

# YOUR GUIDE TO A HIGH CONVERTING FITNESS WEBSITE

Everything you need to to turn your website  
into a lead generating machine in just 30 days!

## Are you ready to bring in a constant flow of leads each and every day!

But the big question is how? How do you turn your website into a high-converting beast, bringing in a constant flow of leads each and every day?

**If you've downloaded this eBook then it's clear to say that you want more conversions and more revenue from your website. To be honest, who doesn't?**

**In this eBook we will show you.**

We're going to go over the main factors on your website that play an important role in converting your visitors into new clients.

We will discuss the do's and don'ts in generating new leads from your website, as well as how Active Blueprint can bring you more leads.

Your website has the potential to generate massive amounts of new business, but you have to unlock that potential.

Because your website is always available, it has the potential to be your top sales person.

Now let's turn your website into a lead-generating

**Dan Harding**  
Marketing Director  
Fitness Pro Digital



## The Facts About Your Website

**A website is an essential business tool and every business uses its site differently.**

Some use it to generate instant revenue through ecommerce sales while others use it to generate leads, phone calls or physical location visits.

We are going to show you several ways to increase your leads, sales and revenue. Firstly, we need to consider the facts about online conversions and that will help you think about your online visitors and why you might be missing out on converting them into customers.



**Your website has just 0-8 seconds to grab a visitor's attention before they leave**



**Approximately 96% of visitors that come to your website are not ready to buy**



**The more landing pages you have, the more leads you are likely to get**



**A 1 second delay in your site's speed can result in a 7% reduction in conversions**



**More than 90% of visitors who read your headline also read your CTA copy**



**4 out of 5 consumers make a purchase using their mobile phone**

These are quite detailed statistics and come from some extensive research. Using our knowledge of these facts and we can start to use them to maximise your website's conversion rate.

## Grab Attention with Imagery

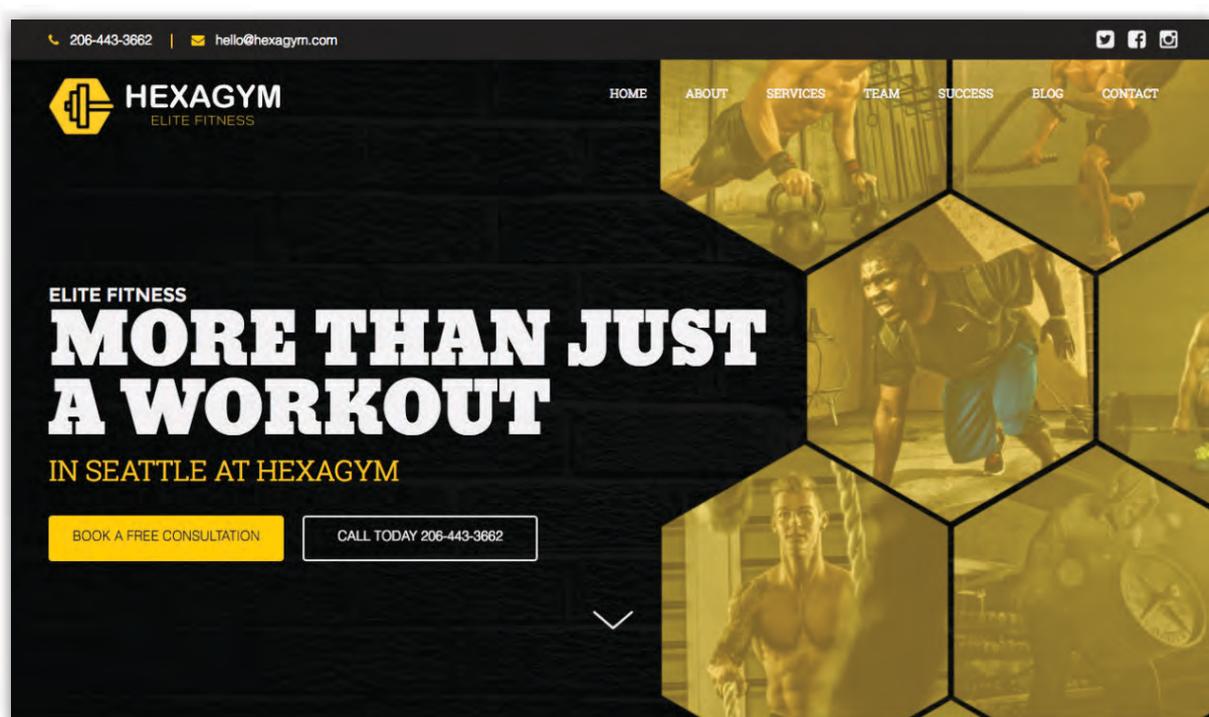
**"You have 0-8 seconds to grab a visitors attention.  
After this, the majority will leave your website"**

