

The Sports Coach Website Strategy Guide

Grow your business with clarity, momentum,
and freedom

Aim.



Create.



Promote.



What You'll Find in This Guide

This guide is built to help sports coaches turn their website into something useful: not just a digital flyer that sits online, but a practical tool to grow your business.

It's based on a clear and proven 3-phase system:

Aim – Get clear on your niche, message, and offer.



Create – Structure your website to build trust and convert.



Promote – Turn your site into an active tool to attract and book more of the right clients.



It's designed to give you:

- Key terms explained – so you always know what we're talking about
- A step-by-step breakdown of how to make your website actually work for you
- Chapter summaries and specific and effective action steps you can implement right away
- Real-world tips and examples tailored to different coaching niches (CrossFit, Hyrox, Bodybuilding, Team Sports, Weightlifting, Powerlifting)
- A 28-day action plan to help you stay consistent and build momentum

This isn't a tech manual. It's a practical guide built for real coaches – shaped by over 45 client projects, refined through strategy work with business owners, and backed by research and real-world results.

What Others Say

"Per's Website Guide is packed with value. It's not just theory, it leads to real steps that actually improve your coaching business. I kept making notes while reading because I didn't want to miss anything. It's structured clearly, super actionable, and a huge help for building a website that truly works."

– Aaron Biebel, Founder Dominating Barbells

"I'm already using the Website Strategy Guide to sharpen my message for my personal training business. It gave me the structure I needed to rework my brochure – and the next step will be bringing that clarity to my website too. Super practical and easy to apply."

– Fabian Schindler, Personal Trainer and Coach at Wikus Programming

Briefly About Me :)

Hi, I'm Per, the creator of this guide. Thanks for being here!

I've been competing in powerlifting since 2018, and I've also raced Hyrox and completed Marathons in Cologne and on the Sunshine Coast, so I understand the mindset and structure behind serious training. In my Cognitive Science and Applied Computer Science studies in Germany and Australia, I've been diving deep into psychology, information technology, artificial intelligence, linguistics, marketing, and digital strategy.



In my own business, Per Starke Web Development, my team and I build Web Momentum for coaches, gyms, and other purpose-driven businesses. Over the past years, we've worked with more than 45 clients – including over 15 from the sports world: coaches and coaching teams in Powerlifting, CrossFit, and Yoga, as well as gym owners, nutrition experts, competitions, and more.

This guide brings together everything we've learned and experienced – from the gym floor to real client projects – to help coaches like you turn your website into a tool that actually gets results.

Overview of The 3 Phases

Phase 1: **Aim** Your Business



Prior to anything else, you need clarity on what you're actually offering. Who do you help? What results do you support them in achieving? And why should someone choose you?

When you get this step right, your website won't feel vague or generic – it will be sharp, engaging, and a natural magnet for the clients you want most and can help best. You'll come out with a defined niche, a sharp offer, and a clear message that's ready to use on your homepage, across social media, or even in a quick conversation on the gym floor.

Phase 2: **Create** a Trust-First Website



This is where the clarity from phase 1 becomes something tangible. You'll create (or refine) the five core building blocks every good coaching website needs:

- A **homepage** that hooks
- An **about** page that builds trust on a personal level
- A **services** section that sells without overwhelming and shows the value you bring
- **Proof** that your coaching actually helps people
- **Clear** calls to action that guide people through your site and offers

We'll also cover smart extras like booking tools, making sure your site works smoothly on all screen sizes, legal basics, and a lightweight search engine optimization setup – no tech

background needed. You'll finish this phase with a clear, confident site that's ready to support your business.

Phase 3: **Promote** Your Coaching Business Through Your Website



This is where most coaches stop. But it's where the real momentum starts. Now that your site is ready, you'll learn how to make it work for you:

- A **homepage** that hooks
- An **about** page that builds trust on a personal level
- A **services** section that sells without overwhelming and shows the value you bring
- **Proof** that your coaching actually helps people
- **Clear** calls to action that guide people through your site and offers

This phase gives you a steady, clear system, without the need for a newsletter or complex funnel. If you later want to add tools like these, you'll already have the clarity to make them work.

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You Made It!

Before We Start: A Few Key Terms

No jargon here – but some words come up a lot when we talk about websites and marketing. This quick warm-up makes sure you always know what we mean.

CTA

Call to Action – A clear instruction like “Book a free call” or “Check my services.” It tells your visitors exactly what to do next.

Conversion

When a visitor of your site stops just scrolling and actually takes the next step, like booking a call, sending a message, or requesting a freebie.

Landing Page

A focused page with one specific purpose, like promoting an offer, explaining an event, or speaking to a niche audience.

