



— CLIKITI RESEARCH

THE FIRST REP IS ONLINE

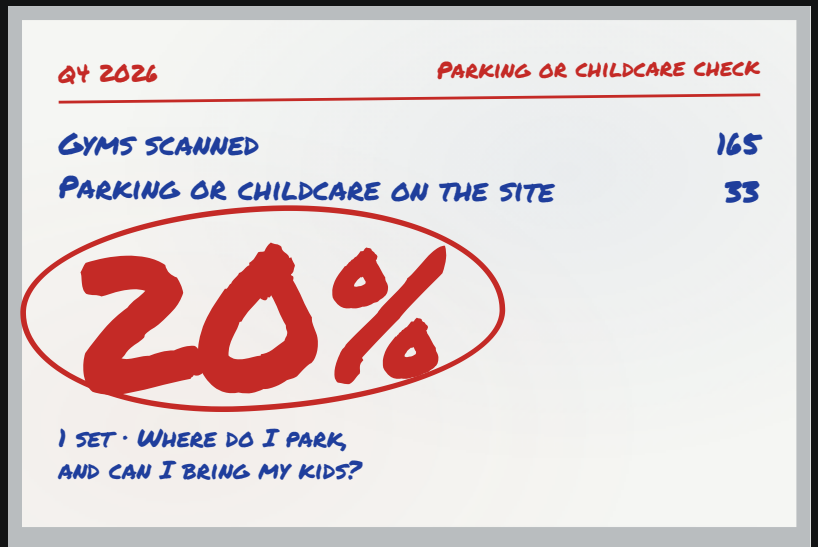
We read the websites of 165 independent gyms and fitness studios in the US the way a would-be member does: on a phone, asking what it costs, whether they can try a class first and how hard it is to leave.

STUDIED
165 GYMS

KINDS
FOUR KINDS OF GYM

MEASURED
THIRTEEN CHECKS

The State of Independent Gym Websites · Q4 2026 · edition 2026-04



00 THE HEADLINE

OF THE 165 WEBSITES IN THIS STUDY ANSWER THE WOULD-BE MEMBER'S QUESTION "WHERE DO I PARK, AND CAN I BRING MY KIDS?"

Only 20% of the 165 independent gym and fitness studio websites Clikiti scanned in Q4 2026 answer "Where do I park, and can I bring my kids?" Margin of error ± 7.6 points at 95% confidence.

00 SUMMARY OF FINDINGS	01 WHAT MEMBERS ASK	02 HOW THE FOUR KINDS OF GYM COMPARE	03 FOUR GYMS, UP CLOSE
04 THE MEMBERS LEFT OUT	05 METHOD IN BRIEF	06 WHAT THIS MEANS FOR AGENCIES	A METHODOLOGY
B GYMS IN THIS STUDY			

SUMMARY OF FINDINGS

MEMBERS ASK NINE QUESTIONS. THE MEDIAN SITE ANSWERS **FOUR**.

Across 165 independent gym and studio websites, the median site answers four of the nine member questions this edition tests. 64% show any price; 33% say how a membership ends.¹

READING NOTE

Figures come from automated scans of 165 independent gym and studio websites in the US. Results are anonymous except one best-in-class gym. Margin of error: ± 7.6 points at 95% confidence for a share of all 165 sites (Independent gyms ± 15.7 , CrossFit and functional fitness ± 16.3 , Boxing and martial arts

4 /9

would-be member
questions answered by
the median gym's site.

80 /100

Median website score
across all 165 gyms.

67 %

answer the most-answered
question: "Can I try it
first?"

76 %

have text that fails the
WCAG contrast minimum.

By kind of gym, independent gyms have the highest median score (80) and boxing and martial arts the lowest (78), against 80 for all 165.

The least-answered question is "Where do I park, and can I bring my kids?" (20% of gyms). The most-answered is "Can I try it first?" (67%).

1 of 165 gyms answer all nine questions.

The most common technical failure is loads in under 2.5 s on a phone, failed by 94% of gyms (Core Web Vitals · LCP).

WHAT A WOULD-BE MEMBER CAN FIND OUT BEFORE THE FIRST VISIT

We turned nine questions people ask before they join a gym or book a first class into nine checks, then read each site for an answer a visitor could find on a phone. Ranked like a leaderboard: the most answered question on top.



Before the first visit. 64% of the 165 gyms show a membership or class price on the site.