The first thing most people see is your homepage, so the key is to grab their attention with imagery.

It sounds simple, but the imagery on your home page can turn people off just as much as it can grab their attention. To achieve your conversion goals you need to be aware of how images can affect your visitors. This can seem a little daunting, like you are stabbing in the dark.

So lets help turn the light on and explain how it works

Take a look at Hexagym's homepage. They subscribe to the Fitness Pro Digital Framework and as a member receive the Pro Blueprint, which helps them convert more than ever before! We will use them as a typical example of one of our members throughout this eBook.



This is the first thing you will see when visiting their website. The image is clean, big and bold and it gets the right message across.

From the first few seconds of looking at Hexagym's homepage imagery, you can instantly recognise their service and target audience. Its clear to see the demographic of clients they work with, without even reading the content.

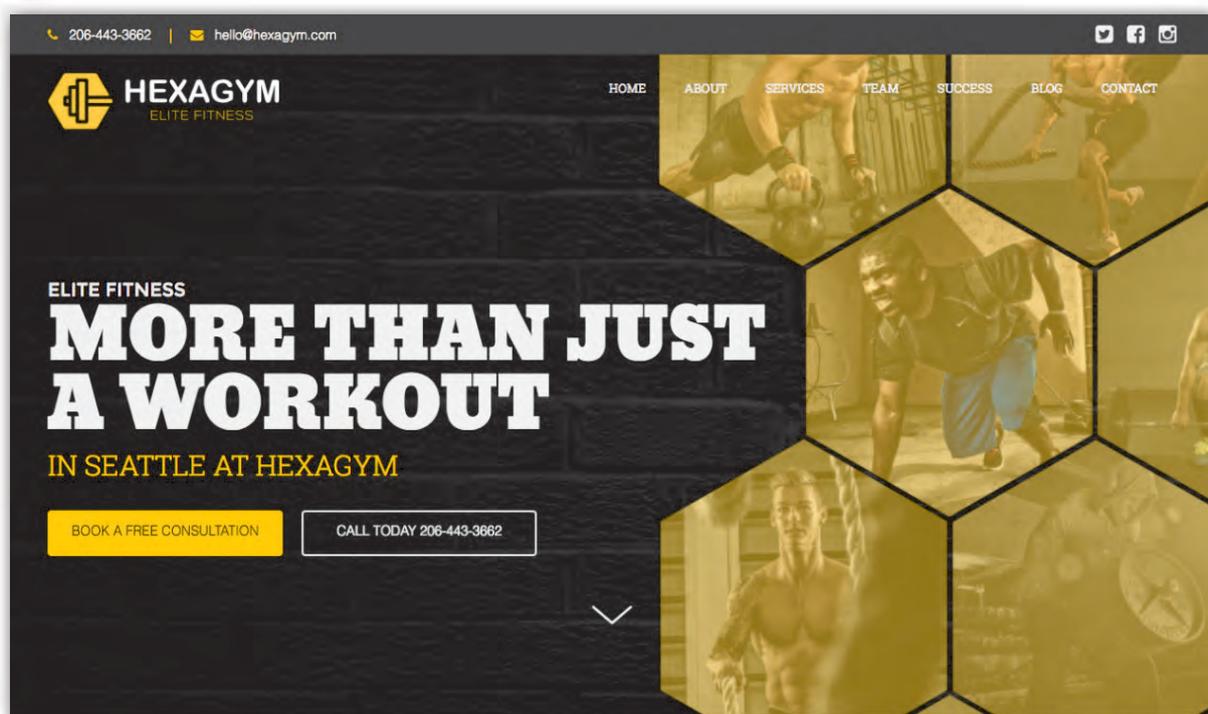
This image is tailored to meet their target audience and this is great practice in marketing.