It can be your home-page, but you can also create other landing pages. For example, I’ll create a landing page specific for this guide, that I can then link to on socials or directly send to interested people.

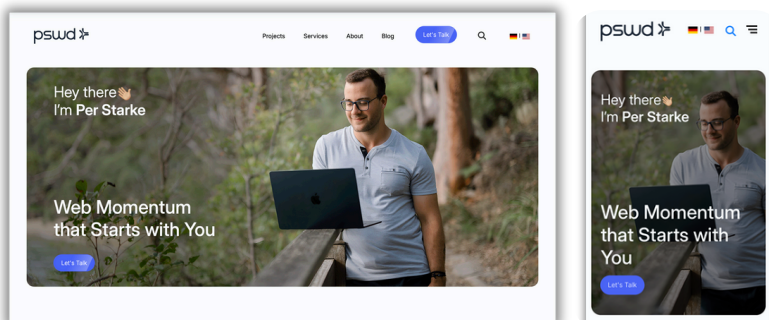
SEO

Search Engine Optimization – Helps your website show up in Google (or other search engines) when someone searches for things like “Hrox coach Hamburg.” There are two levels:

- Basic SEO helps Google understand your site (page titles, keywords, structure, image descriptions).
- Advanced SEO goes deeper – but for most small coaching businesses, the basics are enough. Advanced SEO only really makes sense if you want to invest heavily in ranking for competitive keywords and use it as a primary marketing strategy you’re ready to put significant resources into.

Responsive Design

Means your site adapts to different screen sizes – phone, tablet, desktop. Most people will see your site on their phone first, so mobile-friendliness is key.



Social Proof

Anything that builds trust by showing real people have trusted and benefited from your work:

testimonials, client results, certifications, or real photos that say, *"Yes, I really do this – and it works."*

This works even without naming clients or highlighting their specific achievements. Often the most powerful testimonials simply describe the quality of your coaching and the trust it creates.

DM

Direct Message – usually on platforms like Instagram, Facebook, or LinkedIn.

QR-Code

A scannable code you can print on flyers, cards, or posters that leads people directly to a landing page, your booking form, or your value offer.





Part 1 – Aim

Get Clear on What You Offer, Who You Help, and Why People Should Choose You

1.1 Find Out Who You Want to Work With (Your Niche)

You might expect us to dive straight into homepages, headlines, or SEO. But your website can only work if the foundation is clear. That's why we start with niche and problem-solving – because without that, even the most beautiful site won't help you achieve your goals. Before you write a single word on your website, you need clarity on who your work is actually for. This section helps you get there by tackling three key topics:

- Why niching down isn't restrictive (and why it works)
- Who actually energizes you – and who you help best
- What real coaching niches can look like (with examples)

You'll walk away with a focused niche you can confidently speak to – in person, in your content, and on your site.

Why Niching Down Isn't Restrictive

Many coaches worry that choosing a niche will limit their opportunities. But in practice, the opposite is true: The clearer your focus, the easier it becomes for the right people to find and trust you. People don't search for "general fitness coaching." They look for someone who can help them prep for their first Hyrox, or a coach who understands lifting as a busy dad, or... In short, they search for something specific.

Niching down doesn't mean excluding people. It means speaking directly to those who are most likely to connect with your message. You can always coach outside your niche. But your niche is where your message should start.

Here's a quick mindset shift: You're not saying, "I only coach this




one type of person.” You’re saying, *“This is who I specialize in helping – and if that’s you, I’m the right fit.”*

Let’s make this real for a moment: Imagine someone says: *“I offer coaching for fitness and strength.”*

That’s vague. You’d probably tune out because it doesn’t feel like it’s meant for you. Now imagine you’re a powerlifter prepping for your first meet. You’re unsure about your training structure, the rules, and what meet day will even feel like. Then you hear: *“I help powerlifters step confidently onto the platform – even if they’ve never competed before.”*

That grabs your attention. Instantly. That’s not just good messaging – that’s your Reticular Activating System (RAS) doing its job.

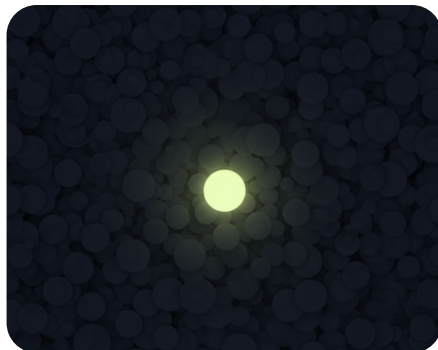
 The RAS is the part of your brain that filters out noise and highlights what feels personally relevant.

The concept was first described in neuroscience research back in 1949 (Moruzzi & Magoun, ScienceDirect).

