

3 WAYS TO BOOST ONLINE PRESENCE

Follow this handy checklist to work through our tips and best practice to boost your gym's online presence and set your website up for ranking success.

1. WEBSITE CONTENT

☐ UNIQUE CONTENT & ABOUT PAGE

- Add unique content to your site explaining what sets your gym apart
- Submit a founder's story and add coaches to your about page
- Be sure to include credentials to build authority and show expertise!

☐ ADD 'HELPFUL' CONTENT & LOCAL REFERENCES

- Add (or update) your FAQs, ensuring they are detailed, helpful, and relevant
- Include local references such as directions, neighborhoods you serve, and any relevant local businesses and partnerships

☐ INCLUDE TESTIMONIALS, REAL LIFE CLIENT STORIES & RESULTS

- Add testimonials such as the Google Review Widget to the homepage
- Add an additional dedicated page for testimonials and client stories

2. GOOGLE BUSINESS PROFILE (GBP)

☐ CHECK & UPDATE KEY DETAILS

- Ensure NAP (Name, Address, Phone) are all **exactly** correct
- Add details including opening hours, business categories, and check links
- Add / update a business description, including relevant keywords and services

☐ GATHER REVIEWS & RESPOND REGULARLY

- Create a QR Code to make requesting reviews easy in the gym
- Set up an automation in Gym Lead Machine to gather reviews, and encourage client to use relevant keywords
- Always respond to your reviews authentically!

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2. GBP CONTINUED...



REGULARLY UPDATE & POST

- Update business hours around holidays
- Add a new photo to the profile every week
- Post 'updates' using the [GLM Social Planner](#) (or post direct to the profile!)

3. BLOGS



START BLOGGING REGULARLY

- If you don't yet have a blog on your Kilo website, [email Kilo's support team!](#)
- Start small, and focus on consistency. Blog consistently once per month (sharing the blog each time) will be better than 10 in one month, then nothing!



WRITE ORIGINAL, VALUE-FILLED, WELL OPTIMIZED BLOGS

- Use Google searches to discover *what questions people are asking*
- Share original, helpful, unique content as priority
- Optimize your posts using Rank Math (links, local references, images) - see Kilo's [Blogging 101 Webinar](#) for a full walkthrough.



SHARE. SHARE. SHARE

- Share published blogs on [Social Media](#) (including clickable links / link in bio)
- Share on your Google Business Profile as an 'update'
- Email your mailing list (leads, clients and alumni!) with a link to the post

ARE YOU A KILO PRO? SEE THE NEXT PAGE...

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KILO PRO: ABOVE AND BEYOND

For further tips, best practice and support, check out the following ideas and articles to help double down on your online-presence-boosting efforts!

☐ BRAND CONSISTENCY

- Check out Kilo's [detailed guide](#) on brand consistency!
- Carry out these checks **regularly**.

☐ BUILD CITATIONS

- Read Kilo's [guide](#) on the importance of Local Search Citations.
- Consider [appointing Kilo](#) to handle the citation set up for you!

☐ AUTOMATE YOUR BLOG ANNOUNCEMENTS

- Set up an [RSS Email Campaign](#) to automatically email your mailing list every time you share a new blog.
- Request the [RSS Email Campaign Template](#) here!

☐ WEBSITE RE-DESIGN

- All Kilo clients can have a **free** website re-design every 12 months. Check with the [Kilo Support Team](#) to see if you are eligible!

☐ USE TRANSCRIBING TOOLS TO WRITE CONTENT

- If you struggle to write unique content, consider using a transcribing tool to turn your spoken words into website-ready sentences.