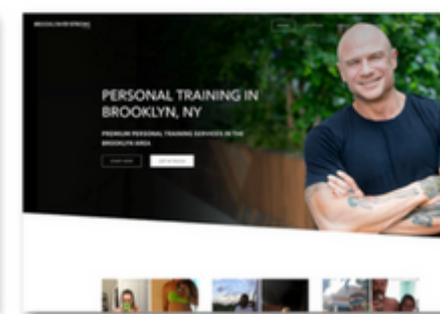


My **PT** Website

# 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.

**In a rush? Here's a quick summary:**

## Final Costs

### Other Companies

**(\$1,740 to set up and \$360/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.

### My Personal Trainer Website

**(\$495 set up and \$95-\$195/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.

## 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 Personal Trainer Website (\$495)

We charge flat rates with no hidden fees to on-board new clients. This price is based on how much work we've done in the past on the previous 300+ website we've built.

### Website Copywriting

#### Other Companies (\$300)

Based on an industry average of \$60 per page and 5 pages per website. Some companies do include this in the set up fee. Others don't.

#### My Personal Trainer 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.

### On-Site Search Engine Optimisation

#### Other Companies (\$150)

It can 2-3 hours to research and SEO a website properly. According to a survey by SEO Moz, SEO's charge from \$76 per hour to \$200 per hour.

#### My Personal Trainer 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.

### Total One Off Payment

#### Other Companies (\$1,740)

Based on industry averages, you might expect to pay around \$1,740. Of course, if you choose to do some of the work yourself, it could be even less.

#### My Personal Trainer Website (\$495)

We use flat rates with no surprises to build a website, add images, create the copy and search engine optimise. No matter how many pages you need.

## Compare On-going Monthly Marketing Fees

Products and services you might pay for on a monthly basis with both money and your time.

### Website Revisions

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#### **Other Companies (\$60)**

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 Personal Trainer 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

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#### **Other Companies (\$60)**

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 Personal Trainer Website (Included)**

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

### Website & Marketing Support

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#### **Other Companies (\$60)**

Almost all website companies offer marketing services but no support when you want to make important business decisions. If you do need support, you'll more than likely pay by the hour.

#### **My Personal Trainer Website (Included)**

All of our plans include 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.

### Membership Software

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#### **Other Companies (\$30)**

There are hundreds of membership software's to choose from so we averaged some of the top companies like Member Mouse and Wishlist for Wordpress.

#### **My Personal Trainer Website (Included)**

Membership software is not only included in the monthly fee but it's also seamlessly integrated with your website to make creating member specific pages as easy as 1, 2, 3.

## Email Marketing Software

### Other Companies (\$10)

We price checked the most popular email marketing companies like Mailchimp and Aweber. They're all pretty cheap DIY options and simple to use.

### My Personal Trainer Website (Included)

Email marketing software is included in our Plus and Expert plan. You'll also get access to an email marketing coach to help you with your campaigns.

## E-Commerce

### Other Companies (\$30)

The most popular eCommerce tools we could find that are designed for general use on small sites were WooCommerce and Shopify. They're pretty cheap but do require some learning & integration.

### My Personal Trainer Website (Included)

Our Managed Website plan includes up to 25 physical products and our Expert and Plus plan includes unlimited products and the ability to sell digital products.

## Total One Off Payment

### Other Companies (\$360/Month)

If you want a done for you website and just 5 hours monthly support, it will cost you around \$465 per month using the most basic of services. It may cost more for more premium services.

### My Personal Trainer Website (From \$95-\$195/Month)

Our plans include everything you need to get a constant and on-going stream of clients from your personal trainer website with simple and affordable pricing. No surprises.

## Final Costs

### Other Companies (\$1,740 to set up and \$360/Month)

Of course, you'll find cheaper and more expensive options on the market. Which company you choose to go with will depend on your design preferences and level of on-going support needed.

### My Personal Trainer Website (\$495 set up and \$95-\$195/Month)

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