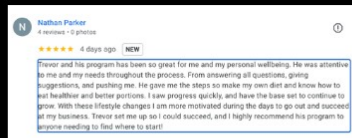
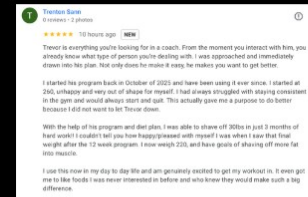
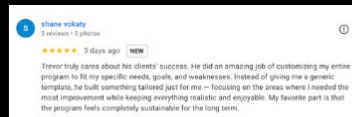
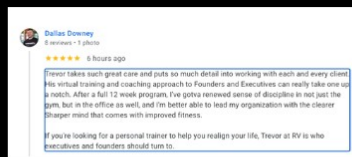

[Apply for Private Coaching](#)

One Day, or Day One?

But your business discipline is transferrable—the same structure that builds elite athletes builds elite leaders.

The focus is simple: rebuild strength, structure, and discipline while you continue scaling your company.

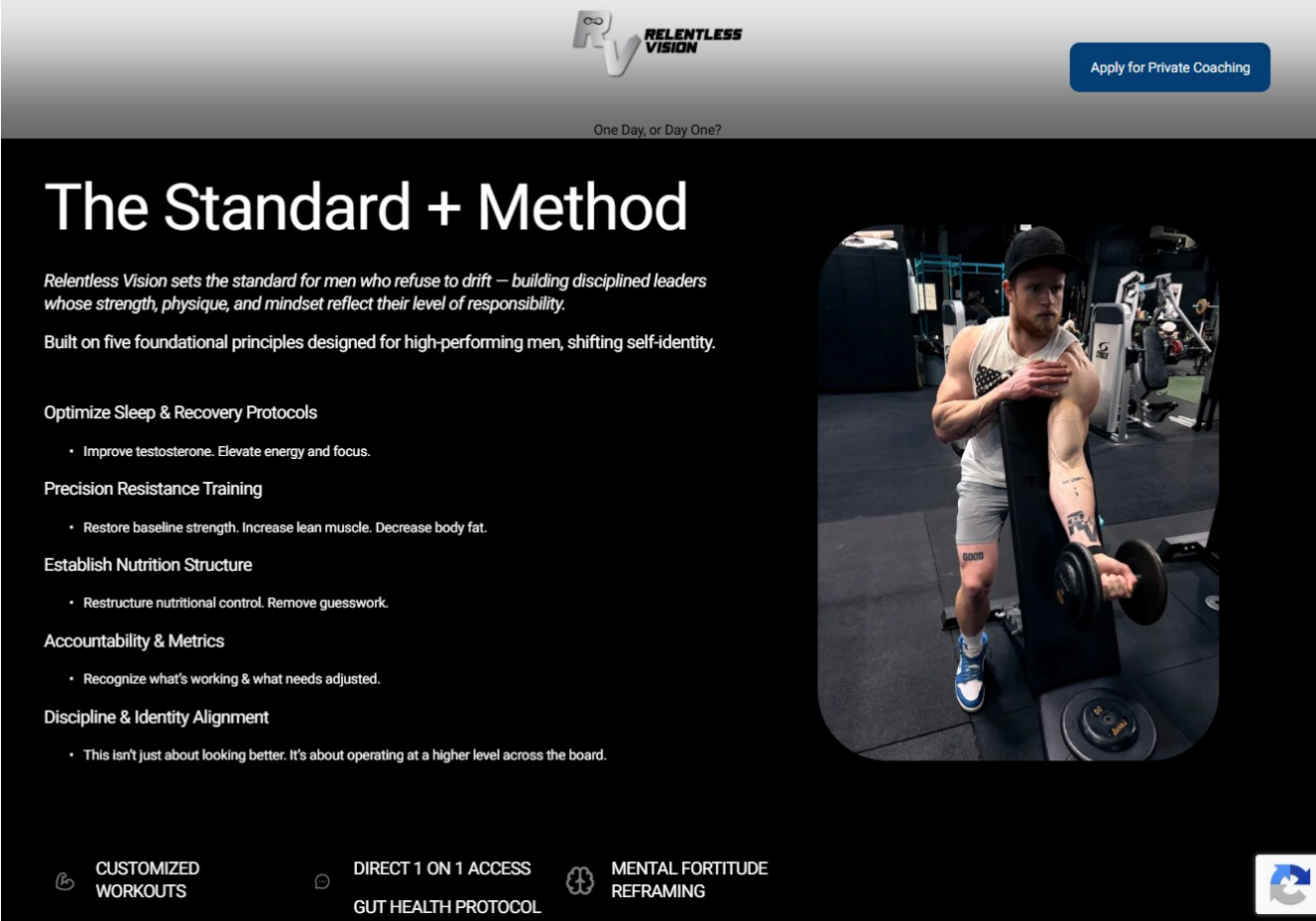
Proof Over Promises



7. Content, Readability, and Method Clarity

The copy contained strong ideas, but many sections depended on large headings followed by long text blocks or widely spaced lists. The methodology included valuable components, yet the visitor had to assemble the full system mentally.