Share of all 165 websites answering each question • red = fewer than a third • blue tick = half



Figure 1. Share of sites that answer each question on the home page or a page it links to, read from the served HTML. Sorted from most to least answered. The red line falls under the last question that a third or more of gyms answer.

“WHERE DO I PARK, AND CAN I BRING MY KIDS?”

The would-be member question gyms answer least: 20% of 165 sites



FOUR KINDS OF GYM, SIDE BY SIDE

Independent gyms (39): median score 80, a price shown on 72%, a free trial or intro offer on 67%. CrossFit and functional fitness (36): median score 79, a price shown on 81%, a free trial or intro offer on 83%. Boxing and martial arts (47): median score 78, a price shown on 36%, a free trial or intro offer on 66%. Boutique studios (43): median score 80, a price shown on 72%, a free trial or intro offer on 53%.

Median overall website score out of 100, by kind of gym · ± is the margin of error on a share for that group



WHERE EACH WEBSITE SCORES

Overall website score out of 100, one dot per site; the blue rule is each group's median

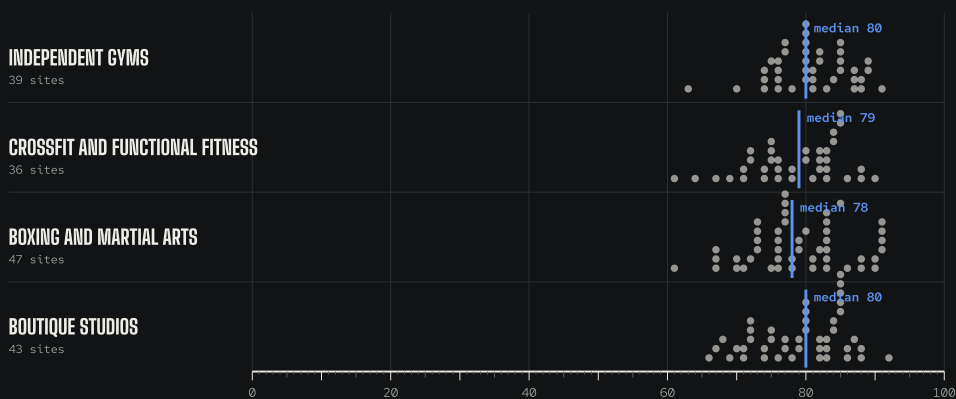


Figure 2. Overall website score out of 100, one dot per site. The blue rule marks each group's median.

ON SCORING

The score is Clikiti's overall website score (rubric v2): usability 30%, speed 25%, accessibility 25%, SEO 10%, trust 10%. It measures the website, not the gym. The member-question checks are reported separately and do not feed it.²



03 THE QUESTION NOBODY ASKS OUT LOUD

33%

OF GYMS STATE THEIR CONTRACT
OR CANCELLATION TERMS.

“Am I locked in?” is the worry that stops a sign-up at the counter. In this study 67% of 165 sites leave it for the visit, the phone call or the contract itself.

FOUR GYMS, UP CLOSE

Four real sites from this edition, one strong, two in the middle and one weak. Each photograph shows the kind of moment its findings describe; the gym itself stays anonymous. The number is the overall website score; each dot is one check, filled when the site passes it.

01



GYM 01

A BOXING OR MARTIAL ARTS GYM IN THE WEST

73 / 100



Answers 8 of 9 would-be member questions. Falls short on parking or childcare and phone load time.

02



GYM 02

A BOXING OR MARTIAL ARTS GYM IN THE MIDWEST

67 / 100



Answers 6 of 9 would-be member questions. Falls short on coaches' certifications, opening hours, parking or childcare and 4 more.

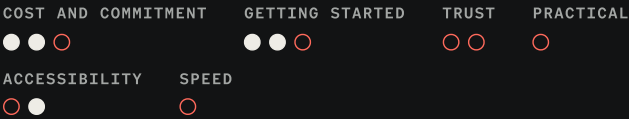
03



GYM 03

A CROSSFIT OR FUNCTIONAL FITNESS GYM IN THE MIDWEST

78 / 100



Answers 4 of 9 would-be member questions. Falls short on coaches' certifications, cancellation terms, opening hours and 5 more.

