WEBSITE REPORT · PREPARED FOR FLORIDA FIREARMS ACADEMY

Your website is costing you bookings. Here's what's wrong, and what we already built to fix it.

A plain-English look at ffatampa.com: the outage, what customers run into, how Google and AI tools see you, and a working preview of a better site.

Prepared by Charles Holmes IV, Di-Hy Digital · November 11, 2026 · Preview: ffa.di-hy.com

The short version

Your business is strong. **4.6 stars from 693 Google reviews**, and the thing customers praise most is your staff ("friendly staff" shows up in 207 reviews). Your license class is one of the best prices in Tampa. The website isn't keeping up with you.

The site is down

Every visit fails with an error. We watched it fail for over 10 hours straight, and it was still down when this report was written.

Booking buttons are broken

On 20 pages, customers see a line of code where the "Register Now" button should be.

Checkout is fragile

Classes can only be paid through an old PayPal button. There's no other way to pay online.

Google can't read you well

No homepage description, no business details for Maps, and nothing answering "do I still need a license?"

We built the fix

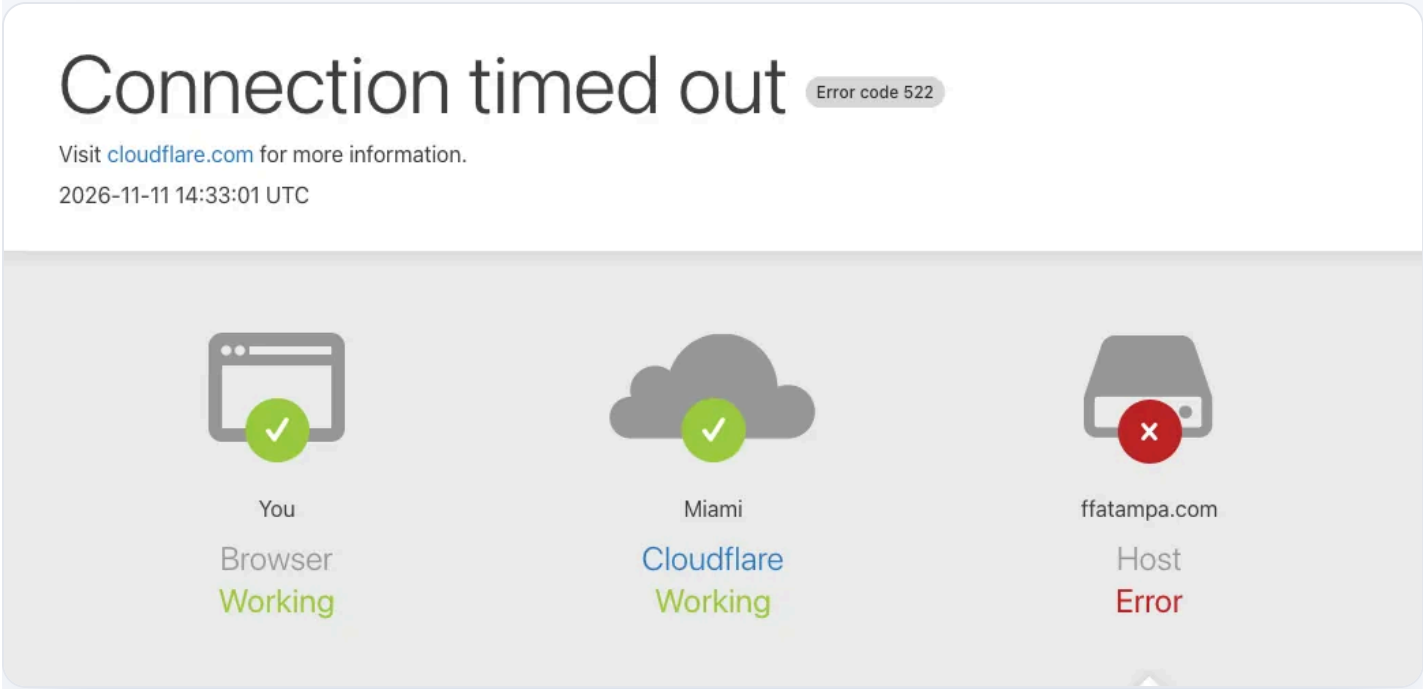
A working preview of your new site, 19 pages, in three looks. Same business, your words, everything working.

Nothing to lose by looking

The preview is private (hidden from Google) and doesn't touch your current site.

1 Your site is down right now

This is what anyone who clicks your website sees, including people coming from Google Maps, Yelp and every directory that lists you:



Screenshot of ffatampa.com, taken November 11, 2026 at 9:33 am Eastern.

What we saw

- **November 9**
  I tried to book a class as a customer. The buttons didn't work and checkout wouldn't go through.
- **November 10, 10:55 pm**
  The site stopped loading entirely: error 522 on every try.
- **November 11, 9:33 am**

> Still down. Every check in between failed. That's **more than 10 and a half hours** of a dead website, with every Google and Maps visitor bouncing.

