



Building Credibility for your Fitness Business

Having a website gives your PT business instant credibility. In the past a potential clients might ask 'do you have a website' and now the question is 'what is your website address'. In today's market, clients expect Training or Fitness businesses, even small businesses to have websites. Having a website is one of the most important things you can do to both attract new clients and to keep current clients up to date and educated on the changes in your business.

A website can be a source of credibility by including elements such as clients testimonials as well as links to other credible websites. However, a website can also be a double-edged sword. A poorly designed PT website can do more harm than good since your prospective clients will usually see your website before they meet you. Your website is probably one of the most important places to put your best foot forward and to invest in your business. Avoid using the 'Build-Your-Own' website programs. Although they are inexpensive, you get what you pay for. These programs are frequently difficult to use, and, if you are not a web designer you should probably not be building your own website in the first place. It would be like trying to take short cuts installing your own lighting having never done that before.

Another important reason for having a website is for pure marketability. About 80% or more of the potential clients that are searching for any service look for vendors using the web. If you don't have a web presence you will be missing out on the vast majority of potential clients for almost no good reason- especially since professionally designed websites are so affordable. Once your website is up it also opens a wide variety of opportunities in the area of marketing such as email marketing, pay-per-click advertising and affiliate marketing. In addition, a website makes it much easier for your existing clients to refer new clients to you since they can simply direct them to your website. Trying to promote and market a business without a website would be like swimming up stream. Growing a business is difficult enough and we don't need to make it any more difficult than it already is.

If you are looking to develop a professional web presence and succeed on the Web, WebFlexor PT specializes in affordable and quality websites for Personal Trainers and Fitness Professionals. Customized PT Websites start at only \$199!

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