So from just one image you have got a good idea of Hexagym's service, target audience and that's without reading a single line of text.

## Make your call-to-action buttons clear

### "Visitors who don't click, don't convert"

Visitors cannot get through to booking a consultation, class or session without clicking at least one button. This is why your call-to-action (CTA) need to be clearly visible to entice visitors to take the desired action.



### Improve CTA button visibility with contrasting colour

Taking a look at the first section of Hexagym's website. One of the first things you will see is the big bold yellow button. This button is their primary call-to-action button. It allows visitors to book in for a free consultation (or on a mobile to call directly by clicking the call today button).

These buttons draw instant attention and makes the visitor want to click them and every click leads to a conversion.

### Use Action-Packed Text

Call to action buttons should feature striking, action-oriented text. Substitute dull words like "SUBMIT" and "ENTER" for more action-packed words like "GET" "RESERVE" and "BOOK" Your action words should go along with specific text relating to your offer like:

- BOOK A CONSULTATION!
- TRY OUR FREE TRIAL!
- DOWNLOAD THE EBOOK!
- RESERVE YOUR SPACE!

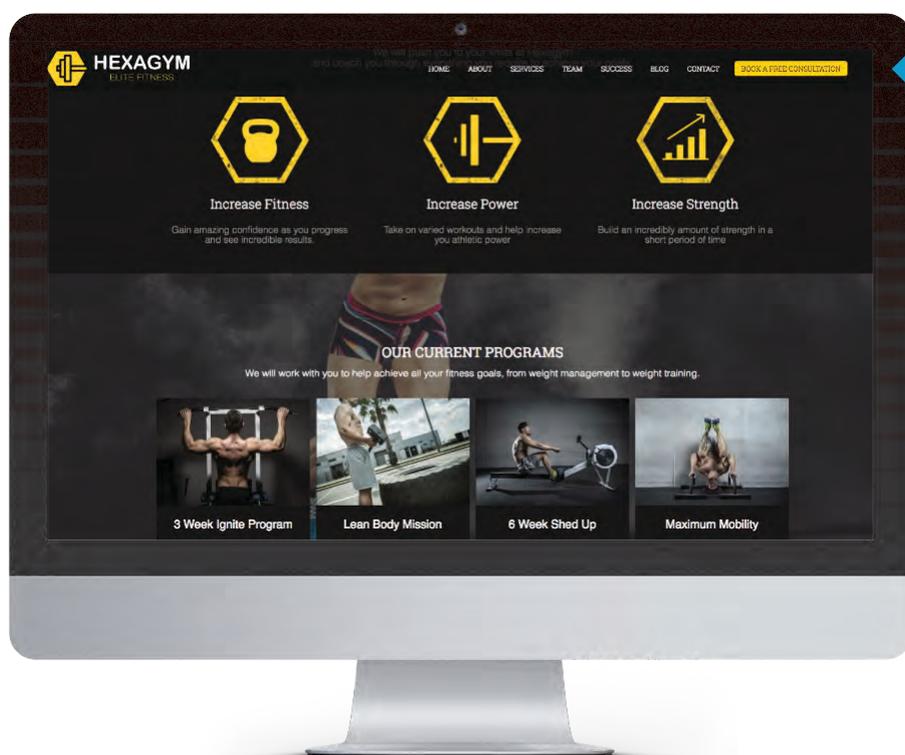
These will stand out and grab the visitors attention much more than a competitors website.

