

I've tried to segment the page more with key callouts to each customer action to help with SEO and to create a customer-led journey, based on what they may have come to the site looking for. The existing page has a lot of non-value-added content and no user goals outlined within the landing page.

My client designs gyms and sells gym equipment/flooring, his page doesn't show up for certain keyword terms in Google (gym equipment for example), but I can see his Google ads when searching for fitness equipment, so I plan to redo his Google ads too. For now, I wanted to redesign the flow of his main page, so customers can easily find what they need, and what service is being offered to them and trigger a sales enquiry call-back request.

Lots of potential with this client to help him get more attention, he doesn't do much with his Instagram page and tends to get the most attention through b2b word of mouth and networking.

Landing page layout & updated content

****Main heading:** Gym Design. Gym Equipment. Gym Flooring.**

Functional Fitness Supply offers High-Quality Gym Equipment, Innovative flooring, and bespoke Gym Design solutions.

CTA: Get in touch (link to generic contact us page)

Customer journey 1: Gym Design

We know designing a gym feels like a daunting, yet exciting journey to embark upon. But don't worry, our expert gym design team will be there to listen and

support you through every step of this process. We'll help you design the perfect layout for your space, whatever the challenges we may face, and whatever the size of your project.

CTA: Find out more (link to gym design landing page)

Step-by-step design process

Listen: Share ideas and your aspirations.

Plan: Layout initial 2D designs for your project.

Design: Bring your vision to life through 3D designs.

Deliver: Turn your vision into a reality with our expert installation team.

Customer journey 2: High-Quality Gym Equipment.

At Functional Fitness Supply, we know how important it is to have the highest quality gym equipment available in *your* gym. Whether that's free weights or fitness machines, we have everything you'll need to supply your gym. We've partnered with some of the top brands in the industry, so you can build a gym, your clients will love, and talk about with their friends.

CTA: Find out more (Link out to Gym Equipment contact us landing page)

****Come try for yourself...****

Visit our showroom **@LANA (Google link)**

List of brands

Google reviews

Commercial Projects

Residential Projects

Villas, garages & Gym projects

Customer journey 3: Gym Flooring

High-quality and durable flooring is the foundation for any gym. We've partnered with some premium brands, to ensure we can meet the flooring demands for any gym project.

CTA: Find out more (Link out to Gym flooring contact us landing page)

Footer: Enquire now

External links (Facebook, Instagram)