



# How to Update the Website for Your Fitness Business

# Introduction

Your website is a major business asset.

This digital space lets current and potential customers learn more about your business and the types of classes they can sign up for.

Your site should also engage your visitors and let them book a class directly online. Anything less, and it's not supporting your brand as it should.

Businesses should redesign and update their websites **every three to four years**—if not more often—to update content and make SEO upgrades.

When it comes time for your business to carry out this important process, there are a few essentials you should be sure aren't overlooked.

Let's dive in.

# Improve your user experience

One of the most critical areas to take a look at with your website upgrade is the experience you offer users.

Examine your site from a customer's point of view, and ensure your web pages provide all the details, information, and capabilities users are looking for. These options should be easy for users to find and engage with.

As a best practice, ask someone not connected with your business to visit your site and navigate its pages while you watch. This helps you identify any areas that might cause hang-ups for your visitors.

## For example:

- If you have a contact form, are you only collecting the information you need?
- If you have pricing available for your users, is it easy to find?
- Is your site slow to load?

Eliminate these pain points to support a smooth experience from start to finish.

Check that your website displays properly on mobile devices—[where about 70% of all web traffic comes from](#). Your customers must be able to connect with your site on their smartphones and tablets.

Use [Google Analytics](#) to get the best picture of your website traffic levels, sources, and metrics. Check out top key performance indicators including your conversion rate, bounce rate, and average time on page—tracking and improving these can make a big difference.



# Align your current branding

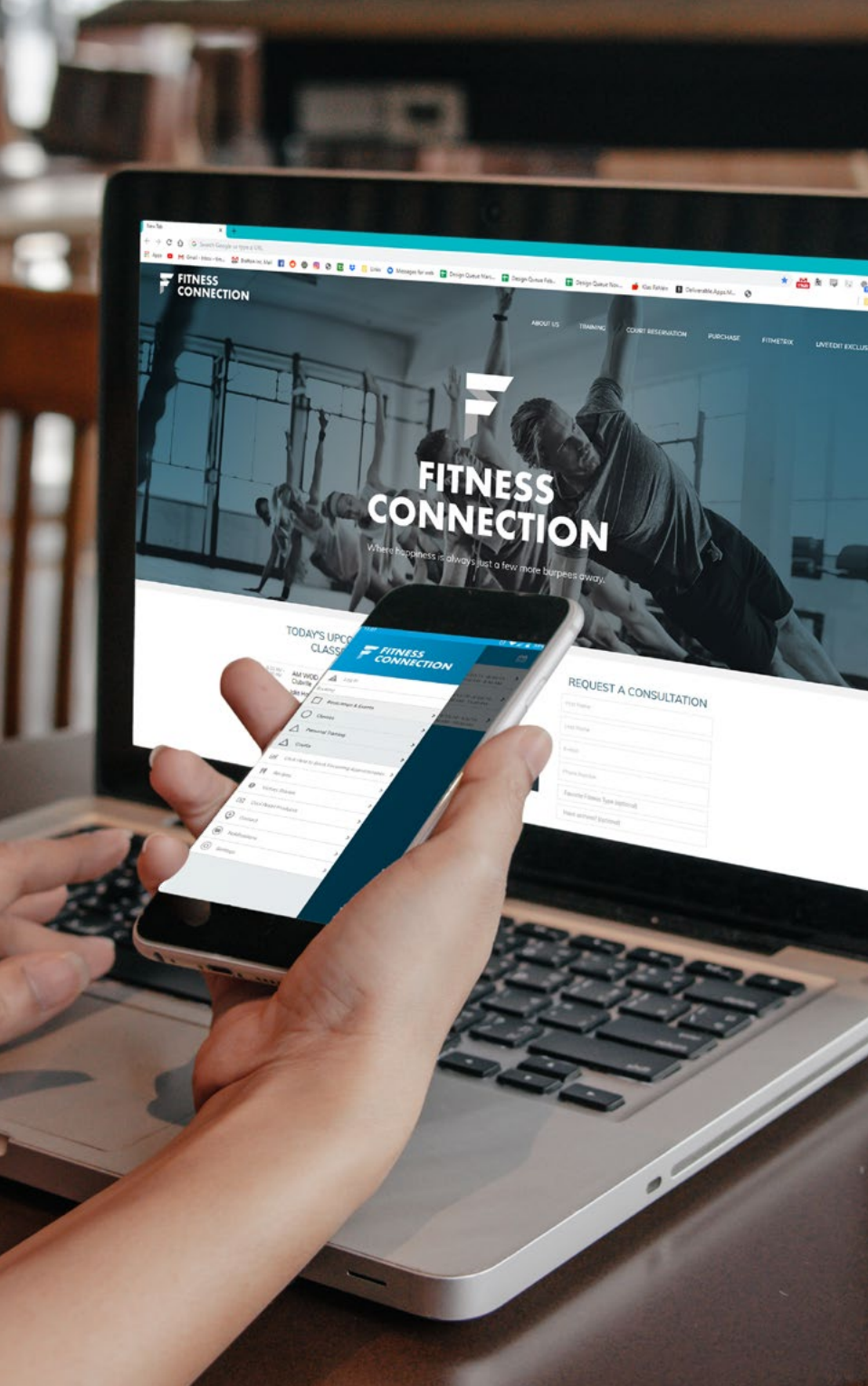
Check that the brand image your site portrays matches up with what customers experience at your studio or gym.