## Have multiple call-to-actions

**We get a lot of clients asking why they're not receiving many conversions and when we ask about their call-to-action buttons they say, "yes, we have one at the top of the homepage."**

The problem here is, if a visitor scrolls down, they can't see it and then what? There is no button for them to click. They quickly get bored and leave. This boredom is another conversion lost.

For this reason, you need multiple CTAs on your page. Remember that big red CTA button at the top of Hexagym's homepage? When you scroll down, a slide in menu appears with a CTA button that's visible to the visitor at all times.



Having a sticky CTA button like this can boost your conversions by 140%

The button follows the visitor in the top right corner. This gives the visitor the opportunity to click at any moment. In fact, this feature has proven to be hugely successful for our Blueprint clients, **boosting conversions on average by 140%**.

### Key Points:

Drawing more attention to your call-to-action buttons can significantly boost your conversion rates.

Use multiple call-to-action buttons through your pages, allowing visitors to click when they're in the right frame of mind to make a decision.

Make your button text more striking to grab the visitors attention and more likely to click.

## Some people just aren't ready to sign up

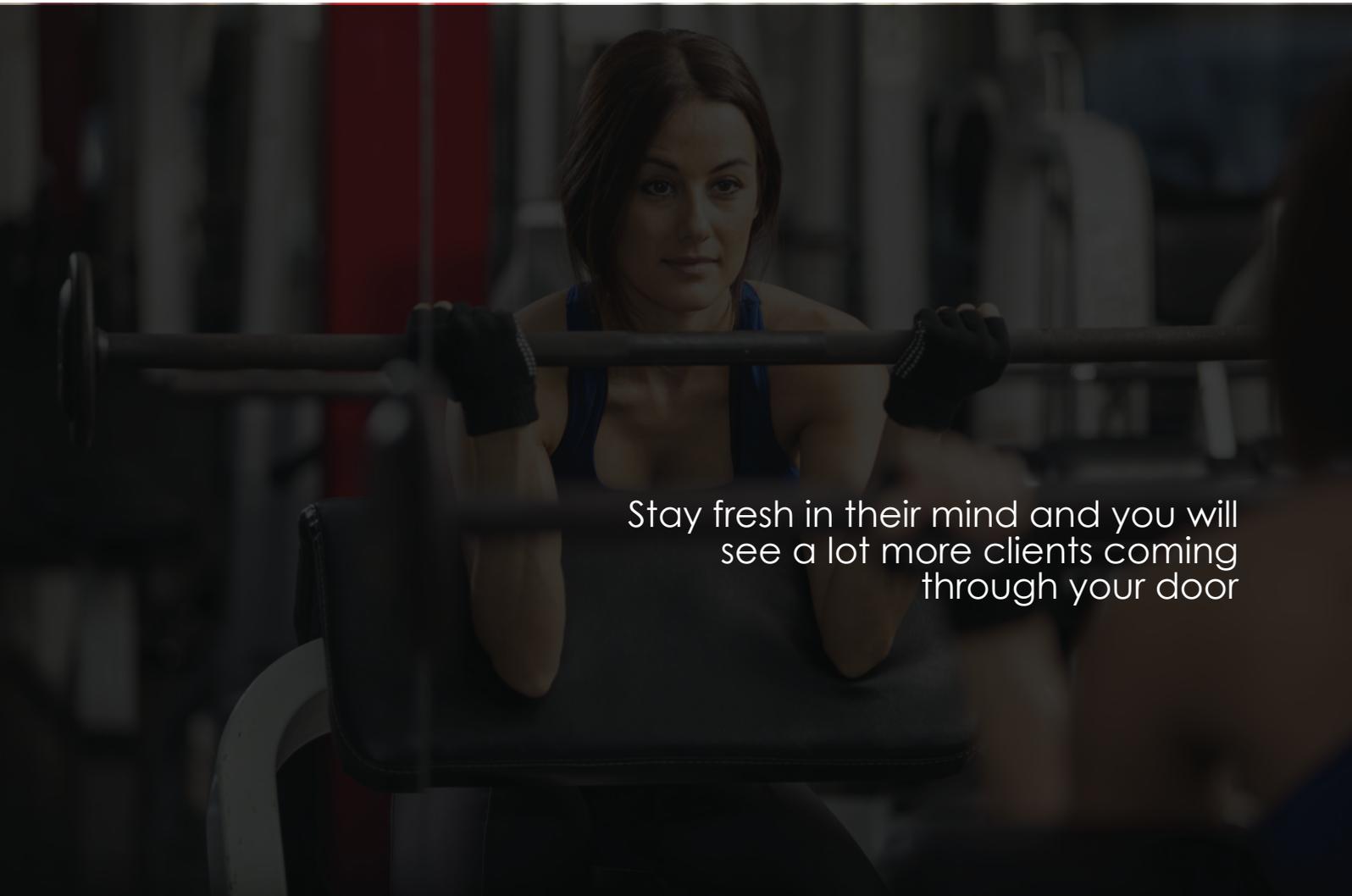
**Unfortunately not all people who visit your site are ready to sign up to your service yet.**

