

How to Optimize Your Mindbody App Listing to Attract New Customers

The [Mindbody app](#) connects your business to millions of people looking for fitness, beauty, and wellness services. Customers can find, book, and pay for offerings like yours, wherever they are—all from the convenience of their phones.

To get the most out of the Mindbody app, you'll need to optimize your business listing. This checklist outlines everything you need to make yours stand out.

Get listed

First you'll want to list your business on the Mindbody app.

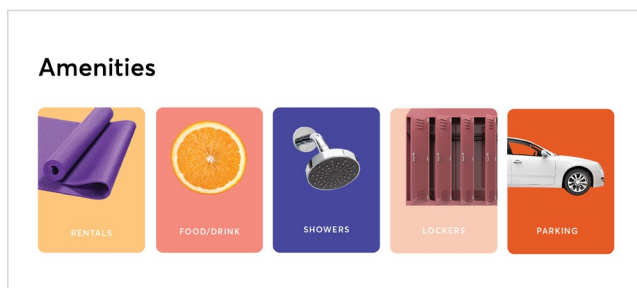
Once logged into your software, go to **Manager Tools**, then **Settings**. Under **Business Information**, choose **Let people find my business on the Mindbody app**.

Add the details

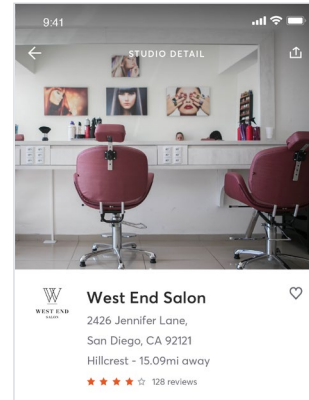
Now that your business is listed, it's time to optimize your business info. The more detail you include about the services and amenities you offer, the better.

Under **Business Information**, confirm your location phone number(s) and address(es) so customers know where to find you.

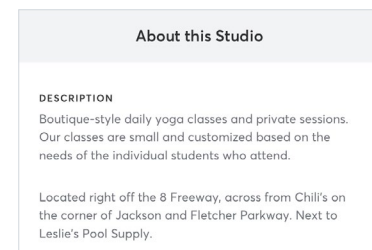
Outline any amenities you provide, including daycare, parking, showers, etc. This might sway a customer to your business versus a competitor.



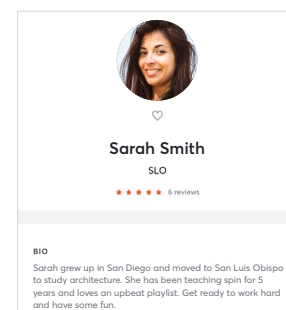
While you're updating your **Business Information**, upload up to 10 photos that show off your business. Make sure they're high-quality. These photos will be highly visible when you promote any intro offers and last-minute deals, so choose carefully!



Add very robust, keyword-rich business and location descriptions, too. Share who you are, how customers can find you, and what makes your business unique. This is, by far, one of the best ways to ensure your business is surfaced in search results.



Under **Staff**, add bios and photos for each staff member associated with a class, appointment, or enrollment. If a staff member isn't on your schedule yet, it's a good idea to add their details in just in case.



Add the details, cont'd...

Under **Services & Pricing**, add descriptions for each class or service you provide, including virtual offerings. Be specific when describing your services and use keywords that apply (i.e., do you offer "yoga classes" or do you offer "Heated Vinyasa yoga classes"?). For virtual offerings, be sure to use the word "VIRTUAL" in all caps before the regular title of your class so it's easy for anyone in the world to find it (i.e., "VIRTUAL HIIT").

PILATES **\$20.00**
was 30.00


VIRTUAL Mat Pilates

9:45am (60min) | Sunday, July 9

★★★★☆ 128 reviews

Aero Yoga
Hillcrest - 1.3mi

BOOK NOW

 **Amy Adams** →
View info and Schedule

DESCRIPTION

Stretch the body while building muscle. An upbeat workout perfect for all levels who looking for a sweat and good playlist. Just need a mat and a little space.

Create categories and subcategories

Customers can use categories to filter through services while browsing the Mindbody app.

Under **Services & Pricing**, select the appropriate category and subcategory for each class or appointment you offer. That way, customers can easily search and find your business faster.

Class name ⓘ

Class category ⓘ

Repeat this step for any enrollments, too.

Get the word out about your promos

Intro offers and last-minute deals provide even higher visibility in the Mindbody app. Don't miss your chance to be seen—and booked—by prospective customers near you.

Promote your intro offer pricing options under **Services and Pricing**. They'll show up first under categories, rather than simply being bookable under your business listing. Some customers say having more than one Intro Offer promoted in the app results in more purchases. Yes, please!

Is this an introductory offer?
(limit of 1 per client)

No

Yes, for new clients only

Yes, for new and existing clients

Promote in MINDBODY app

[How does this work?](#)

MESSAGE

30 Minute Massage **\$30.00**

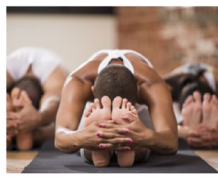
★★★★☆ 128 reviews

Zen Spa


INTRO OFFER

If your business is located in the US, opt in to Dynamic Pricing under **Services and Pricing**. These dynamically priced classes not only help fill open slots, they help customers find your listing easier. Customers see your "Last Minute Offers" on the home screen of the app—which they won't be able to resist.

Last Minute Offers SEE ALL



Vinyasa Yoga Level II for ...
8:30am Today
Natalie's Yoga Studio
\$20.00 ~~\$30.00~~



Pilates Beginners
8:30am Today
Joe's Training Camp
\$20.00 ~~\$30.00~~



Want more resources to boost your business? Head to mindbodyonline.com/education.