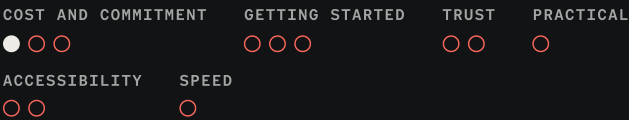
04



GYM 04

A BOXING OR MARTIAL ARTS GYM IN THE WEST

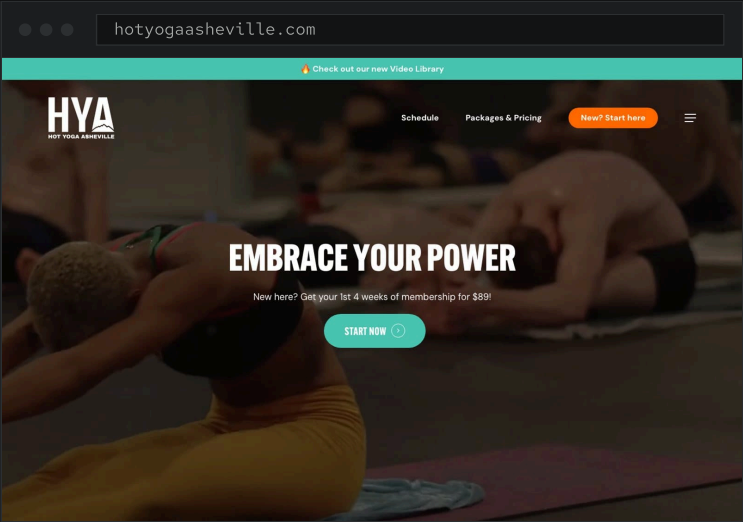
61 / 100



Answers 1 of 9 would-be member questions. Falls short on a free trial or drop-in, the class schedule, coaches' certifications and 9 more.

HOT YOGA ASHEVILLE

Boutique studio, Asheville, NC. It answers 8 of the 9 member questions this edition tests, loads fast on phones and describes its images; like most sites in this study, it has yet to pass text contrast (WCAG 1.4.3). Its overall website score is 80/100. Named as a positive example; every other site in this report is anonymous.



The home page as published, captured 2026-10-15. Visit hotyogaasheville.com

WHAT IT DOES WELL

- A membership or class price shown
- A free trial, intro offer, drop-in or day pass
- Class schedule on the site
- Coaches named, with their certifications
- A way in for beginners
- Contract or cancellation terms stated
- Parking or childcare stated
- Reviews marked up, in a widget or quoted
- Real phone visitors see the main content in 1.6 s (Chrome UX Report, 75th percentile; good is 2.5 s or less)
- Every image has a text description (WCAG 1.1.1)
- Clikiti pillar scores of 90 or more: accessibility 90, SEO 100

WHERE IT COULD STILL IMPROVE

- Not found on the home page or the pages it links to: opening hours or 24-hour access stated



The first session. 94% of the 165 sites fail loads in under 2.5 s on a phone (Core Web Vitals · LCP).

THE MEMBERS LEFT OUT

A gym's next member may be on an old phone in a car park with one bar of signal, or reading with a screen reader or zoomed text. These checks measure whether the site lets them in.³

LOADS IN UNDER 2.5 S ON A PHONE	94%
Core Web Vitals · LCP	
EXERCISEGYM, HEALTHCLUB OR SPORTSACTIVITYLOCATION STRUCTURED DATA	79%
Schema.org · ExerciseGym	
TEXT CONTRAST PASSES 4.5:1	76%
WCAG 1.4.3	
IMAGES HAVE TEXT DESCRIPTIONS	16%
WCAG 1.1.1	

Table 1. Technical checks, share of the 165 sites that fail each one.

HOW THE SITES WERE READ

STEP 1 · ALL 165 SITES

READ

The home page and up to twelve pages it links to (memberships and prices, free trial, schedule, coaches, beginners, policies, hours, location, reviews, about, contact), read as a server delivers them. The member questions are answered here, by fixed published rules (Appendix A4).

STEP 2 · ALL 165 SITES

MEASURE

Google Lighthouse (PageSpeed Insights) in a phone and a desktop render, with Chrome UX Report field data where it exists: load time, contrast and image descriptions. Repeatable.

STEP 3 · ALL 165 SITES, SCORE ONLY

REVIEW

An expert usability review of each home page against Nielsen's heuristics, used only in the usability part of the score. Every issue must name the heuristic, a severity and the element, or it is dropped.

SCOPE

This study examines how independent gyms and fitness studios present themselves on the web, not the quality of their coaching, their equipment or their prices.

