

PRODUCT OVERVIEW

GymWeb

Infosheet Website & GymChat

All the key information about our two products — pricing, features, and process at a glance.

Fitness Studio Website

€1,999 net · one-time

GymChat

from €99/month, net

Fitness Studio Website

€1,999

one-time, net — delivery within 48 hours of full data submission

At a Glance

The website that sells your gym. A custom premium web design built specifically for fitness studios — with Magicline integration, online sales, and trial-session booking. What used to be a plain info page becomes a digital sales channel that wins new members even while you sleep.

Scope of Services

- ✓ Custom premium design
- ✓ Adapted to the studio's corporate design
- ✓ Magicline integration
- ✓ Online sales (memberships can be purchased directly online)
- ✓ Trial-session booking
- ✓ Chatbot preparation and/or integration
- ✓ Contact and lead forms
- ✓ Publishing and domain setup
- ✓ Delivery within 48 hours of full data submission

Three Steps to Your New Website

01

Submit information

You send us your logo, colors, images, offers, rates, and studio details.

02

We build the website

Custom build in your corporate design, including the sales and booking flows you want.

03

Live within 48 hours

The finished website goes out for review and approval once all content is received.

Good to Know

Domain/hosting, later custom changes, and external integrations are not included in the fixed price. The 48-hour deadline begins once all required content has been fully provided.

GymChat

from €99 per month, net — no setup fee

At a Glance

A chatbot that sells and advises on your behalf. GymChat is an AI chatbot for Instagram and your studio website that answers questions about rates, opening hours, and trial sessions around the clock — with zero technical effort on your part.

Benefits

- ✓ Automatically replies to Instagram direct messages — no waiting time
- ✓ Chat integration directly on the studio website
- ✓ Available around the clock, even outside opening hours
- ✓ Takes recurring questions about rates and trial sessions off your team's plate
- ✓ Books trial sessions directly into the Magicline calendar
- ✓ Hands prospects off to your team with full context — no lost leads

Pairs Well Together

GymChat works great alongside the Fitness Studio Website: the website handles the sales process, GymChat handles the ongoing conversation. Custom adjustments to your studio and offers are available on request.

Why GymWeb?

Traditional Agency vs. GymWeb

Traditional Agency

- ✗ Long back-and-forth coordination
- ✗ Often several weeks of turnaround time
- ✗ Little understanding of fitness-studio workflows
- ✗ Extra cost for every integration
- ✗ Unclear package pricing
- ✗ Focus on design rather than memberships

GymWeb

- ✓ Built specifically for fitness studios
- ✓ Clear customer journey
- ✓ Deep Magicline and CRM know-how
- ✓ Online sales built in from day one
- ✓ Completion within 48 hours
- ✓ Transparent fixed price
- ✓ Design and sales from a single source

The Trend Toward Signing Up Online

The share of fitness-studio memberships signed up online rose from 14% (2023) to 24% (2024) — growth of roughly 71% in a single year (Source: DSSV — Key Figures of the German Fitness Industry 2024/2025).

Frequently Asked Questions

Is the website really finished in 48 hours?

Yes — provided all content, images, rate information, and access details are fully available. The 48-hour deadline only starts once all data has been fully submitted.

Is the website really custom-built?

Yes. Colors, images, content, offers, and page structure are tailored to your studio and your corporate design — not an interchangeable template.

Can prospects become members directly?

Yes. The website can be set up so prospects choose their rate and complete their membership directly online.

Can my CRM system be integrated?

In principle, yes — the exact scope depends on the CRM used and the interfaces it offers.

Are there any monthly costs?

The website is a one-time cost of €1,999 net. Domain, hosting, external software, integrations, and later changes may incur additional costs. GymChat is separate and runs monthly starting at €99 net.

Can the website be changed later?

Yes, changes and extensions can be commissioned at any time for a processing fee, subject to prior agreement.

Are copy and images included?

You provide your studio information, logo, and images. Copy is then professionally structured and optimized for sales based on that information.

Next Steps

Interested? Send us a no-obligation inquiry through the form on the website, or write to us directly at a.haltermann@gymedge.de. We'll get back to you shortly and let you know what information we need to get started.