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Why Custom Content Matters for Your Website

Laura Gibson - 2026-07-24 - [Your Website is Live](#)

The Importance of Custom Content

Your website template includes professional, ready-to-use content written for fitness businesses.

However, to make your website *truly represent your gym*, it's important to personalize that content so it reflects your voice, your programs, and your community.

Why Custom Content Matters

Every gym has its own story, members, and approach to fitness.

When you customize the content on your website, you help both visitors, and search engines understand what makes your gym unique.

Here's why original content makes a big difference:

1. How It Helps on Google

1. Google's systems can detect when the same content appears on multiple websites.
 1. If your site only uses default template text, it may be seen as duplicate content, which can lower your visibility in search results.
2. During the build, our team includes your **gym name, city, and nearby landmarks** to help Google recognize your business as local.
 1. Expanding on that with your own wording strengthens your **local SEO** and helps people in your area find you when searching for "gyms near me."

2. How It Helps with AI Tools

1. AI systems (including Google's algorithms and content-detection tools) identify patterns in text and can easily detect when content has been copied or only slightly changed.
 1. They reward **unique, natural, human-written content** and may lower visibility for repetitive or duplicated text.

2. Writing in your own words helps your website sound authentic to both people and AI-based systems.
 1. Modern AI tools value originality - custom content signals that your business is credible and trustworthy.

3. Other Benefits

1. Builds trust and authenticity - people connect more with genuine, personal content.
2. Shows what makes your gym stand out - your story, community, and approach should shine on your website.

How to Provide Your Content

You can share your content in a few different ways depending on your website type:

1. Editable Websites

1. You can **add or update your own text and images** directly on your website at any time.
2. If you'd like our team to make these updates for you, simply submit the associated [Website Update Request Form](#) or contact our Support team.

2. Concierge Websites

1. All edits and content updates are managed by our team.
2. To request changes or send new content and images, contact hello@usekilo.com.

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