



Internet Marketing Made Easy

Internet Marketing can be extremely expensive, unpredictable and time consuming. There are a variety of things that just about every PT business can do to get new clients to their site without investing huge amounts of time and money. Some of these items can be done with a minimal amount of time and some take a bit of education but knowing that the vast majority of potential PT clients use the web to find trainers; it is well worth the effort:

- Become an expert in the area of fitness that you specialize in – house an archive of relevant material on your site through posting articles and/or setting up a blog. Content is king when it comes to the Search Engines and the more relevant content you have on your site, the more you increase your chances of being ranked optimally.
- Send out a monthly newsletter to all of your prospects and clients. Collect e-mails to expand your database manually and through a submission form on your website.
- Create compelling incentives to contact you on your website with an offering such as free e-books, discounts, promotions, and/or webinars.
- Put your web site address on EVERYTHING – business cards, stationery, invoices, e-mail signatures, links on other web sites, online directories, signage, promotional items, on your voicemail, and when leaving voicemails for others.
- Drive traffic back to your website through links in your e-mail newsletter. Make an effort to get articles or even blurbs in other businesses e-mail newsletters.
- Have a great call-to-action on everything you send out and on every page of your website.
- Link Building - One of the primary factors that the Search Engines use to determine positioning is link population. This means that the quality and quantity of links back to your website is very important if you want to be optimally ranked. Try to get links back to your website through link exchange programs, getting listed in directory sites, adding your link to articles that get posted on the Internet and getting your link posted in blog submissions.
- Pay-Per-Click (PPC) or sponsored link advertising is a great strategy for most PT businesses since it is such a niche industry - and most are geographically popular businesses as well. This means there is much less competition for keywords and as a result PPC can be very cost effective.

Having a quality web presence is the one factor that ties all of these techniques together. In addition, having the ability and control to regularly update your website will allow you to easily implement and manage many of the Internet Marketing strategies as per discussed. Remember, your website is the first thing most prospective clients will see and it is the most important place to put your best foot forward. 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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