

How to Improve Your Fitness Studio's SEO

Thousands of businesses are discovered each day through online searches, and your studio can be one of them. Through search engine optimization (SEO), you increase the likelihood of attracting new clients who are looking for services like yours.

So, how can you improve your website's ranking in search results? Here's a list of SEO best practices to help your potential clients find you online.

■ PROVIDE UNIQUE AND QUALITY CONTENT

Engaging, unique content captivates your audience and keeps them coming back for more; it's also critical to your SEO success.

- Tell authentic, captivating stories, like the journey of building your fitness studio
- Use testimonials from clients to build credibility
- Create a variety of content that solves for various search queries, like blogs, videos, checklists, infographics, client spotlights, and fitness challenges
- Update your content regularly to keep it accurate and fresh
- Include community-focused content by highlighting local fitness events or featuring member stories

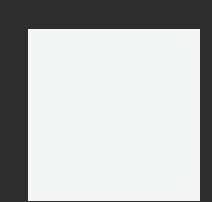




USE RELEVANT KEYWORDS ON YOUR SITE

Keywords are the queries prospects will use to find you. The more your site ranks for these keywords, the more visibility you have online.

- Conduct thorough keyword research, identify any keywords that match your services, then incorporate these keywords across your site pages
- Use free keyword research tools, like [Moz Keyword Explorer](#), to identify keywords that would work best for your business
- Consider incorporating long-tail keywords, like “how to find a personal trainer that specializes in building muscle mass,” since they are more specific, less competitive, and have a higher intent to purchase
- Be sure to include these relevant keywords in page titles, meta descriptions, URLs, and headings across your website

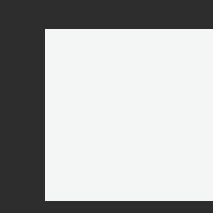


BUILD A MOBILE RESPONSIVE WEBSITE

About 63% of searches occur on mobile devices. Building a mobile-responsive website allows you to capture much of that traffic. Not to mention, search engines penalize businesses without mobile-friendly sites, displaying them farther down in results.

Use a [mobile responsive test](#) to check how well your site performs on smaller devices.

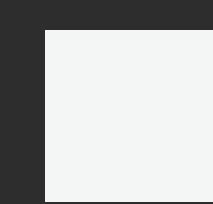
- Make sure your website displays properly on tablets and phones
- Ensure that your online booking experience is seamless on mobile devices, so clients can book their next workout on-the-go



OPTIMIZE YOUR SITE FOR SPEED

Site speed impacts your user experience and, therefore, your search rankings. Web users are not willing to wait long for your website to load. A slow site will increase the bounce rate, reduce dwell time, and push your content down in search results.

- Check your website load time with [Page Speed Insights](#)
- Apply any specific fixes offered by the speed test so visitors have an enjoyable experience on your site
- Considering optimizing the primary culprits to site speed: image size, server issues, plugins or ads



ENHANCE SITE NAVIGATION

Prospective gym members and site visitors will stay longer on a site they can easily navigate, improving your time on page and rankings. Include elements that help visitors find what they're looking for.

- Create clear calls-to-action (CTAs)
- Add a search bar
- Use common navigation icons
- Enhance your site with appealing colors and imagery
- Aim for clear categorization of pages and a site hierarchy
- Include footer navigation
- Build an internal linking structure throughout your pages

USE ALT TEXT FOR IMAGES

Alternative text (a.k.a. alt text) is another way for search engines to learn about your site's content. Alt tags give context to an image, allowing search engines to index the image correctly and place it on search results pages.

- Add alt text descriptions that accurately describe each image on your site, including photos of your classes, the company logo, studio equipment, instructors, and more
- Describe your image in 125 characters or less and consider including one target keyword that naturally fits into your description

SECURE YOUR WEBSITE

Secure your website to show visitors your commitment to safeguarding their data, thereby building trust, increasing traffic, and boosting conversions.

