



THE GYM SEO CHECKLIST

Everything in the guide as a list you can work through. Tape it next to the front desk and tick a box only when it's done.

Gym: _____

Town: _____

Started: ____/____/____

1 · This week the fast, free wins

- ☐ **PROFILE** **Claim and verify your Google Business Profile.** Search your gym's name and click "Own this business?", or start at google.com/business. Google picks the verification method; it can take a few days, so start today.
- ☐ **PROFILE** **Pick your primary category carefully.** The closest match (Gym, Fitness center, Yoga studio), then secondary categories for anything else you run.
- ☐ **PROFILE** **Fill in hours, services, booking link, and attributes.** Holiday hours too. One service line per class. Point the booking link at your trial or intro offer, not your homepage.
- ☐ **PROFILE** **Write the description like you'd explain the gym at a barbecue:** who it's for, what you run, and where you are.
- ☐ **REVIEWS** **Ask your five happiest members for a Google review.** A short, honest ask with the link in it does the job.
- ☐ **LISTINGS** **Check that your name, address, and phone match** on your website and your profile.

2 · This month a few sittings that do most of the heavy lifting

- ☐ **PAGES** **Build one page for each class or program.** Your homepage can't rank for every class at once. One target search per page.
- ☐ **PAGES** **Put the class and your town in each page's title tag and main heading.** "Spin Classes in Riverside | Your Gym Name" tells Google and the searcher exactly what the page is. "Welcome!" says nothing.
- ☐ **PAGES** **Cover what a prospect would call about:** schedule, who it's for, the coach, real photos, a price or "from" price, and one obvious trial button.
- ☐ **PAGES** **Add a short FAQ to each class page.** "Do I need experience?" "What should I bring?" "Is there parking?"
- ☐ **TECH** **Make the site work on a phone, load fast, and use HTTPS.** Big uncompressed photos are the usual reason a page is slow.
- ☐ **TECH** **Connect Google Search Console and submit your sitemap.** It tells Google which pages exist.
- ☐ **TECH** **Add LocalBusiness schema to your site's custom head code** (name, address, hours, phone). Put the schedule on a real page and retire the PDF timetable.
- ☐ **LISTINGS** **Fix the main directories:** Google, Apple Maps, Bing, Yelp, Facebook, plus any fitness listings your members use.
- ☐ **LISTINGS** **Get one real local link:** the physio down the road, the 10K you sponsor. Mine: _____
- ☐ **REVIEWS** **Set up review requests that go out on their own,** timed for when members are happiest: after the first class, a month in, after a milestone, after you fix a problem.

3 · Every month the maintenance, about an hour

- ☐ **PROFILE** **Add new photos and a post or two.** The floor, a full class, the coaches. Posts for schedule changes, events, and new classes.
- ☐ **REVIEWS** **Answer every new review.** A short thanks on the good ones. On a bad one: say thanks, own what went wrong, say what you changed, then ask if they'd update it.
- ☐ **REVIEWS** **Keep reviews recent and steady.** Recent and steady beats a big burst once.
- ☐ **NUMBERS** **Fill in the scorecard on page 2.** Impressions, calls, and trial bookings from search.
- ☐ **LISTINGS** **Fix one outdated listing.** Search your gym's name and your old phone number every few months.



MONTHLY SEARCH SCORECARD

Four numbers, checked once a month, tell you what's working. Ranking is how you get there. Trial bookings are what you want.

Your monthly numbers same day each month, one row per month

Month	Search impressions Search Console	Search clicks Search Console	Calls, directions, website clicks Business Profile performance	Trial bookings from search booking or gym software	Trial-to-member rate gym software
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Traffic up, trials flat? check the landing page before you touch your SEO

If the first two columns go up and trial bookings don't move, look at what happens after the click. Work through it in this order:

1. **The offer.** Is there a free class or an intro week? "Contact us for pricing" is a lot to ask of a stranger.
2. **Speed on a phone.**
3. **Recent reviews**, on your site as well as Google.
4. **The clicks between landing and booking.** Every extra form field costs you.

If people start booking and give up partway, it's the booking process.

Hiring help? Walk away from anyone who guarantees a #1 ranking (Google doesn't even promise that), wants a 12-month contract before showing you a single result, or sends reports full of rankings and traffic charts with no trial bookings in them.