



mindbody

Client Experience Audit for Your Fitness Business



Do you offer an exceptional client experience?

The client experience includes every potential touchpoint a client has with your studio or gym. Your website, front desk, classes, and social media are all part of that experience. It's what keeps clients coming back and sets your business apart from the rest.

This audit outlines the three areas that shape your experience—**awareness, conversion, and loyalty**—so you can see what's working and where there's room to improve.

1. AWARENESS

Make your business easier to discover—and trust.

Website	Not yet	Yes
Is your website branding consistent with other touchpoints like signage and social media?	<input type="radio"/>	<input type="radio"/>
Can clients review your schedule and classes online?	<input type="radio"/>	<input type="radio"/>
Does your website have a prominent call-to-action (CTA) to purchase your introductory offer?	<input type="radio"/>	<input type="radio"/>
Is your website mobile-responsive?	<input type="radio"/>	<input type="radio"/>
Is your website optimized for search so customers can find you?	<input type="radio"/>	<input type="radio"/>
Does your website feature staff names, bios, and photos so clients can get to know your team and feel comfortable booking?	<input type="radio"/>	<input type="radio"/>

Your website is often your first impression. It should reflect your brand and make it easy for clients to find information, view your schedule, and book a class.

Make sure your site:

- Looks great on mobile (where most traffic comes from)
- Has **strong SEO** so you show up in local searches
- Features your schedule, pricing, and intro offer clearly
- Highlights your team with bios and photos

Social media	Not yet	Yes
Is your social media presence consistent across all channels and with your brand?	<input type="radio"/>	<input type="radio"/>
Do you post and engage regularly on your social media channels?	<input type="radio"/>	<input type="radio"/>
Do each of your social media profiles include up-to-date business details with a branded profile picture, completed "About" sections, phone number, and address?	<input type="radio"/>	<input type="radio"/>
Do you encourage your instructors to share their classes with their own social networks?	<input type="radio"/>	<input type="radio"/>

Your **social media presence** matters. Keep it consistent, helpful, and aligned with your brand voice. Show your vibe through stories and in-feed posts, and make sure your bio has accurate information.

Review sites	Not yet	Yes
Have you claimed and optimized your review profiles (Google My Business, Yelp, etc.)?	<input type="radio"/>	<input type="radio"/>
Do you respond within 24-48 hours to ALL reviews, both positive and negative?	<input type="radio"/>	<input type="radio"/>

Don't ignore your reviews. Your responses are just as important as the reviews themselves! Respond quickly, thank clients for their feedback, and remain professional by offering a solution and an offline point of contact.

Mindbody app	Not yet	Yes
Are you listed on the Mindbody app?	<input type="radio"/>	<input type="radio"/>
Is your Mindbody app listing optimized with your business address, location photos, keywords, etc.?	<input type="radio"/>	<input type="radio"/>

Clients are searching for businesses like yours on the **Mindbody app**. Make a **good first impression** by adding your business address, business description, location photos, staff photos and bios, and the right keywords.

2. CONVERSION

Turn interest into action with no barriers.

Online booking	Not yet	Yes
Can clients find, book, and pay for classes directly on your website?	<input type="radio"/>	<input type="radio"/>
Can clients find and purchase membership contracts on your website?	<input type="radio"/>	<input type="radio"/>
Do you have a branded app to make it easier for clients to book classes?	<input type="radio"/>	<input type="radio"/>

Your booking experience should feel effortless. With Mindbody, clients can view your schedule, book classes, and pay—all from your site or **branded app**.

Front desk	Not yet	Yes
Does your front-desk staff greet and provide a personalized experience for every client walking through the door?	<input type="radio"/>	<input type="radio"/>
Do you have a documented process for your front desk to ensure that your in-studio experience is consistent?	<input type="radio"/>	<input type="radio"/>
Do you have a seamless intake and waiver process for clients attending their first class?	<input type="radio"/>	<input type="radio"/>
Does your front-desk staff anticipate your clients' needs (offer a water bottle or towel, a studio tour, locker, etc.)?	<input type="radio"/>	<input type="radio"/>
Is your front-desk staff proficient in your software so they can respond quickly to inquiries?	<input type="radio"/>	<input type="radio"/>
Does your front desk have a way to convert missed calls into paying clients?	<input type="radio"/>	<input type="radio"/>
Do clients have a seamless check-in experience, or are they waiting in lines at your front desk before class?	<input type="radio"/>	<input type="radio"/>

The front desk is one of the most important parts of the client experience. Staff should be able to check in clients, manage bookings, and answer questions quickly.

In-person experience	Not yet	Yes
Do you provide members with personalized workouts?	<input type="radio"/>	<input type="radio"/>
Do members clearly understand their progress from session to session?	<input type="radio"/>	<input type="radio"/>
Do you facilitate community with in-studio challenges and friendly competition?	<input type="radio"/>	<input type="radio"/>

Regardless of your class size, clients want a personalized experience in the studio. Your staff should have the tools to know your clients, push them towards their goals, and teach them proper techniques.

Virtual experience	Not yet	Yes
Do you offer video-on-demand (VOD) and/or live streaming offerings?	<input type="radio"/>	<input type="radio"/>
Does your virtual experience align with what you offer in person?	<input type="radio"/>	<input type="radio"/>
Is your video platform integrated so clients can log in as usual and book from your schedule?	<input type="radio"/>	<input type="radio"/>

Does your platform automatically send livestream links and check in live attendees?	<input type="radio"/>	<input type="radio"/>
Can you easily record livestreamed classes and automatically upload them to your on-demand library?	<input type="radio"/>	<input type="radio"/>

Your virtual experience should be as good as your in-person one. With the Mindbody **Virtual Wellness Platform**, clients get automated email reminders, links, and access to your video library—no extra logins needed.

Checkout	Not yet	Yes
Can your staff process payments quickly and on a mobile device?	<input type="radio"/>	<input type="radio"/>
Can your staff easily store contracts and receipts and send them to clients electronically?	<input type="radio"/>	<input type="radio"/>
Do you have a point-of-sale (POS) system?	<input type="radio"/>	<input type="radio"/>
Is your software and payments processor PCI Level 1 Certified to ensure the highest level of security?	<input type="radio"/>	<input type="radio"/>

Wherever you are, you can check in clients and take payments at the desk or on the go with Tap to Pay on iPhone and the **Business app**.

3. LOYALTY

Keep clients coming back—automatically.

Email and text marketing	Not yet	Yes
Do you have segmented lists and campaigns customized to different types of clients?	<input type="radio"/>	<input type="radio"/>
Have you set up automated email campaigns for: <ul style="list-style-type: none"> • New clients? • Clients who've purchased your intro offer but nothing else? • Clients who haven't visited in 30 days? 60 days? 	<input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>
Do you stay engaged with clients by regularly sending newsletters featuring upcoming events, fitness and nutrition tips, and more?	<input type="radio"/>	<input type="radio"/>
Are your emails customized with your logo, brand colors, and brand voice?	<input type="radio"/>	<input type="radio"/>

You shouldn't have to chase every client manually. Build trust, encourage repeat visits, and strengthen retention—all automatically. Use **marketing tools** that **send email and text campaigns** to the right people at the right time, like when:

- A new client books for the first time
- Someone doesn't come back after 30+ days
- A loyal member hits a milestone



Create a better client experience

Every part of your client experience should feel like it comes from you—branded, seamless, and consistent. Whether you're refining the basics or ready to level up, Mindbody gives you the tools to turn new clients into loyal members and grow your business.

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