

# WHAT TO KNOW ABOUT SEO FOR FITNESS



**SWETI SERVICES**  
INSPIRING PEOPLE TO FITNESS



## Introduction

THE MOST IMPORTANT THING TO KNOW ABOUT SEO:

*If your customers aren't able to find **you**, they will find **your competitors**.*

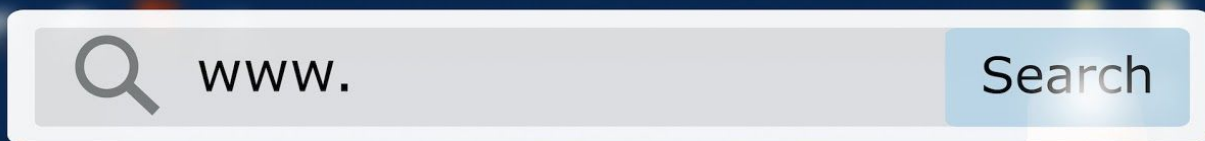
When it comes to having a presence on the internet, Google is still the king of the court for determining how your site ranks 'in the grand scheme of things' — loosely translated as where you fall in the world wide web. But why does the whole wide web matter when as an owner of a fitness business, you are concerned with a particular target market: most people choose to



workout within a 5-mile/15-minute radius of where they live or work. You're most focused on targeting that particular population, so why does it matter where you are on the "www"?

Just as it is geographically, it all boils down to one point Googley as well: **Location. Location. Location.** You want to make it as easy as possible for people searching to find YOU. Think of it less as a 'marketing strategy' and more of a branding effort. As you increase recognition and reputation, you will increase your ranking. The higher up you rank with search engines, the greater exposure you have to people as they search for fitness as well as the higher a chance they will click through to your fitness website.

So as a fitness business owner, how exactly do you improve where you show up in search results? Here are the top 6 things you need to know that can help you improve local SEO for your site:



## Tip 1: Unlock your searchable potential with the right keywords.

Keywords are the terms people are searching for to find a fitness business. For example, search for "fitness 78701" to get a list of fitness businesses in Austin, Texas. Your home page, and to a lesser extent your other pages, need to contain the most commonly used search terms. We often run into fitness business whose landing (home) page is an image with almost no text. This creates a landing page that has almost nothing for the search engines to index. Not sure what keywords people are searching for? Understanding and using Google Adwords keyword planner helps to find the most commonly searched for terms in a particular city. Use as many of these keywords as apply to your business and make sense on your site when writing class descriptions or page content. Quality content on your pages matters, so incorporate keywords organically.



## Tip 2: Optimize Prime Information

Optimize your page information accurately. Make sure you list the hours of operation, phone number, and address IDENTICALLY across all pages of your site. See to it that the images have titles and descriptions with the relevant keywords to boost SEO. Google sends out it's

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'crawlers' to scour and catalog just about everything on your site; optimizing all of your images, pages, and links is critical so they don't get 'stuck' in the process. If they get stuck, they give up (just like a potential customer will do), so make it as easy as possible to navigate your site with quality AND CORRECT information as well as optimized images. Having an XML sitemap on your page for Google's 'creepy crawlers' will ensure that they can register your page for the rankings.

### Tip 3: Utilize Local Directory Listings

How people are going to find you on the internet also depends on *how they will find you* geographically. See that your business is registered as a Local Place with Google and other major search engines. It is important to make sure that your *NAP* (Name/Address/Phone) is on

each page of your website and matches Google **exactly** (this goes back to Tip 2, double-checking that all of your page information is optimized, correct and consistent).

Claiming your business with local directory

listings and major search engines will literally *put your business on the map*. Remember that awful yellow book delivered each year, the antiquated *Yellow Page directory*- while it's not a newflash that no one uses the physical book anymore, it is a newflash that being registered with the directory and as many online directories as possible does volumes (pun intended) for your SEO. Along with each directory listing is a link to your website, an added bonus that will help with the next point:

## Local Directory Listings



## Tip 4: Increase Trusted Links and Reviews

If it's on the internet, *it's gotta be true*, right? Search engines make information instantaneously available at your fingertips for just about any whim you can imagine. There is enough *junk* out there and search engines are getting smarter at detecting what is fact and what is phony, whether that be an actual business or relevant information. You have to convince these search engines that your business matters and you do this by building *trust*. You have people trust you with their lives (as it pertains to fitness), so how do you convince Google to trust your site to rank high in the search engine results? Your site needs links from trusted sources (the sites that rank at the top of the search for the keywords you're targeting have the most *trust* to be in the top spot). These sites and their information has been deemed credible and legitimate. Reviews are important because they influence the links people click. How do you get links and reviews? You make contacts and build relationships with them. This takes time but is worth the work if you want to improve your SEO. Sometimes a PR effort can help as newspapers and news agencies are trusted sources. Blogs are as well, so don't discount the fitness bloggers in your area.