- Put an SSL (or Secure Sockets Layer) certificate on your website. This certificate means your website's URL address will appear with HTTPS (Hyper Text Transfer Protocol Secure), rather than HTTP, confirming to visitors that your website is secure
- Work with your hosting provider or purchase a certificate



INCORPORATE INTERNAL LINKING AND BACKLINKS

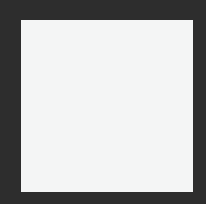
Internal linking—links between pages on your site—helps search engines understand how your content is related, and it helps users navigate your site. Backlinks, or links from other sites, increase your site's credibility and authority in search engines.

- Add internal links to the related pages on your website, for example, if you create a video about proper weightlifting form, make sure you add a link to your blog post on weightlifting 101
- If your gym or studio engages in cross-promotions or partnerships with other local businesses, ask these organizations to link to your website

BUILD A LOCAL SEO STRATEGY

A local SEO strategy will help your studio appear in local searches, reaching potential clients in your area.

- Claim and optimize a [Google Business Profile](#) for local visibility. Update your listing regularly with accurate company information, engaging posts, and photos
- Participate in community events and sponsor activities to enhance your local presence
- Encourage customer reviews to boost local search rankings—happy customers sharing positive experiences online boosts your studio's reputation
- Use keywords like "gym near (your city)" or "fitness studio in (your city)" to localize your SEO efforts



