

THE FREE GUIDE

5 things every PT website gets wrong

And how to fix each one this week, without spending a dollar.

Written by Forma Sites, the studio that builds websites for the fitness industry and nothing else.

Every example in this guide is a real fault we found on a real New Zealand fitness website while researching this month. No theory, no filler. We have not named anyone.

01

Your contact details quietly fail

This is the most common and most expensive fault we find, and almost nobody knows it is happening. A phone number with a typo. A contact form that errors on submit. An email address that never got pasted in.

Real examples found this month: one Auckland gym's footer listed a mobile number with an extra digit, so anyone copying it from the bottom of the page could not get through. Another gym's own FAQ read "Flick us an email at" with the address missing entirely from the live page.

The fix, today: open your site on your phone. Tap every phone number, tap every email link, and actually submit your own contact form. If a form does not land in your inbox within a minute, it is broken and it has been costing you enquiries silently.

02

Your best proof is buried

Visitors decide in about a second whether you look legitimate. Most fitness sites spend that second on a philosophy paragraph and hide the one thing that actually convinces people three scrolls down.

Real example: a coach with over 200 professional fights and a number one ranking at Lumpinee had that record sitting halfway down a long about-page paragraph, below general text about the gym.

The fix, today: find the single most impressive true fact about you, a client result, a record, years in the game, and move it above the fold where nobody has to scroll. One specific number beats three paragraphs of adjectives.

03

There is no single obvious next step

A visitor who is convinced still needs to be told exactly what to do. Most sites offer five competing options, book, call, email, follow, subscribe, and a confused visitor does nothing at all.

The fix, today: pick the ONE action that matters most to your business. Usually that is booking a free trial or a first session. Make it a button, put it above the fold, repeat it at the bottom, and demote everything else to small text.

04

The site is visibly out of date

Nothing kills trust faster than a site that looks abandoned. If your copyright says 2020, a visitor reasonably wonders whether you are still open.

Real examples: a live homepage still displaying a closure notice for dates that had already passed. Another site still carrying template placeholder text that read "click here to edit me" on the public page.

The fix, today: update the copyright year, delete any notice about a date that has passed, and search your own pages for leftover placeholder text. Ten minutes, and it removes the impression that nobody is home.

05

It was built for you, not your client

Most fitness sites lead with the coach's story and qualifications. Those matter, but they answer the second question. The first question in a visitor's head is always "can you help someone like me?"

The fix, today: rewrite your opening line so it names who you help and what changes for them. "Strength training for women over 40 in Papakura" beats "Welcome to our studio" every time, and it also happens to be what people type into Google.

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