We've all been there, browsing for a product or service and then thinking "I'll come back to that later."

Now, how many times have you gone back to that same website to purchase the goods or service? Most likely not very often.

People not returning is the most significant reason of where you could be losing conversions. But how do you get around it? How do you get people to sign up without actually signing up?

**Simply offer something useful for free!**



Stay fresh in their mind and you will  
see a lot more clients coming  
through your door

## The power of free!

Offering a free video tutorial or a free eBook etc. is a brilliant marketing strategy. It gives website visitors the opportunity to get something free and useful without signing up straight away for the full package.

This works well for many reasons:

- It allows you to build a relationship with your lead, making your service trustworthy over time and them more likely to use your business.
- It gives you the opportunity to keep in contact with your leads, through newsletters and value-added content.



Offering a free video or eBook will allow you to generate warm leads who aren't ready to fully purchase your service yet

Our Pro Blueprint websites have a neat little feature for collecting these types of leads.

As a visitor scrolls down the page, they will see a popup box slide in from the right, giving them the opportunity to download a free eBook, etc.

Once you have their details, they're now warm leads.

As mentioned above, newsletters can be a handy way of regularly sending through value-added content. As an added touch, consider sending interesting industry-related articles that you think your prospect might enjoy, send congratulations on any big news they may announce, or send them best wishes around major holidays.

Stay fresh in their mind, and you will see a lot more clients coming through your door.

