



[Knowledge Base](#) > [Website](#) > [Local SEO](#) > [Optimize Your Website for SEO](#)

Optimize Your Website for SEO

Mavilyn Carlos - 2026-07-27 - [Local SEO](#)

Keeping your **website content** active, relevant, and aligned with what people are searching for is key to showing up in local search results, especially for potential clients looking for a gym like yours. The tips below help your site stay visible in both traditional search and AI-powered search tools.

1. Write new blog posts

Aim to post at least once a month. You can write about:

- Member success stories
- Fitness tips
- Gym events or challenges
- Common client questions

Regular blog posts help show Google (and visitors) that your gym is active and knowledgeable.

2. Keep page content fresh and relevant

Do not use AI tools to write your page content. Don't let your website feel outdated. Review your pages every few months and make sure:

- Class descriptions are accurate
 - Staff bios are current
 - Hours, prices, and schedule are up to date
-

3. Use unique images from your gym

Avoid stock photos when possible. Use real pictures of your gym, team, and members. It makes your website feel more authentic and helps build trust with visitors.

4. Use SEO tools like Rank Math or Yoast

These tools help you:

- Add meta descriptions

- Add keywords
- Catch small mistakes that could hurt your rankings

We use **Rank Math** on all newer Kilo websites by default.

5. Use location-specific and program-specific keywords

When writing content, naturally include phrases like:

- "CrossFit gym in [Your City]"
- "Best personal training in [Neighborhood]"
- "Weightlifting classes for beginners in [Area]"

These help Google match your website with what people are actually searching for in your area. Use them in:

- Headlines (H1, H2)
 - Paragraphs
 - Image alt text
 - Page titles and meta descriptions
-

6. Add pricing to your website

More and more potential members are discovering gyms through AI tools like ChatGPT instead of traditional search. Rather than typing "gym near me," they ask real questions about gym services and pricing, like "How much does a CrossFit membership cost in [Your City]?"

If your pricing is published on your website, AI tools can include your gym when they answer those questions. If it isn't, your gym is more likely to be left out of the conversation entirely.

To add pricing to your website, submit the Add Open Pricing Block request form, and we'll take care of it for you.

7. Add FAQs to your home page

Add a short FAQ section that answers the questions prospective members commonly ask, such as:

- Do you offer a free intro?
- Is the gym suitable for beginners?
- Do you provide personal training?
- What programs do you offer?

- Is there parking available?
- What should I bring to my first class?
- Do you offer nutrition coaching?

FAQs allow you to naturally include phrases that local prospects may search for. They also provide useful information before someone contacts the gym, reduce uncertainty, and help visitors decide whether the gym is right for them.

Use genuine questions and clear answers rather than adding repetitive keywords purely for SEO.

To add FAQs to your website, submit the request form here: <https://usekilorequestforms.com/faq-section/>

8. Create a dedicated page for each coach

Note

Available on AI-ready templates.

Instead of displaying each coach on a single general About page, create a separate profile page for each coach.

Individual coach pages give the website more detailed, useful content and help establish the people behind the business. They can also appear for searches involving a coach's name, specialty, or location, such as "powerlifting coach in Denver."

These pages build trust because prospective members can see who may be training them before visiting the gym. They also give articles, program pages, and the About page a relevant internal destination to link to.

You can submit info about your coaches here: <https://usekilorequestforms.com/coach-updates/>

9. Link blog posts to their authors

Note

Available on AI-ready templates.

Every article should show the coach who wrote it, with the coach's name linking to their individual profile page.

For example: written by **Coach Jordan Lee**, Certified Strength and Conditioning Specialist.

This creates a clear relationship between the content and the person responsible for it. It demonstrates that the advice comes from someone with relevant experience rather than from an anonymous website.

Google recommends identifying article authors accurately and using an author URL that leads to a page uniquely describing that person, such as an internal biography or profile page.

It also improves internal linking. Google uses crawlable links to discover pages and understand how the website's content is connected.

10. Show which coaches train each program

Note

Available on AI-ready templates.

On every program page, list the coaches who teach or specialize in that program.

Each coach's name or image should link to their profile page. The coach profile should also link back to the relevant program pages.

This strengthens the connection between the gym's services and its qualified staff. It helps visitors understand exactly who delivers each program and whether that coach's background matches their goals.

It can also make program pages more specific and locally relevant. Rather than having a generic page about "personal training," the website explains who provides personal training at that particular gym and what experience they bring.

11. Create a separate page for every main program

Each core service should have its own page rather than being briefly mentioned on the home page.

A dedicated page gives Google and potential members a clearer explanation of the service. It also allows the gym to target specific searches, such as "personal training in Tampa," instead of relying on one home page to rank for every program.

Avoid creating nearly identical pages for every small keyword variation. Each page should represent a genuine, distinct service and contain useful original information.

12. Keep the gym's contact and location information consistent

The gym's name, address, and phone number should be accurate and consistent across:

- The website
- Google Business Profile
- Social media profiles
- Local directories
- Contact and location pages

The website should also clearly show:

- Opening hours
- Full address
- Phone number
- Email address
- Parking or arrival instructions in FAQs
- Areas or neighborhoods served

Accurate information helps visitors contact and find the gym. Google also recommends maintaining complete and accurate business information to improve eligibility for relevant local searches.

13. Add LocalBusiness structured data

Add appropriate LocalBusiness structured data to the website.

Structured data gives Google explicit information about the business and the meaning of the page. The Kilo team adds this to all AI ready websites.

You can also request to add the Fitness schema plugin to your older website.

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

- Tags
- [Website](#)