Look at elements like:

- **Your page layout:** Landing pages display differently depending on what content lives on each. Make sure your page layouts support easy navigation for website visitors. The content shouldn't be too busy or overwhelming. Including some empty white space in your page designs is a good idea.
- **Your font choice:** Your site's font can send a message all its own. For instance, a more playful type provides a fun, casual feel. A bigger, blocked type can be perceived as bold and assertive. Your website font should match your branding, which should align with the experience you provide clients during classes. This unified experience should extend from your physical studio or gym to all marketing assets, including your website.

[Check out our guide to learn more about crafting a brand that will set your business apart.](#)

- **Photos and videos:** Video content, in particular, can showcase the kind of experience participants get during your classes. Incorporate diversity in your images and videos to help clients feel represented and welcome. Also, make sure your imagery is both high-quality and sized correctly to avoid [slowing down your site](#).





# Update and upgrade your content: Basic info

Your website refresh is also a great opportunity to review and update your content, including basic elements like:

- **Your location and contact info:** This information should be visible and easily accessible. The more details you provide, the better! For mobile accessibility, make sure any phone number on your site is set up so a user on a mobile device can simply [click and call](#).
- **Your team:** Your website is the perfect place to help customers get to know instructors and trainers before their first class. Include a photo of each staff member along with a small blurb about the classes they lead and their past experience. It may be just the thing a potential client needs to see to encourage them to book a class. If you're a MINDBODY customer, the [Staff List widget](#) displays staff bios, headshots, and class schedules.
- **Your FAQ page:** Your goal is to make everything as easy as possible for clients. Your FAQ page can be a big help here. Reach out to your instructors and front-desk staff to get a sense of common questions clients ask, and proactively provide the answers on your website.
- **Your pricing page:** Provide clients with the pricing details they need to figure out which services fit into their budgets. If you're a MINDBODY customer, add [Buy Now links](#) to make purchasing pricing options and contracts seamless for customers.

Also, let customers add gift cards directly to their cart. If you're a MINDBODY customer, you can easily sell gift cards right from your website with the [branded web gift card link](#).

# Update and upgrade your content: Class scheduling

The most important part of your website for clients is your class scheduling. If it's useful, they should be able to find:

- **Schedules and enrollment.** It's smart to have a dedicated page for your class schedule, including the times and days of the week they can be booked. [See how seamless online booking is with MINDBODY.](#) The [Schedule widget](#) lists all of your classes, all available times, and includes a button for visitors to purchase a pass for whichever available class session they'd like. You can even let customers reserve their favorite spot in class (i.e., their preferred bike in a cycling class, etc.) with [FitMetric by MINDBODY.](#)
- **Class descriptions.** This includes the type of activity or equipment members will use, what they need to bring, the level of effort they'll exert, and any other details needed to prepare them. If you're a MINDBODY customer, the [Class List widget](#) displays the class name, description, and schedule—pulled straight from your branded MINDBODY site.

Have workshops at your business? Promote those on your website, too. MINDBODY's [Enrollments widget](#) makes it easy for clients to get the details and sign up for your next workshop event.





# Optimize your structure for SEO

After spending the time and effort to revamp your visual elements, written content, class scheduling, and enrollment capabilities, you must make sure your site gets in front of the right audience. Search engine optimization, or SEO, practices help make this happen. Incorporating these SEO tactics improve the chances your website appears when clients look for your services in Google and other search engines:

- **Use HTTPS:** This is an important security standard that will appear at the beginning of your URL in the address bar. Including HTTPS improves your website's security, which is really important for customers entering personal information to enroll in classes. What's more, Google will soon rank sites without HTTPS [lower in search results](#), so this is a worthwhile move to make. [Here's how to update your URL to HTTPS.](#)
- **Include metadata and ALT text:** This descriptive text for your written content and images may seem like a small detail, but it can make a big difference in helping your website rank higher in search. It also improves the accessibility of your site.



# Optimize your copy for SEO

- **Keyword use:** The words and phrases you use in your website content should match what customers search in Google. While including general words related to your industry and your classes is helpful, it's also beneficial to use a tool like [Google Keyword Planner](#) or [Moz Keyword Explorer](#) to uncover unique keywords, and ensure your website appears in front of the right people. Place the highest search volume keywords (what people are searching for most) in your headers, sub-headers, and page URLs.
- **Internal and external linking:** Internal links (links to pages in your own site) and external links (links to other sources besides your own website) can help boost SEO credibility as well. Link to relevant pages, and provide a logical path from page to page. For instance, linking from a blog article about a certain style of class to your schedule or enrollment page can help clients find what they're looking for, and encourage them to book.