What it means, in plain words

Your website sits behind a service called Cloudflare. Cloudflare is working fine. The computer that actually holds your website (your web host) has stopped answering. That's usually a hosting account issue, a server that's out of resources, or a billing or maintenance problem with the host.

> **Do this today:** call whoever hosts your website and tell them "Cloudflare shows error 522 for ffatampa.com, your server isn't responding." If you're not sure who hosts it, we can help you find out in a few minutes. The domain itself is safe: it's registered through GoDaddy until August 2027.

2 What customers run into, even when the site is up

We pulled your site from public archives (since it's down) and walked it like a customer.

The "Register Now" button is just code

> Concealed Weapon Permit (CWP) Course — $50
>
> [button color="normal" link="/courses-events/calendars/"]Register Now![/button]

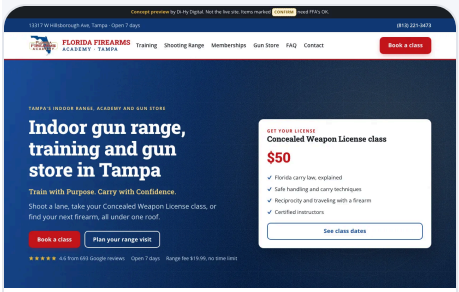
Your Concealed Weapon Permit course page, as archived April 2026. The same broken code shows on 20 pages. It's left over from an old website theme.

Problem	What a customer feels
Broken "Register" buttons on 20 pages	**"I can't sign up." They call someone else.**
Classes can only be paid by an old PayPal button	**Checkout fails or feels sketchy. Many payment companies restrict firearms businesses, so one old button is a single point of failure.**

Problem	What a customer feels
Booking form asks 12 questions, including a fax number	**"Too much work." Half-finished bookings.**
The class calendar tells phone users to turn their phone sideways	**Most people browse on their phones. It's frustrating.**
Old sales (2022, 2024, 2025) still on the site	**"Is this place still open?"**
No visitor tracking installed	**You can't see how many people tried to book and gave up.**

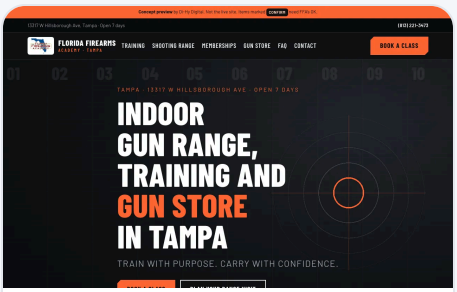
3 What we built for you

A complete preview of a new ffatampa.com: **19 pages**, built from your own words and prices, in **three looks** so you can see options. Open them on your phone, since that's how most people will see them.



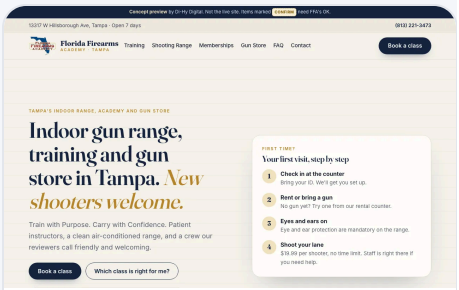
A. Refined FFA

Your logo colors, cleaned up. The one we'd launch.



B. Range Day

Bold and dark, a modern range look.



C. The Academy

Calm and welcoming, built for first-timers.

All three: ffa.di-hy.com

What's better, and why it matters to you

We changed	Why it matters
Every button works, and "Book a class" is on every page	People who want to book can actually book.
Booking takes 3 fields (name, email, phone) instead of 12	Fewer people quit halfway. (The preview shows the flow; it doesn't take real bookings yet.)
Built for phones first, with a Call / Book bar always at the bottom	One tap to call you or book, from any page.
Prices up front: $50 license class, $19.99 range fee	Your prices are among the best in Tampa. Showing them wins comparison shoppers.
Your reviews and your staff front and center	"FFA Employees Make the Difference!" was already your line. Now it leads.
A real answer to "do I still need a license?"	Since 2023, Florida doesn't require a license to carry concealed. The license still matters for travel (other states honor it). Answering this sells the class.
A 19-question FAQ	Fewer repeat phone calls, and Google and AI tools can quote you.
Fast pages, no old plugins	Loads quickly on a phone and has far fewer moving parts to break.

We kept your words wherever they worked: "Train with Purpose. Carry with Confidence.", your mission statement, your 12 class learning points, your range rules. This is your business, presented properly.

4 Getting found: Google, Maps and AI

When someone in Tampa searches "concealed carry class near me" or asks ChatGPT "where can I get my carry license in Tampa," the answer depends on what your website tells them. Right now, it tells them very little.

