

Enrollments up 31% in the first full month after launch

AA19 rebuilt Interstellar Gymnastics' website from the ground up, migrated it off Square, and connected full performance tracking. The new site went live August 19, 2026. These are the results from the first full month.

236 Enrollments in the latest 30 days, up from 180 the prior period	2.5x Daily rate of new family account signups: 79 in the first month, vs 56 in the two months before launch	\$35,048 Revenue collected in September so far, 85% of last September's full-month total with a third of the month still to go	696 Organic search sessions in 30 days, plus 97 sessions from AI assistants like ChatGPT
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The situation

Interstellar Gymnastics is a family-owned gym in Santa Clara. Its old website sat on Square: slow, thin on content, and invisible for the searches parents actually make when looking for classes.

Owner Nate had worked with SEO help before without results he could point to. He needed a site that ranked, converted visitors into enrolled students, and proved it with numbers.

What AA19 delivered

- Full website rebuild and migration off Square with SEO preserved
- Page-per-service content strategy: kids, adults, parent-tot, parties, free trials
- Answer-engine optimization so AI assistants can read and recommend the site
- Google Search Console, GA4, and Tag Manager wired for tracking

"Working with him was like hiring a magician for my business. He completely transformed my website. He did in 30 days what an SEO agency couldn't do in 3 years."

Nate, owner, Interstellar Gymnastics

Signals behind the headline

Ranking beyond the brand name

The site now appears for "gymnastics near me," "gymnastics san jose," and "santa clara gymnastics," not just its own name.

Found by AI assistants

97 sessions arrived from AI assistants in 30 days, 83 of them from ChatGPT, a channel the old site never appeared in.

Growth across the board

Active families up 43, active students up 53, and active enrollments up 56 over the last 30 days.

Sources: Interstellar Gymnastics' iClassPro dashboard (enrollments, accounts, payments), Google Analytics 4 (sessions and traffic channels, last 30 days), and Google Search Console (queries and clicks). Enrollment figures compare consecutive 30-day periods as of September 19, 2026. Signup counts are deduplicated new family accounts from the iClassPro account log. Revenue figure is month-to-date as of September 19, 2026, compared with the full month of September 2025. Reported by AA19, autonomoussagents19.com.