- Turn the coaching method into compact, consistently styled cards.
- Lead with outcomes, then explain the mechanism.
- Replace “Private Check Ins” with the accurate “Daily Text Check-Ins.”
- Reduce repetition and make each section answer one visitor question.



8. SEO, Accessibility, and Technical Readiness

The original one-page structure limited the number of focused topics and URLs available for search. It also reduced internal linking opportunities and made it harder to create page-specific titles and calls to action. Visually, low-contrast areas, small testimonial text, and inconsistent form feedback created usability concerns.

- Use dedicated URLs for coaching, results, about, and the free week.
- Write unique titles and descriptions for each page.
- Add meaningful image alt text and accessible form labels.
- Maintain high text/background contrast and visible keyboard focus states.
- Add analytics, conversion events, and campaign tracking before launch.

RECOMMENDED ACTION PLAN

Prioritized Improvement Roadmap

PRIORITY 1 - CRITICAL 0-7 days	Rebuild the first impression and conversion path Replace the opening experience, define two clear CTAs, fix form handling, and establish the new brand system.
PRIORITY 2 - HIGH 1-3 weeks	Create the multi-page structure Build dedicated Coaching, Results, About, and Free Week pages with clear navigation and page-specific goals.

PRIORITY 3 - HIGH 1-3 weeks	Reframe proof and credibility Convert review screenshots into readable proof cards, add click-to-enlarge behavior, and surface top quotes earlier.
PRIORITY 4 - GROWTH 2-4 weeks	Connect the lead system Link Jotform, Formspreet, social profiles, success states, and follow-up workflows.
PRIORITY 5 - GROWTH 30-60 days	Measure and optimize Install analytics and conversion tracking, monitor form completion, and test hero/CTA variants.

FROM AUDIT TO BUILD

SHD Redesign Strategy

Signal House Digital used the audit findings to rebuild the experience around the actual value of Relentless Vision: disciplined performance coaching for high-achieving men. The redesign was not simply a color change. It reorganized the offer, proof, navigation, and lead-capture system.

RELENTLESS VISION

ACTUAL WEBSITE BEFORE & AFTER

BEFORE

Original one-page website

RELENTLESS VISION

One Day, or Day One?

00:00 / 00:22

High Income. Elite Physique. Zero Chaos.

APPLY NOW

Limited visual hierarchy

Single-page experience

Form issues visible on page

AFTER

Rebuilt multi-page performance brand

RELENTLESS VISION

HOME COACHING RESULTS ABOUT FREE WEEK

APPLY FOR PRIVATE COACHING

ONE DAY, OR DAY ONE?

HIGH INCOME.
ELITE PHYSIQUE.
ZERO CHAOS.

TRENT

TS

PERFORMANCE COACHING

Trevor Lee McKee

Clear positioning and premium branding

Dedicated Coaching, Results, About & Free Week pages

Daily text check-ins and stronger conversion flow

Same offer. Stronger brand. Clearer proof. Better path to action.

Relentless Vision website redesign concept

Original Issue	SHD Change	Business Purpose
Original one-page layout	Five-page structure: Home, Coaching, Results, About, Free Week	Visitors can choose the information they need without scrolling through the entire site.
Inconsistent gray/black presentation	Unified black, metallic silver, white, and blue system	The brand now matches Trevor's performance-focused social identity.

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Vertical hero video and weak hierarchy	High-impact hero with audience, outcome, proof, and two CTAs	The value proposition is understood immediately.
Small review screenshots	Dedicated Results page with readable cards and enlarged proof	Trust is easier to verify.
Private check-ins wording	Daily Text Check-Ins	The site accurately reflects the coaching delivery model.
Fragmented lead capture	Jotform application plus Formspree free-week form	High-intent and low-friction prospects have clear paths.
Generic/incomplete branding	Official Relentless Vision logos and 250+ athlete credential	The site presents one consistent, credible identity.

Projected Redesign Readiness

Target Readiness: 88 / 100

This is a design-and-system readiness estimate, not measured traffic, conversion, or revenue performance. The next step is to deploy, track behavior, and improve from real user data.

Final Recommendation

Relentless Vision did not need a new business idea. It needed a website capable of carrying the authority, proof, and premium positioning already present in the coaching offer. The recommended rebuild focuses on clarity, credibility, and action: make the visitor understand the promise, believe the proof, and choose the correct next step.

The strongest next move after launch is measurement. Track private-coaching application clicks, free-week form starts and completions, page-level engagement, and traffic sources. Use those signals to refine the message rather than continuing to redesign based only on preference.

Bottom Line

The original website had valuable content and real proof, but the digital presentation underrepresented the offer. The rebuild creates a stronger foundation for trust, lead capture, and future growth.

Source Notes

- Original public website reviewed at trevorleemckee.com in July 2026.
- Visual observations supported by desktop screenshots supplied during the project.
- No private analytics, Search Console, CRM, or revenue data were used.
- All redesign-readiness estimates are directional and should be validated after deployment.