



My **PT** Website

## The Cost of a Fitness Website

A comprehensive breakdown of what goes on behind the scenes of a successful fitness website and what it will cost you in time and money for the build and monthly maintenance.

# Compare One-Off Payments

Compare the cost of services that are typically paid as a one off fee.

## Website Design

### Other Companies (\$1,500 average)

When we searched for other fitness web design company prices we found they ranged from \$497 (Fitness Website Formula) and \$2,500 (Startup Active).

### My PT Website (\$750)

We charge flat rates with no hidden fees to get the website you need. Our prices are based on years of building personal trainer websites and knowing exactly what you need to build a successful fitness website.

## Website Copywriting

### Other Companies (\$300)

Based on an industry average of \$6/100 words and 5 pages per website. Some companies do include this in the set up fee. Others don't.

### My PT Website (Included)

Website copy is included in the price of your website set up fee. We use comprehensive questionnaires to discover everything we need to know to speak to your ideal clients.

## Website Images

### Other Companies (\$5/image)

Images can cost from as little as \$5 but premium images often cost more. Some companies may provide these for you but others might make you pay extra per image.

### My PT Website (Included)

We'll source, purchase and also optimise all of your website images for you. If you have your own or get new ones, we'll also optimise those and add them to your website at no extra charge.

## On-Site Search Engine Optimisation

### Other Companies (\$75/hour)

It can take 2-3 hours to research and optimise a website properly. According to a survey by SEO Moz, SEO's charge from \$75 per hour to \$200 per hour and is usually an additional service.

### My PT Website (Included)

On site search engine optimisation is included in the set up. For every page we create, we'll research the best keywords your clients use and add them to your website copy.

# Compare Monthly Fees

Services you might pay for on a monthly basis.

## Website Revisions

### Other Companies (\$6/100 words)

Our most popular feature. Most web design companies charge one off fees or hourly rates for on-going website revisions. You can either pay them or do work yourself.

### My PT Website (Included)

All of our plans include unlimited revisions because in reality, you'll need to make changes to your website copy and images on a monthly basis. Just send us an email and we'll take care of it.

## Technical Updates

### Other Companies (\$50/hour)

Updating apps like contact forms, maps, membership software and e-commerce can be a massive pain. The majority of web design companies we found do this on an hourly basis.

### My PT Website (Included)

All of our plans include unlimited technical updates. Furthermore, we do it in the background and get things sorted before plugins get chance to go out of date so your website stays in tip top shape.

## Website Support

### Other Companies (\$50/hour)

Almost all website companies will build your website and leave you to it. If you do need support, whether it's a simple question or an amazing idea, you'll more than likely pay by the hour.

### My PT Website (Included)

All of our Managed Websites unlimited support because we understand that you're not a designer or a marketer. We'll be on hand to answer questions and point you in the right direction, forever.

## Security & Hosting

### Other Companies (\$15/month)

Most website design companies will host your website for you, usually at an extra fee. They'll also charge for SSL security certificates and installation.

### My PT Website (Included)

We host your website for you on our lightning fast cloud hosting platform which delivers an incredible 99.99% uptime. We also apply for and purchase SSL security on your behalf.

## Final Costs

---

### **Other Companies** **(\$1,500 to set up and \$100/Month)**

This is just an average. You'll find both cheaper and more expensive options. Which company you choose to go with will depend on your design preferences and level of on-going support needed.

## Perfect For...

---

### **Other Companies**

Personal trainers who have more technological and marketing knowledge and want to manage every aspect of their website design project.

### **My Personal Trainer Website** **(\$750 set up and \$75/Month)**

We've created a system specifically for personal trainers who want to create a professional web presence, keep it updated and have the support of an experienced marketer to get more clients from their site.

### **My Personal Trainer Website**

Personal trainers who would rather leave the tech stuff to someone else, buy back their time and concentrate on doing what they love, training clients.