## Tip 5: Meta (more so Mega) Important is Your Meta-Description

This is the description that follows your page listing and URL on a Google Search. It is your 156-character business pitch so you have to make it a compelling one, including the important keywords for the page. While not the most influential in SEO ranking, it is **the** first impression a consumer has of your page when searching particular keywords and influences the probability of click-through to your site. When a potential customer is Google-searching keywords for fitness, will your page's meta description convince them to click-through to your page? Make sure your best point is made in the page's meta description because after the keywords, this is what the searcher will be basing their decision on when clicking to a site.

**WEB Search**

The world wide web News Maps Images more >>

type here...

Search now

User preferences  
Advanced

Surf the web ☒ www ☐ English ☐ Français

### Search Results

Found 1-800 aprox 10.538.863 related links

#### Internet Marketing • Search Engine Optimization

Our suggestions

Be the first to appear on the results! SEO does it for your site, we do IT for you.

#### **e-commerce — goods are sold directly to consumers or businesses**

internet marketing ties together creative and technical aspects of the Internet, including design, development, advertising, and sales.

[www.com](#) 11k - [Caché](#) - [Similar sites](#)

#### **Affiliate Marketing — Gain traffic fast!**

A business rewards one or more affiliates for each visitor or customer brought about by the affiliate's marketing efforts.

[http://www](#) 25k - [Caché](#) - [Similar sites](#)

#### **LEAD based websites — an organization generates value by acquiring sales leads from its web**

There are many other business models based on the specific needs

[www.www.www/](#) 11k - [Caché](#) - [Similar sites](#)

#### **Geo targeting - Marketing Online**

Geo targeting (in internet marketing) and geo marketing are the methods of determining the geolocation (the physical location) of a website visitor with geolocation software,

sponsored results

#### **Pay per click**

Such advertisements are called sponsored links or sponsored ads, and appear adjacent to or above the "natural" or organic results on

[PPC](#)

#### **Ad Sense**

The phrases accepted are "Sponsored Links" and "Advertisements". ...

[www.net](#)

