

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Gym / Group class sessions

Business Objective: Get the website higher in Google search/make website more popular

Funnel: Search funnel (Google)

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Woman 20-40
- b. Men 30-50
- c. Income level - woman: Husband or parent paying for them/man - upper middle class higher than 80000 a year
- d. Would like enjoy fun group sessions with a professional coach or gym with nice atmosphere, clean equipment and enough of it so that it is not too crowded
- e. Have a clear schedule to avoid the hustle of creating and remembering exercises themselves. Or, just need a gym with nice and clean equipment and working atmosphere (smell, music, people)
- f. All based in Marbella, with cars
- g. Anyone speaking Spanish or English

2. Where are they now?

- a. Looking for gyms with group classes or clean and fresh equipment, nice smell and music in Marbella in Google
- b. Market awareness: Level 3 Solution Aware - They know that going to group classes with clear structure and consistency, with a professional coach is going to help them with keeping a consistent progress, making connections and avoiding injuries. On the other hand, the same level if they would like to find a gym with clean equipment and a nice atmosphere (smell and music and design which is easy on the eye). However, they are unaware of product provided by Yours Gym Marbella as it is not appearing in the first 2 list of results if you search for gym Marbella/Fitness Marbella
- c. Current State - sitting around wasting time not knowing where to go for funny group classes either in yoga and pilates or strength and endurance, where a professional coach is going to help them avoid injuries while keeping training fun. Or tired of going to their gym, where they have old equipment, too crowded, not cleaned with terrible music and ventilation which keeps very sweaty smell, and the price is too high for place where they are going and they want to find a new one

Dream state - going consistently to group sessions not too far away from home where they have a friendly and nice coach. If not Spanish, the coach who speaks English very well and can explain everything in English. Professional who allows you to keep correct technique while avoiding injuries who is pushing you to have consistent progress while keeping training fun. Also, making some useful or friendly connections broadens your connections in Marbella among fellow classmates with the same motivation. Also, going to the gym has enough equipment for everyone, which is clean and well functioning. Gym has a nice design which is pleasant for the eyes. Good ventilation system to remove sweaty smell and music which motivates you to keep going

- d. Desire 8/10 - as they are actively searching for perfect option in google, the desire is already very high even though not maxed out as they might be looking for very specific things or being lazy and believing they are doing something by looking for it
- Belief 7/10 - people know that in gyms where the equipment is more functional and clean reduces chances of injuries. Nice atmosphere allows them to work out more consistently as they like the gym area as a whole more so they will visit it more often and will not dislike the idea of it. Regarding group sessions, people believe it is a funnier way of working out compared to being alone plus professional coach allows to keep those trainings not only funny and interesting, but even more importantly keeping correct technique to avoid getting injured

Trust 8/10 - people's trust is earned in this case through comments so social proof is wildly important, plus pictures, website and instagram of a gym are assessed if the gym is suitable or not and still people show some doubt on which gym to use. I would say social proof is most important factor and Yours Marbella Gym 5.0 rating

- e. Market sophistication Level 5 - Market is tired of everything. There are huge amount of gyms in Marbella a lot with different approaches and in different niches so the market is quite tired of all of them to get them come to you, there is a requirement of doing something different
Best course of action for Yours Gym Marbella is experience approach as there is huge amount of options in groups sessions of all types in 2 different languages, in the morning and evening with very nice equipment which cleaned properly, with nice atmosphere

3. What do I want them to do?

- a. I want people who are looking for a place to workout in group lessons with the professional coach or in a fresh gym with pleasant design and nice atmosphere to click on the link to the website of our gym
- b. Visit the website and book a group session or request information on membership

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. I want them to see that the gym has 5 star reviews from 31 people which is quite a social proof that the gym is successful, classes are interesting and useful, coaches professional and supportive. Atmosphere and design are made up to improve performance in the gym without extra pressure. Which is written in those 5 star reviews

DRAFT (Plan and required resources)

Plan:

Monday: Going through statistics from Google Analytics and Search Control

Tuesday - Thursday: Working on search engine optimization draft (SEO) which will suggest improvements made after looking over the statistics. Keyword research, improvements on description and name of the website, etc

Friday: Working on adapting the draft until satisfactory by the comments made by Yours Marbella Marketing team

Saturday - Sunday: Implementing the changes after receiving access to the Website's Backend on the SEO plugin used

Resources required:

1. Statistics on Google Analytics and Google Search Control (Not access)
2. Access as viewer to Website Backend
3. When allowed to implement the changes, the access to Website Backend as editor

Current improvements to be looked at especially:

Keywords tags for Main page: Gym Marbella, fitness Marbella, Marbella, workout Marbella, training Marbella, pilates Marbella, yoga Marbella, group classes Marbella

Keywords tags First time page: first time, fitness, gym, information, FAQ

Keywords tags Membership page: Membership, gym, fitness, Marbella

Keywords tags Schedule page: timetable, schedule, classes, groups, gym, workout

Keywords tags Pricing page: Price, pricing, fitness, gym, workout Marbella, pricing

Keywords tags Classes page: classes, strength, endurance, pilates, group classes Marbella, English, Spanish

Change suggested to the name of the website:

Yours Marbella Gym (Fitness) | Make an workout worthwhile
Yours Marbella Fitness (Gym) | Your workout - is only Yours
Top Rated Marbella Gym | Group classes & Fitness Training
Description suggestions:

You are not joining a fitness class. You are joining dedicated movements all over the Globe to reach your full potential. Join us now to break through the ceiling
Premium fitness center offering group classes in yoga, Pilates, strength, and endurance training. Experience clean, state-of-the-art equipment and expert coaching in a motivating, bilingual (English/Spanish) environment!