## They don't understand the service you're Providing

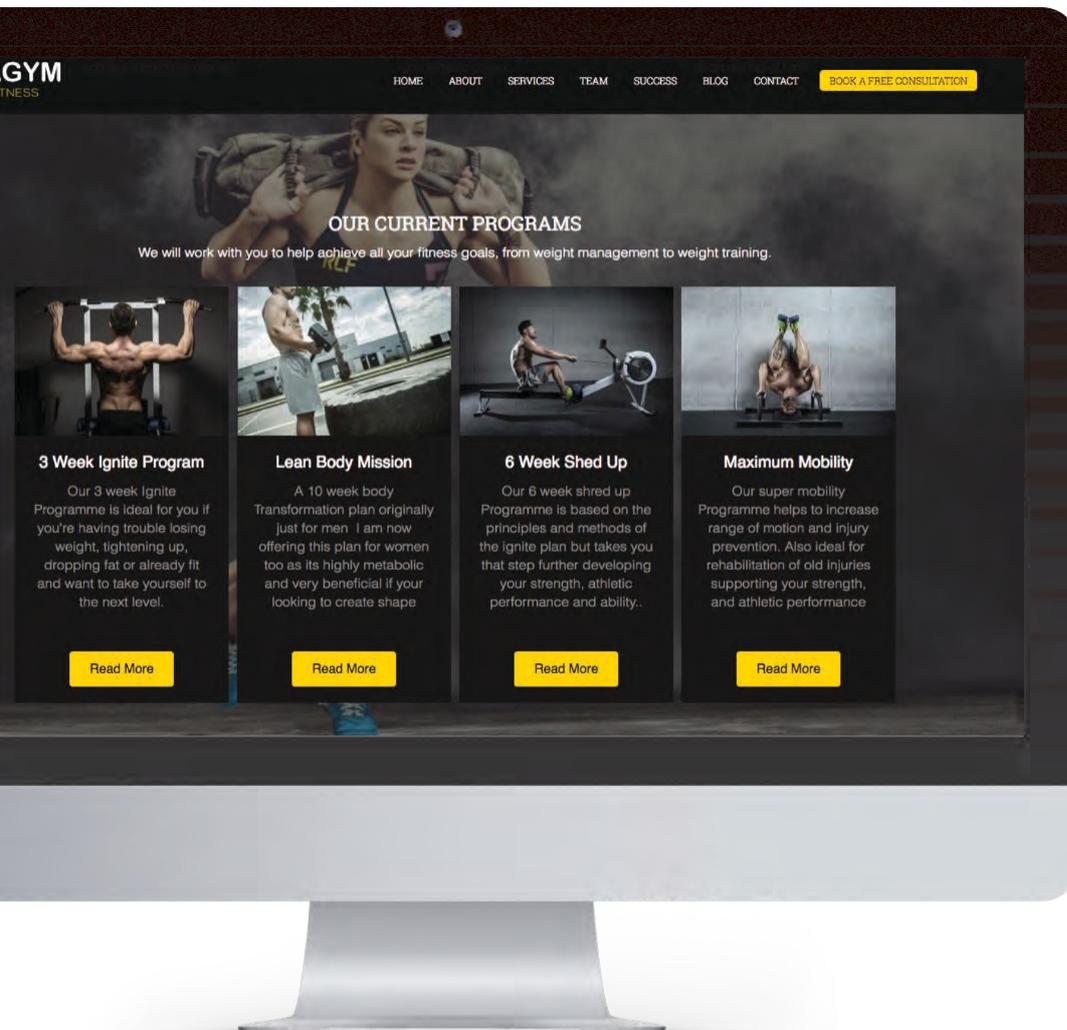
Another harmful factor which may be limiting your conversions is the lack of clarity on your website. Is your website clear on your service?

Most people we ask answer yes and 9 out of 10 of you probably answered yes. But remember, this is your business and of course, its clear to you what you offer.

To truly test this you need the assistance of an outside perspective. Ask somebody who isn't close to you or your business to visit your website for 60 to 90 seconds. Then ask them to tell you what service they believe you offer.

Ask them the following questions:

