Add Pricing to Your Website

Laura Gibson - 2026-11-01 - Requesting Edits

Listing your **pricing on your website** helps search engines and AI search tools understand what you offer and show your gym to people searching for those services in your area. Kilo builds your pricing from whatever you share, from a single starting price to full **open pricing blocks** for each membership. Open pricing blocks give the best results.

What you can do with website pricing

- Add open pricing blocks for each of your memberships
- Choose what the button under each membership does: call your gym, go to a sales page, or open a form
- Add drop-in pricing to your website
- Share a starting price or a price range if you prefer not to list full pricing
- Keep collecting pricing leads through a form, even with prices listed

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Why should I list pricing on my website?

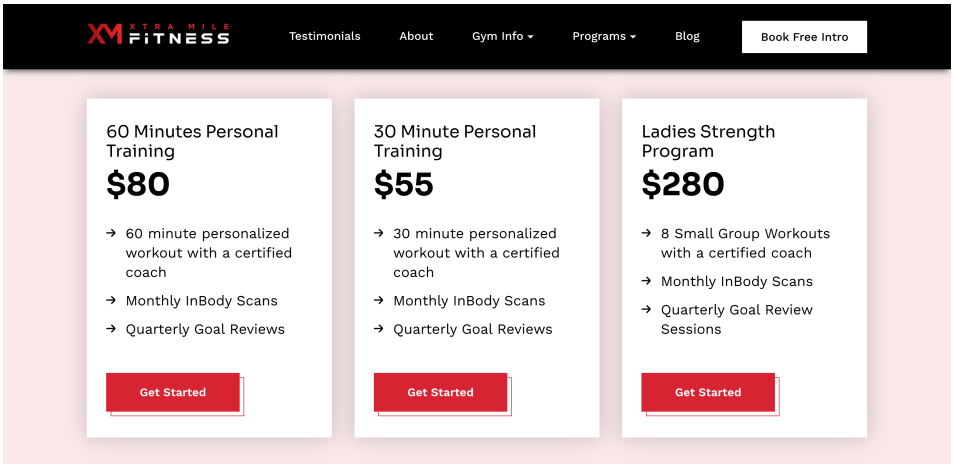
Pricing with clear context helps your gym show up in AI-driven search and summaries. When someone searches for a service in your area, search engines and AI tools look for details like who you serve, what each membership includes, and what it costs. The more of that context your website gives them, the better they can understand and show your offerings.

A price on its own gives them very little to work with. A price alongside the membership name and what's included tells searchers, and the tools they use, exactly what you offer.

Your pricing options

What you share	What appears on your website	Search results
Full pricing for each membership	Open pricing blocks or a full pricing page	Best
A starting price or range for each service	Pricing text with starting prices or ranges	Good
No pricing	A form visitors fill out to request pricing	Limited

Open pricing blocks are recommended. Each block shows the membership name, what's included, and the price in a clean, structured format that search engines and AI tools can read easily.



Add open pricing blocks

Membership pricing

1. Submit an add open pricing block request form.
2. For each membership, include its name, what's included, and the price.
3. Choose what the button under each membership does.

Each membership's button can do one of three things:

- **Call your gym** with a single tap on a phone
- **Buy now**, linking to a sales page where visitors can purchase the membership
- **Open the pricing form**, so visitors can share their contact details and hear from your team

Kilo builds your pricing based on how many prices you share:

- **One to three prices** appear as a pricing block on your Info page
- **Four or more prices** get a complete pricing page

Drop-in pricing

If you offer drop-in classes, submit an add drop-in pricing block request form. You can add drop-in pricing alongside your memberships or on its own.

Share a starting price or range

If you aren't ready for full pricing, a starting price or a price range for each service still gives searchers and search engines useful context. Send Kilo Support the pricing text you'd like on your website, with the service and a starting point or range for each. For example:

- Monthly Unlimited Membership: starting at $99/month

- Student Membership: starting at $79/month
- Drop-In Class: $15 per class
- Personal Training: starting at $60 per session
- Small Group Training: starting at $30 per session per person

You can also write your pricing as a short paragraph, such as: "Monthly unlimited memberships start at $99/month, and student memberships start at $79/month. Drop-in classes are $15 per class, and personal training sessions start at $60 each."

Share as much detail as you're comfortable with. Whatever format you choose, describe what each price includes so searchers understand what they're getting.

Frequently asked questions

I'm getting a new website. How do I add pricing?

Your website questionnaire asks for your pricing. At a minimum, it asks for a baseline price. If you're ready for open pricing blocks from the start, the questionnaire links to the add open pricing block request form so you can submit full pricing right away.

Can I just send my prices to Kilo by email?

For open pricing blocks, use the add open pricing block request form. The form asks for the details each block needs, such as the membership name, what's included, and the button you want under each membership. Those details are what make the block useful to search engines.

Can I list my prices and still collect leads with a form?

Yes. When you request open pricing blocks, you can set the button under any membership to open the pricing form. Visitors see your prices and can still share their contact details so your team can follow up.

What should I include for each membership?

The membership name, what's included, and the price. For example, "Small Group Training + 24/7 Access: coach-led small group sessions and round-the-clock gym access, $229/month." The details about what's included are what help search tools match your gym to the right searches.

Helpful tips

- Describe what each membership includes, along with its price
- Choose open pricing blocks over a starting price or range for the best search results
- Use a buy now button for memberships people can purchase online, and a call or form button for memberships that start with a conversation
- Add drop-in pricing with its own request form if you welcome visitors from other gyms

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If you have questions about adding pricing to your website, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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