FOR AGENCIES AND FREELANCERS

WHAT THIS MEANS FOR AGENCIES

what to fix first, and how to pitch it

For small agencies and freelancers who build websites for independent gyms, CrossFit boxes, fight gyms and boutique studios. We scanned 165 of their websites: 0% score under 60 out of 100, and 91% leave at least three of the questions would-be members ask unanswered. Here is where the winnable work is, which problems to lead a pitch with, and how to show them without days of spec design.

WHO IS REALISTIC TO WIN

Boxing and martial arts are the most winnable: the lowest median score in this report (78 out of 100), and 0% of them score under 60. Their problems are visible, specific and fixable by a small team.

TYPE	SITES	MEDIAN	UNDER 60
Independent gyms	39	80	0%
CrossFit and functional fitness	36	79	0%
Boxing and martial arts	47	78	0%
Boutique studios	43	80	0%

Score out of 100. "Under 60" is the share of sites that miss most of what a would-be member looks for.

5 PROBLEMS TO LEAD A PITCH WITH

94% LOADS IN UNDER 2.5 S ON A PHONE BUILD

Resize and compress the hero image and the class videos, defer the booking widget, aim for under 2.5 s on a phone.
"Your home page takes several seconds to appear on a phone in the car park."

80% WHERE DO I PARK, AND CAN I BRING MY KIDS? QUICK FIX

One line on parking and one on childcare (or that there is none), on the contact or first-visit page.
"Parents and drivers want to know two practical things before the first class, and your site answers neither."

79% EXERCISEGYM, HEALTHCLUB OR SPORTSACTIVITYLOCATION STRUCTURED DATA QUICK FIX

Add ExerciseGym, HealthClub or SportsActivityLocation structured data with the address, phone and opening hours.
"Search engines and assistants have to guess where you are and when you are open."

76% TEXT CONTRAST PASSES 4.5:1 QUICK FIX

Raise text contrast to at least 4.5:1 in the theme, including text set over photographs.
"Grey text on dark photographs is hard to read, and it is a WCAG failure."

71% WHO WILL COACH ME, AND ARE THEY QUALIFIED? CONTENT

A coaches page with each coach named, a photograph and the certifications they hold (CrossFit Level 2, NASM, belt rank, RYT 200, a Pilates certification).
"Your coaches are qualified, and the site never says so. A first-timer wants to know who will be in the room."

Share of sites with the problem. WCAG items are accessibility failures. Every check cites a standard in the method section.

HOW TO SHOW A PROSPECT THEIR PROBLEMS, AND A REDESIGN

1

LEAD WITH THEIR PROBLEM, NOT YOUR SERVICES

Open with one question the site fails, for example loads in under 2.5 s on a phone (94% of sites in this report miss it), and show the exact page where the answer should be.

2

PUT A NUMBER ON IT

Compare their site with the sector: across 165 independent gyms, CrossFit boxes, boxing and martial arts gyms and boutique studios sites, the median scores 80 out of 100 and answers 4 of the 9 questions would-be members ask. A number travels further inside the client than an opinion.

3

SHOW THE FIX WITHOUT DAYS OF SPEC WORK

A rough redesign that answers those questions persuades better than a proposal, but it usually costs a designer a day or two per prospect. You can sketch it by hand, or use Clikiti: the scan is free and shows any site's problems in about a minute, and paid plans draft a redesign of the home page from the prospect's own brand, from about \$2.33 per pitch.

FOR AGENCIES

SHOW EVERY GYM WHAT ITS MEMBERS SEE

Clikiti reads a gym's site the way a would-be member does, states what it found, and generates the redesign you present before the first call.

SEE YOUR MARKET ON CLIKITI

METHODOLOGY

How this study was designed, who was included, what was measured and how far the results can be relied on. It is written so that an agency can share it with a gym owner who wants to check the evidence behind a pitch.

165 websites studied	4 types of organisation	48 states	±7.6 points, margin of error at 95%	2026-10-15 date the sites were read
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A1. THE RESEARCH QUESTION

When someone wants to join a gym, start CrossFit, learn to box or try a yoga, pilates or cycling class, and looks an independent gym or studio up online, usually on a phone, can they find out what it costs, whether they can try it first, when the classes are, who will coach them and with what certification, where a beginner starts, how a membership ends, when the doors are open, where to park or whether there is childcare, and whether other members vouch for it?

