



## How a Website can Serve your Fitness Business

There are four primary reasons to have a website for your fitness business: Educating and informing your clients, gathering data, e-commerce and act as a marketing tool. A website may have only one of these functions or encompass all of them at the same time.

Of the four reasons, the most important in terms of building your fitness business is marketing. Since 80% of searches for ANY product or service is done via the Internet, a website is a critical marketing tool for any fitness business. Once you have a website you can tap into a wide range of very effective web marketing strategies such as Pay-Per-Click advertising, Article Marketing/Submission, Video Marketing, etc...

Gathering data or collecting information via opt-in forms on your website is a very important strategy in order to build your prospecting database. Typically opt-in forms are designed to capture email addresses, which are used in email marketing campaigns. Email marketing is one of the most cost effective forms of marketing and allows you to continually contact and develop a relationship with your prospective clients over time. If you are spending time and money using various marketing techniques to drive traffic to your website, it is important to take full advantage of the traffic that is driven to your site and capturing email addresses is one of the best way to accomplish that.

Selling products/services via the web or through a website is becoming easier. More consumers are becoming comfortable with making on-line purchases and the technology is improving to make it easier for companies to sell products or services on-line. Adding a shopping cart on your website is easier than ever. There are numerous off-the-shelf stock shopping carts or e-commerce programs that are less expensive to install, yet offer more features than having a custom shopping cart built by a designer. In addition, virtual products are visually eye-catching and they would include downloadable audios, videos, E-books, Pod Casts, and Online Courses that can be purchased through your website. These items need only to be produced one time and are usually unique since you probably designed them.

Mikel Bruce with WebFlexor PT Websites ([www.websitesforpt.com](http://www.websitesforpt.com)) encourages every fitness business to consider selling products or services on-line. Not only will it boost your income but it also provides you with the benefit of being an additional resource to your clients and prospective clients. If you are already a resource to your clients, you have already done the hard work of building credibility and trust; this will make them feel very comfortable and will convince them to look for additional services and products that you may offer.

Every PT website should also act as an educational tool. Educational pages such as FAQ's, Articles pages and Blogs not only bring visitors back to your website but also play a significant role with improving your rankings and positions in the search engines. Multi-media features such as audio and video are great ways to engage your website visitors and keep them coming back as well. Additional features that you may want to add to your website that increase the interactivity and educational process as well as making your life easier could be: chat rooms, on-line schedule/registration service, photo galleries, e-mail newsletter archives and membership area.



Do your research and decide on the option that best suites your budget and needs and the bottom line is that not having a website could be costing you business. If you are looking to develop a professional web presence and succeed on the web, WebFlexor PT Websites specializes in affordable and quality websites for Personal Trainers.

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