

SEO Tips for your Fitness Website

An effective personal trainer website should balance two objectives:

- Simplifying your marketing efforts
- Adding relevant content to your site to enhance your search engine optimization efforts.

These two objectives are often times at odds since website content should be concise, direct and short. When it comes to appealing to search engines, the basic rule of thumb is the more relevant content, the better. You can achieve this balancing act without complicating your website by:

- Adding a newsletter section with an archive for old newsletters. Write them on a regular basis with PT-related topics. Over time, this will enrich your site by having more content.
- Adding a message-board or forum to your website for PT-related discussions. This will also generate information that will enhance your search engine efforts.
- Adding articles to your site that will interest your students.
- Adding a BLOG, if you have the interest and ability to manage it properly. It is a natural way to develop your search engine ranking over the long term.
- Incorporate keywords for each web page specific to the theme or name of that particular page. Add the main keywords for each page at least a few times and build them into the text so that it sounds natural.

Mikel Bruce with WebFlexor PT Websites (www.websitesforpt.com) generally recommends investing in other forms of web based marketing that will drive traffic to your websites such as: Email Marketing, Article Marketing and Pay-Per-Click Advertising. Getting your site optimized in the organic or natural sections of the main search engines can take significant time and can be very difficult – especially if your training business is located in a large densely populated city and you are targeting competitive keywords such as ‘New York Personal Training’. This does not mean to ignore the SEO process altogether, but to balance your effort tactics that could have more immediate returns.

As the Internet becomes more widely used, it becomes even more important to tap into the potential availability since the majority of potential PT clients are now using the web to both search for trainers and to gather information. At the same time, the Internet is becoming more competitive for PT, so it is even more important to think outside the box in terms of getting listed on the search engines to drive traffic to your website. Most personal trainers are not technically inclined and don't have degrees in marketing so the process of establishing a web-based marketing campaign can be difficult. Fortunately, there are more and more resources available to trainers designed to help them succeed on the web.



If you are looking to develop a professional web presence, WebFlexor PT specializes in helping Personal Trainers and Fitness Professionals succeed on the Web.

Mikel Bruce
WebFlexor PT
888-282-7818
www.websitesforpt.com