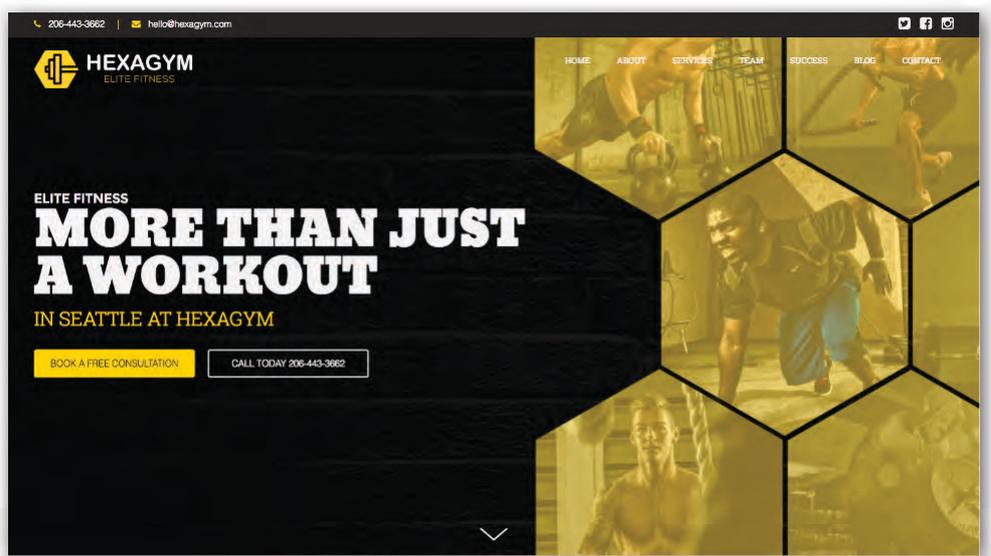
- What service do I provide?
- Who is my business aimed at?
- What benefits do we offer our clients?



Hexagym's Pro Blueprint website gives clear understanding of their services

## Keep your content on services you provide as clear as possible

Take a look at our example Hexagym's home page and whats the first thing visitors will read:

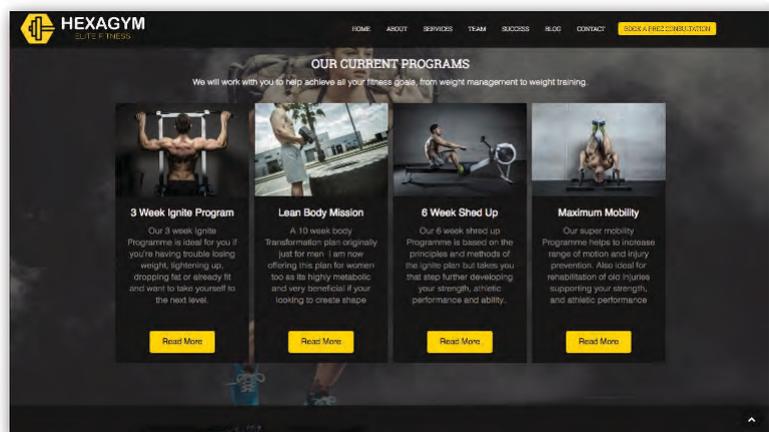


Straight away visitors can answer the 3 vital questions from earlier. That's within 10-15 seconds and if we scroll down a little (or if they click services from the menu)

This section goes into a lot more detail of Hexagym's services, what benefits they offer clients and how they can help you, the visitor. Also remember the call-to-action button? Its in the top right corner, ready to be clicked!

Address the client in your content. When you're writing your content you need to keep one thing in mind and that is the client.

Figure out what the primary purpose and primary benefit of your service is, in the client's eyes. In doing so you'll have a message, which provides a more customer focused explanation of how you make a difference.



It's the difference between someone saying "I'm a personal trainer" to "I help clients burn fat while toning their body". You want visitors to look at your website and say "Yes, I understand that is what I want!"

## Mobile Friendliness

It will come to no surprise that browsing the Internet on a mobile phone has now become the most prominent way people get their information.

According to recent studies 4 out of 5 consumers now use their mobile to shop online and 70% of searches lead to an online sale within an hour.

To succeed online you cannot ignore these facts and must make sure your website is mobile friendly.

So how does your website look on a mobile?

TO SUCCEED ONLINE,  
YOUR WEBSITE NEEDS  
TO BE MOBILE FRIENDLY

Let's take a look at how responsive Hexagym's Pro Blueprint website is on smartphone.

Just like their desktop website, Hexagym's site looks great on mobile. The text is clear, there isn't any zooming required and their call-to-action button is prominent.

Turning your website into a mobile-friendly website isn't an easy task. In fact, it can be quite daunting if you're not a web developer.