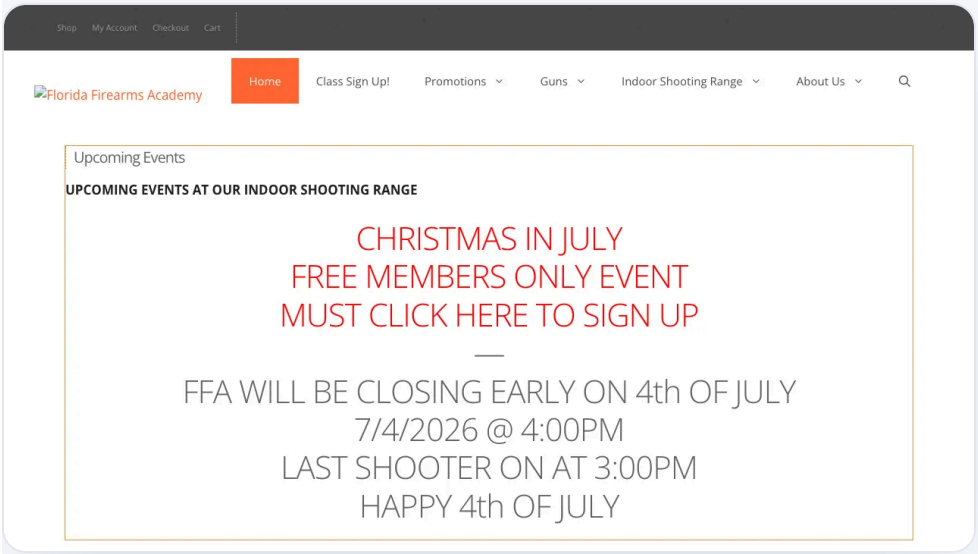
What search engines look for	Your current site	The new site
A clear page title and description for each page	**Homepage has none; 61 pages missing or messy**	**Every page, written for what people search**
One clear headline per page	**Homepage has 7**	**One per page**
Business details for Google Maps (address, hours, phone)	**Missing**	**Built in, with store and range hours**
Class dates and prices Google can read	**Missing**	**Built in**
Answers to common questions	**None**	**19-question FAQ**
A summary file for AI assistants (ChatGPT, Google's AI answers)	**None**	**Included**
Image descriptions (for search and accessibility)	**123 images missing**	**Every image**
Site is up	**Down**	**Simple, fast pages that are hard to break**

One more thing we noticed: in our searches, other websites (directories, review sites) showed up for your name more than your own site did. With your site down, every one of those directories sends people to an error page.

5 What to look at (5 minutes, on your phone)

1. Open ffa.di-hy.com/a on your phone.

2. Tap **Book a class**, pick the license class, pick a date and finish. That's the whole booking flow.
3. Tap **Menu** and open the FAQ. Read "Do I need a license to carry in Florida?"
4. Look at the yellow **confirm** tags. Those are facts we need you to check (hours, class times, policies). We didn't guess.
5. Flip to B and C and tell us which feels most like FFA.





Left: your homepage today (archived July 2026). Right: the new homepage on a phone.

6 Keeping it running

A website is like your range equipment: it works best when someone checks it regularly. Here's what ongoing care looks like. We'll set the plan and price with you.

How often	What gets done
Around the clock	Uptime monitoring. If the site goes down, we get an alert and start fixing it, instead of you finding out from a customer.
Every week	Class schedule, specials and holiday hours updated. Backups.
Every month	Security and software checks, broken-link check, and a one-page report: visits, calls, bookings and where people came from.
Every quarter	Google check-up: search rankings, Google Business Profile, reviews, and new FAQ answers based on what customers ask.
As needed	New classes, new pages, photos, seasonal promotions.

7 What we need from you

We only used facts from your own website, public records and Google. A few things need your OK before anything goes live:

- Your current store and range hours (your old site listed two different closing times).
- Current class schedule, prices, length and instructors.
- Who processes your payments in the store, and whether PayPal has caused problems online.
- Your original logo file (we cleaned up the one on your site, but the original will look sharpest).
- OK to take a few photos of the range, store and classroom (faces only with permission).
- A few policy details: cancellations, age rules for classes, and whether your NSSF Five Star rating is current.

Next steps

1. **Get the current site back up.** Call your host today. We're glad to help.
2. **Look at the preview** and pick a look (or mix them).

3. **Confirm the facts** above in one short conversation.
4. **Choose a booking and payment setup** that works for a firearms business. We'll walk you through options.
5. **Launch on ffatampa.com,** with old links redirected so nothing breaks and Google keeps your history.

Charles Holmes IV · Di-Hy Digital · di-hy.com

Sources: live checks of ffatampa.com (November 10 and 11, 2026), public web archives of your site (March to July 2026), your Google Business Profile (November 11, 2026), Florida Senate (HB 543) and FDACS for license information. This report is general information, not legal advice.