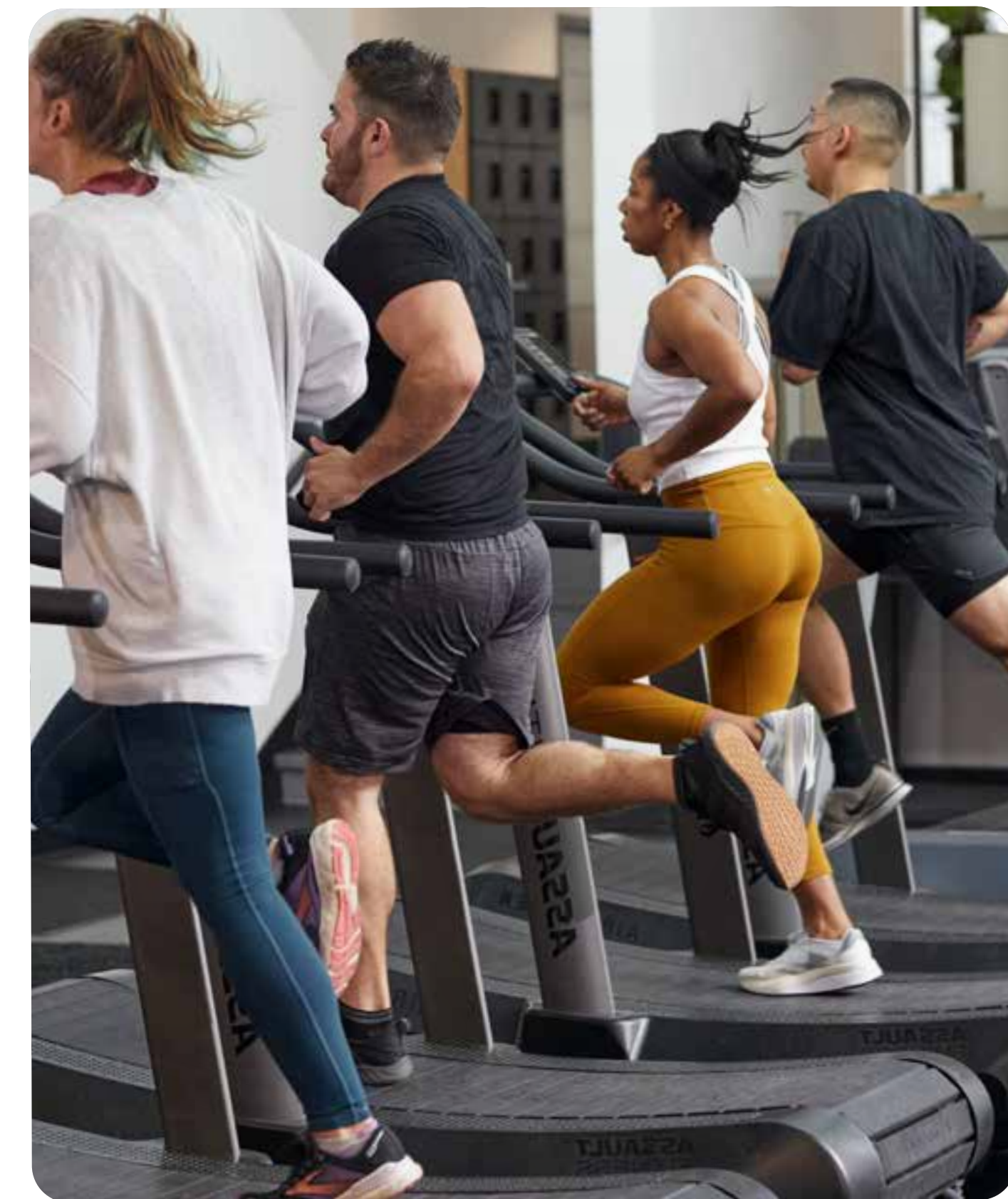
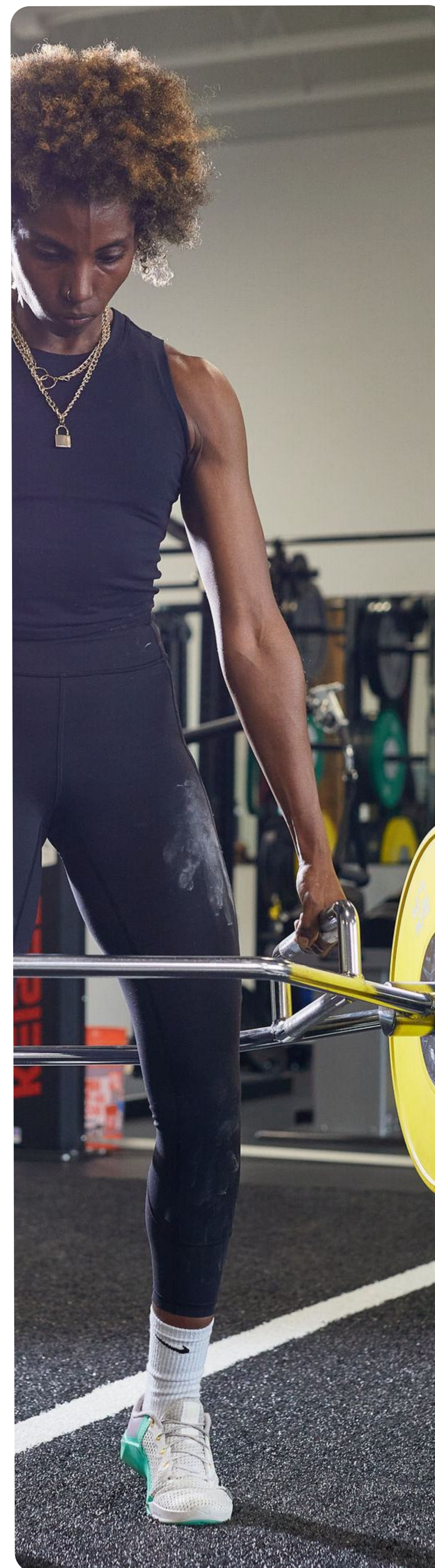
LEVERAGE SOCIAL MEDIA

Social media doesn't directly affect your SEO, but it does improve your brand awareness and can send traffic to your website, thereby increasing your studio's online visibility.

- Create shareable, visually appealing content
- Drive engagement by answering questions, responding to comments, and sharing user-generated content
- Use relevant hashtags to extend the reach of your posts

ENHANCE YOUR FITNESS STUDIO'S VISIBILITY

Prospective members will find you easily if you have a strong online presence. Optimizing your fitness studio's website for search engines will increase quality traffic and attract leads. Use the above tips to become visible to potential customers and build your fitness business.



Looking to grow your business even further?

Mindbody has the tools to help you connect with more consumers and drive more revenue. Our platform helps you run day-to-day fitness studio operations, attract and retain clients, and so much more. [Get a demo >](#)

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