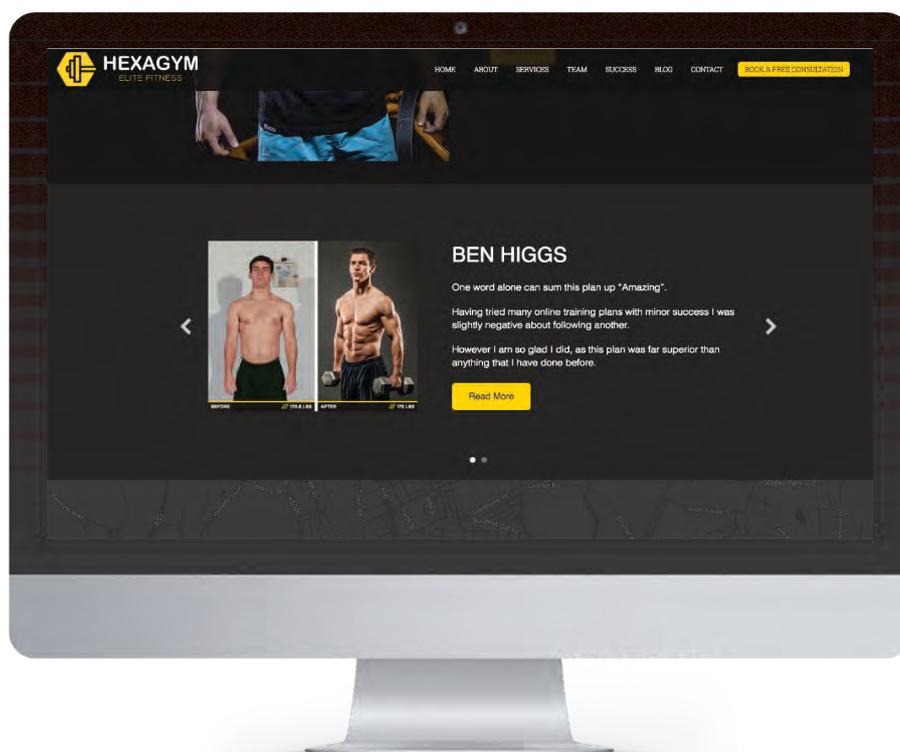
However, all Pro Blueprint website's come mobile responsive as standard, ensuring your website looks perfect on all devices!



## Providing customer testimonials

Consumers are by human nature sceptical, and this only makes it harder for yo to convince them that it's a good choice to buy your products or service. People have little trust straight away (it's nothing personal, they don't know you yet). They do however trust their peers and trust what they consider as "people like me" and this means when others buy, they buy.

Showing off customer testimonials on your website is an essential, but it must be done right!



## Social proof for your website is critical

Pro Blueprint does an excellent job of placing testimonials in context. Look at the image above of Hexagym's testimonials. They're perfectly placed and backed up with a large crisp image to grab the visitor's attention. There is also a large CTA button again, urging visitors to book a free performance evaluation.

**Testimonials are a must if you want your website to be high-converting.**

So, before you start beating your chest and shouting about your fantastic prices, reliable services, or quality products, remember that your website visitors might be thinking, "says who?"

## Time to improve your website?

**Now that you have some ideas on how to improve your website and get more customers, its time to take action!**

Making sure your website optimised best for conversions can be an exhausting task of trial and error, as there are so many different aspects you need to consider and changes you need to make. It will all be worth it once you see the conversions!

Rather than spending hours of your time trying to implement all of the things we have mentioned, we recommend you booking a free strategy session with one of our team first.

During the session, we will discuss your business, your goals and how your website can **double your leads** in no time at all.

You will learn conversion tips and tricks from our digital marketing experts as well as have the opportunity to join our Fitness Pro Community of fitness business owners around the world discuss their online experiences and how they transformed their own business.

Just click the button below to register for your free strategy session and begin transforming your fitness business!

**Get Your FREE Strategy Session**