[Check out our complete SEO checklist](#) to ramp up your fitness website.

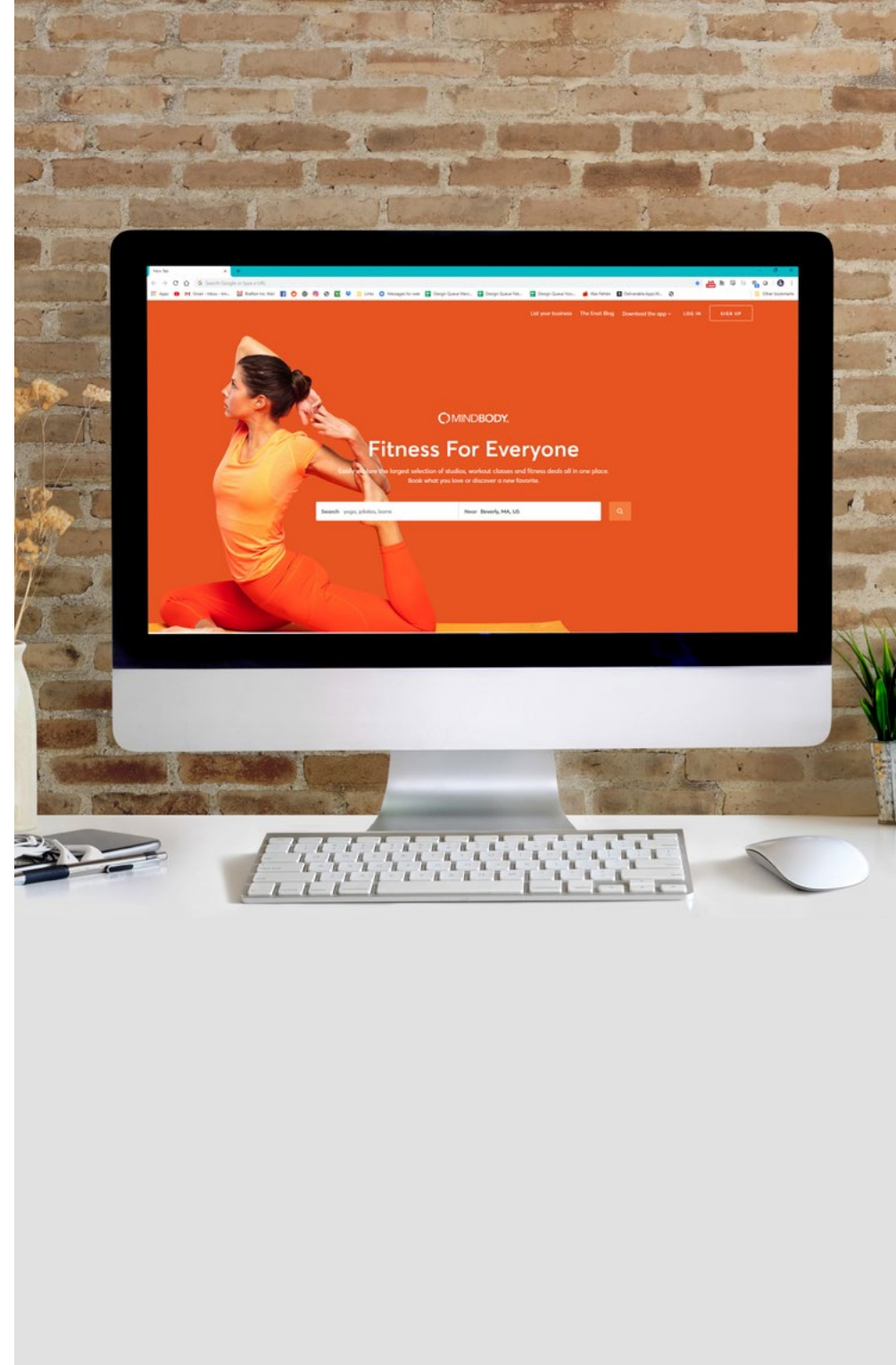


# Educate and enable customers

Consider your website to be the living, digital face of your business. Using this guide to update your content and SEO practices accordingly will pay off by:

- **Enabling clients to find you and your business:** Using the right keywords, including metadata and other SEO practices, boosts the chances that potential clients looking for classes in your area will find your website.
- **Providing them all the info they're looking for:** Updating and building out your content makes your website a one-stop-shop for all the details customers need—and this improves the chances that they'll engage with your business and become a customer.
- **Allowing them to sign up easily for class:** For new customers and loyal members, this is a huge perk and can help differentiate you from other businesses in your area.

To find out more about using MINDBODY to support your fitness business's website, visit us at [www.mindbodyonline.com](http://www.mindbodyonline.com).





To learn first-hand how MINDBODY can position your business for success, [schedule a guided tour today.](#)