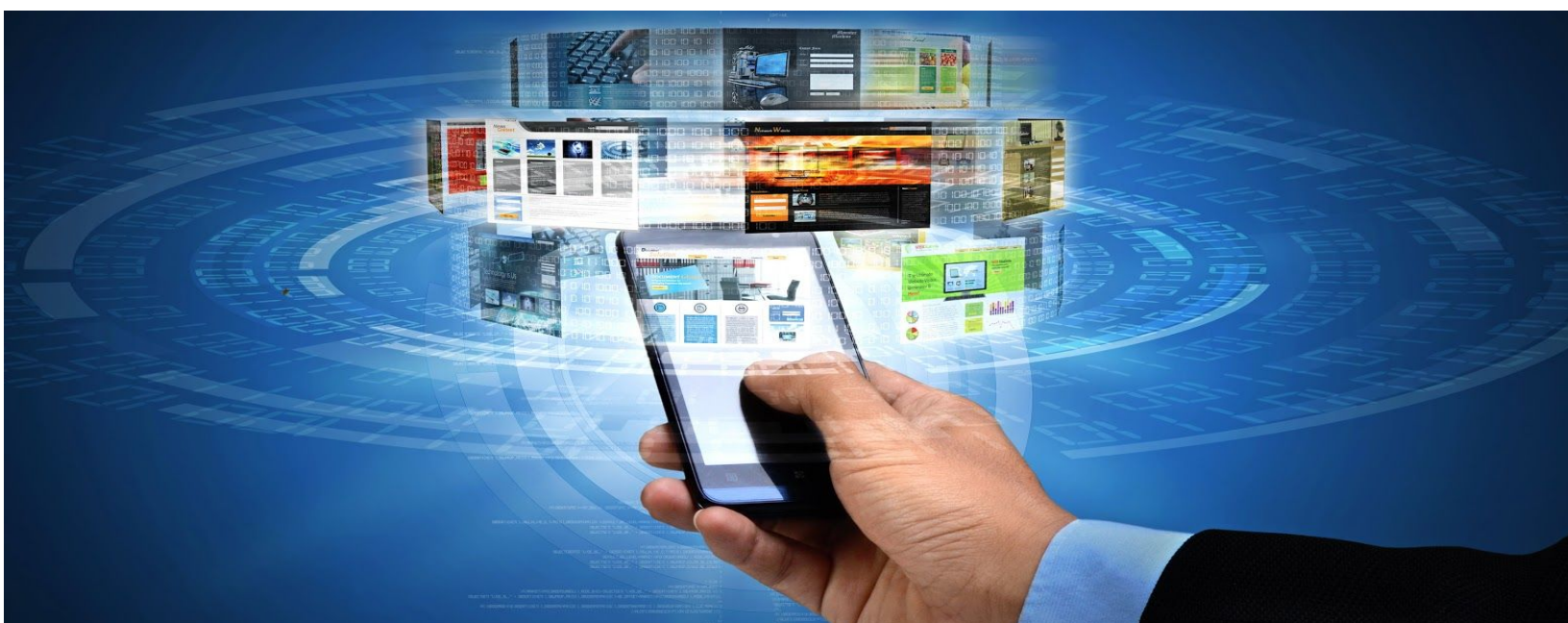
#### **Banner Ads**

Instead of having plain pages with sponsored links, the user can develop a website for their domain, in minutes, with content related to ...

[www](#)

## Tip 6: SEO is like fitness, MOBILITY is a huge factor

With a recent change to Google's algorithms, it has become important to update your site so that it is responsive. What is responsive? In simple terms, this means your site is mobile-device friendly. We are at the tipping point in time where more people are performing searches on mobile devices, so making sure that your site is responsive increases local SEO. In fact, Google will actually dock your ranking if your site *is not* mobile responsive. This can be easily done with an HTML5 format for your website that will allow your page to format to almost any device.



To ensure that people can find your business, you need to make sure that they can find you online, and an effective SEO strategy is the best way to do that. Just as in 'optimum fitness', the same goes for search engine optimization: It takes time, the proper technique, and maintenance. But strengthening your local SEO will boost your business's online presence and organic traffic to your site.





Thank you for reading our eBook What to know about SEO for Fitness Businesses. We hope you learned something from it and now feel competent about the necessary items to improve your fitness business's SEO rankings! Feel like you've learned what you need to do but aren't sure exactly how to go about doing so? The team at Sweti Services is here for you! Our mission as a company is "Inspiring people to fitness", and if we can help your business to do that, then it's a job well done for everyone! As a special thank you for downloading our book, we'd love to share with you a complimentary website evaluation where we can give you input and feedback on your site and what you can do to improve your SEO.

## Want To Get In Touch With Us?

PLAY Hard

RAISE THE ROOF

WEBSITE DESIGN

INSPIRE

BE INSPIRED

LOVE

SWEAT

REPEAT

PERFORM AT YOUR BEST

I WORK OUT

WIGGLE, WIGGLE, WIGGLE

BELIEVE

IN SUCCESS

WIGGLE, WIGGLE, WIGGLE

ASPIRE TO INSPIRE

RUN FAST, RUN FAR

BE LEGENDARY

BE

CHAMPION

BE. YOU, TIFUL

COMMITMENT

TOTAL BODY

WORKOUT

IT'S NEVER TOO LATE

PLANNING

EVENT

DEDICATION

CONSISTENCY

COMMITMENT

WAKE UP.

WORK OUT. REPEAT.

SOCIAL MEDIA

A FITNESS COMMUNITY

FRIENDS, NOT MONEY FIRST

BELIEVE IN YOURSELF

CREATIVITY WILL GET YOU EVERYWHERE

I THINK I CAN

WORK OUT EVERY DAY

GET SWEATY

CHANGE EVERY DAY

BRING IT ON

YOU ARE AWESOME

RIDE IT LIKE YOU STOLE IT

EARN IT

DIET

CLEANSE

PUSH HARDER THAN YOU THOUGHT POSSIBLE

THAT DAY IS NOT TODAY

INTENSITY

SWEAT ADDICT

ATHLETE

DREAM BIG

WORK HARD

ROCK STAR

LOVE

BE STRONG

EXERCISE YOUR HAPPINESS

LOVE

GET FuNkY

EMAIL MARKETING

CLIMB HIGHER

SWEAT IS FAT CRYING