

# My Website

The cost of a fitness website.  
Is it really worth it?

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.

## Build

The cost to build a personal trainer website based on information we've gathered from experience, surveys and talking to personal trainers.

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Planning
Copywriting
Design
Layout
SEO

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### Do It Yourself

\$ | Your Time

\$0 | 1

\$0 | 6

\$0 | 6

\$0 | 2

\$0 | 10

**\$0 | 25 hours**

Ideal if you have some design, marketing experience and a lot of time on your hands.



### Outsource

\$ | Your Time

\$100 | 1

\$200 | 2

\$300 | 1

\$150 | 1

\$400 | 1

**\$1,150 | 6 hours**

The best option if you have a more comprehensive business plan.



### My PT Website

\$ | Your Time

\$50 | 0.5

\$200 | 1

\$200 | 0.5

\$200 | 0.5

\$100 | 0.5

**\$750 | 3 hours**

The best of both worlds. Affordable and time saving so you can get on with what you love. Training clients.

## Maintain

How much it costs to build a personal trainer website on a month by month basis.



### Do It Yourself

\$ | Your Time



### Outsource

\$ | Your Time



### My PT Website

\$ | Your Time

Hosting

\$10 | 0

\$30 | 0

\$5 | 0

Content

\$0 | 4

\$50/100 words | 2

\$20 | 1

Updates

\$0 | 8

\$50/hour | 2

\$20 | 0

Website Builder

\$15 | 1

\$30 | 1

\$20 | 1

Technical Updates

\$0 | 2

\$50/hour | 1

\$10 | 0

**\$25 | 14**

Your monthly fees are pretty low but you'll spend a lot of time figuring things out.

**From \$200 | 6**

You'll spend more but get more help. Usually on a hourly basis.

**From \$75 | 2**

We take care of most things for you with plans starting at only \$75 per month.

