

— FREE GUIDE FOR JERSEY BUSINESSES

Website design for Jersey gyms, studios and personal trainers

Fill your classes and book more sessions with a site built to convert.

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FITNESS & GYMS

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Read it online: jerseyweb.je/services/fitness-website-design/

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We build an energetic, clear site that shows your classes, timetable and pricing, tells your story, and makes signing up or booking a first session effortless.

WHO IT'S FOR

Gyms, fitness studios, personal trainers and class instructors across Jersey.

Why it matters

Classes and timetable clear

Show what you offer and when, so someone can find a class that fits their week in seconds.

Pricing without the mystery

Transparent memberships and session prices remove the hesitation that stops people signing up.

Easy first step

A clear path to book a trial, class or session, turning motivation into a booking before it fades.

WHAT'S INCLUDED

- ☐ Classes and timetable section
- ☐ Membership and pricing options
- ☐ Book-a-session or trial enquiry
- ☐ Trainer or team profiles
- ☐ Photo and results gallery
- ☐ Mobile-friendly layout
- ☐ Secure hosting and SSL
- ☐ Ongoing content updates

How it works

1 Tell us about your training

We look at your classes, memberships, pricing and the clients you want more of, so the site is built around how you actually run.

2 We design to motivate

A clear, energetic layout with your timetable, pricing and an obvious way to book a first session or trial.

3 We launch and keep it fresh

Send us timetable or pricing changes and new photos whenever you have them, and we keep it current for you.

Training outdoors in Jersey: the rules to know

Many trainers use parks and beaches, and the rules are local. In [St Helier's parish parks](#), training fewer than two paying customers needs no permission, but bigger groups do, and the outdoor fitness code of conduct rules out exclusive use, amplified music, whistles, and signs or branding, your own included. Events in Government-run parks need permission from Infrastructure, Housing and Environment.

There is no Jersey registration for personal trainers, so your website carries the trust instead: your qualifications, your insurance, where and when you train, and your prices. If you coach children or run a club, Jersey Sport's [Safe and Sustainable Sport](#) standard covers safeguarding, qualified people and insurance.

Common questions

Can you show my class timetable?

Yes. A clear timetable is included so people can see what runs when. We can also link out to a booking tool if you use one.

Can people book or sign up online?

Yes. A book-a-session or trial enquiry form is standard, and we can connect to your existing booking or membership system where possible.

Can I show pricing and memberships?

Yes. Transparent pricing is one of the biggest factors in whether someone signs up, so we make it clear and easy to compare.

Can I add trainer profiles?

Yes. Profiles for you or your team help people connect with who they will be training with before they walk through the door.

Do I need permission to run classes in a park?

In St Helier's parish parks, sessions with two or more paying customers need parish permission; one-to-one sessions do not. Government-run parks and other parishes have their own rules, so check before you advertise a location.

Talk to us about your website

Builds start from £100 depending on the job, and hosting is from £20 a month. We confirm your price in writing before you commit.

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