When your message speaks directly to someone’s goals, fears, or identity, their brain flags it as important. That’s when they stop scrolling, lean in during a conversation, or click your website instead of the next one.

That’s the power of a clear, specific niche:

It makes your message stand out – and feel like it was written just for them, even if a hundred others read it too.





Who Actually Energizes You – and Who You Help Best

Now that you understand why your niche matters, let's step into finding yours. Niche clarity isn't just about market fit – it's also about coach fit. Because if your business is going to grow, it has to energize you, not drain you.

Think about your past clients (or friends you've helped informally):

- Who made you look forward to working together?
- Who showed up, listened, and got results?
- Who left you thinking, *"I wish I could clone three more of them"*?
- Who has given you the most positive feedback so far – whether you expected it or not. Sometimes others see your strengths more clearly than you do. Notice what people thank you for most, because that often points to where you can make the biggest impact.

These are the people you want more of. Not just because it's fun, but because your best work happens when you actually enjoy the process.

Now flip it.

There are also clients who drain you, ignore your advice, or just never quite click with your coaching style. That doesn't make them bad people. But it might mean they're better off with someone else.

Choosing whom to work with is also choosing the kind of business you're building. And if your words, your marketing, and your website try to speak to everyone, you'll keep attracting people who aren't quite right – which means more effort, slower progress, and less joy in your work.

That's why good niche work isn't just about what the market



wants. It's also about what keeps you in the game – motivated, proud, and excited to coach.

Here's the sweet spot:

- You like working with them
- You understand what they're struggling with
- You know how to help them get results
- And you can speak to them in their own words

That's the core of a strong, aligned niche.

Real-World Examples of Niches

Still not sure what a niche could look like? Here are a few coaching scenarios that make for strong, focused niches:

- People preparing for their very first powerlifting meet
- Women returning to training after pregnancy breaks
- Busy professionals who want to look and feel their best – with limited time
- Hyrox athletes chasing personal bests or aiming for international podiums
- Older lifters training to stay strong and mobile as they age
- Team sport athletes training during their off-season to stay sharp and injury-free
- People with ADHD who want to build consistent training routines that actually stick

Notice how these aren't just training goals – they're real-life situations, often tied to motivation, identity, and urgency.

And remember: your niche is what you speak to. It doesn't have to limit who you coach. You can always say something like: *"I help first-time powerlifters prep for their first meet with confidence – and keep progressing long after."* It signals your specialty – while still leaving room for long-term coaching relationships.



✓ **Action Steps: Let's Define Your Niche**

This is where clarity becomes real. Take 15–20 minutes and work through the steps below – honestly, openly, and just for yourself.

Step 1: Reflect on past experiences

Jump back to the section “Who Actually Energizes You – and Who You Help Best” and answer these prompts in your notebook, Google Doc, or whatever format works for you:

- Who made you look forward to working together?
- Who showed up, listened, and got results?
- Who left you thinking, “I wish I could clone three more of them”?
- Who has given you the most positive feedback so far?

Then flip it:

- Who have you worked with in the past but didn't enjoy it much?
- What made those experiences draining, frustrating, or simply not a good fit?

Step 2: Review the niche examples

Take another look at the real-world niche examples above. Which ones feel familiar? Which ones spark ideas, or sound like people you'd love to coach?

Step 3: Define your niche – honestly and clearly

Use your answers to write down your thoughts on:

- Who you don't want to work with (even if you technically could)
- Who you do want to work with (and what excites you about them)
- Who you believe you can help best, based on your skills, mindset, and coaching style

To make this easier, think through categories like:



- **Age group** (teen athletes, senior lifters, ...)
- **Gender** (sometimes relevant, sometimes not)
- **Life situation** (busy professionals, students, parents, shift workers, ...)
- **Sport focus** (CrossFit, Hyrox, powerlifting, team sports, ...)
- **Goals** (build strength, manage weight, complete a marathon, stay mobile, ...)
- **Experience level** (absolute beginners, intermediates, advanced competitors)
- **Particular traits** (ADHD, post-injury, new parents, nomads, ...)

This isn't for your website or social media yet – this is just for you. Be honest. Be detailed.

Write a short reflection or summary paragraph like this one:

In the past, I had clients who came to me after 5+ years of powerlifting and several meets under their belt. While they were passionate and knew the basics, many were stuck in their ways and resistant to new input. They often wanted me to replicate what their past coach had done, which didn't feel fulfilling and didn't lead to progress.

On the other hand, working with newer lifters or open-minded athletes — even if they required more explanation and care — felt energizing and meaningful. We could build systems together, experiment, and grow, and that made me excited to coach. These are the people I do my best work with. That's who I want to speak to in my messaging going forward.