Population. Independently owned US gyms and fitness studios with one to three locations and their own website, in four groups: independent gyms, CrossFit and functional-fitness gyms, boxing and martial arts gyms, and boutique studios (yoga, pilates, cycling, barre). These are the fitness businesses a small or mid-size web agency can realistically win as clients.

A2. WHO WAS STUDIED

The sample was built from local search listings, city by city, then screened so that every site in it is one an independent agency could realistically win.

SOURCE	WHAT IT CONTRIBUTES	SITES
Local search, independent gyms	Independent full-service, strength and 24-hour gyms found in local search results, city by city	93
Local search, CrossFit and functional fitness	Independently owned CrossFit affiliates and functional-fitness gyms with their own website, found in local search results, city by city	41
Local search, boxing and martial arts	Boxing, kickboxing, Muay Thai, jiu-jitsu, MMA and martial arts gyms that train adults, found in local search results, city by city	47
Local search, boutique studios	Independent yoga, pilates, indoor cycling and barre studios found in local search results, city by city	43

INCLUDED

- An independently owned gym or studio with one to three locations and its own website (not a directory, marketplace, app page or social profile)
- Independently owned CrossFit affiliates with their own domain are included

EXCLUDED

- Chains and franchises (for example Planet Fitness, Anytime Fitness, LA Fitness, 24 Hour Fitness, Crunch, Gold's Gym, Snap Fitness, EoS, Life Time, Orangetheory, F45, Club Pilates, CorePower Yoga, Pure Barre, YogaSix, StretchLab, Title Boxing Club, 9Round, Rumble, Burn Boot Camp, UFC

- Based in the United States
 - Home page responds and shows the gym it claims to be (each home page title was checked before scanning)
- Gym, Mayweather Boxing) and any brand with four or more locations
 - YMCAs and JCCs, university, hospital, municipal and corporate gyms
 - App and marketplace pages (ClassPass, Mindbody listings), directories and lead-generation sites
 - Parked, placeholder, password-protected, hijacked or unreachable sites, and duplicates

FROM LIST TO SAMPLE	SITES
Candidates listed	189
Removed at screening: the site refused automated visitors or served them a bot challenge instead of the page (14)	-14
Removed at screening: no response (5)	-5
Removed at editorial review: the home page serves a different gym in another state (1), or the site was hijacked by gambling spam (1)	-2
Cohort	168

REGION (US CENSUS)	INDEPENDENT GYMS	CROSSFIT AND FUNCTIONAL FITNESS	BOXING AND MARTIAL ARTS	BOUTIQUE STUDIOS	ALL
Northeast	5	10	6	9	30
Midwest	11	8	13	11	43
South	12	9	14	11	46
West	11	9	14	12	46
All regions	39	36	47	43	165

A3. HOW THE SITES WERE READ

Pages. The home page, then for each of nine topics (memberships and prices, free trial or intro offer, class schedule, coaches, beginners, policies and FAQ, about and facility, reviews, contact and hours) the best-matching link on the home page.

Speed and accessibility. Google PageSpeed Insights (Lighthouse) on a mid-range phone profile and on desktop, plus Chrome UX Report data from real visitors over the previous 28 days where Google publishes it for the site.

Crawler conduct. One request at a time to each site, at least 400 ms apart, at most ten pages per site; robots.txt is read and obeyed for every page requested; a site that refuses is left out and never retried. The crawler identifies itself as Mozilla/5.0 (compatible; ClikitiResearch/1.0; +https://clikiti.com).

A4. WHAT WAS MEASURED

9 questions people ask before they join a gym or book a first class, answered from what each site publishes, and 4 technical checks against published standards. A check passes only when the rule below is met; anything the crawler cannot confirm counts as not answered.

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
WHAT DOES IT COST TO JOIN? A membership or class price shown	A dollar price is shown for a membership, a month, a class pack, a drop-in, a day pass or unlimited classes. Discounts, gift cards, retail items (shirts, shakes) and late-cancel or no-show fees do not count.	Clikiti member question 1 of 9
CAN I TRY IT FIRST? A free trial, intro offer, drop-in or day pass	The site offers a way to try the gym first: a free trial, a free first class or week, an intro offer, a drop-in rate, or a day or guest pass.	Clikiti member question 2 of 9
WHEN ARE THE CLASSES? Class schedule on the site	The class timetable is on the site: a schedule page or block listing class times and days, or an embedded scheduling widget. A link to an app or a social page does not count.	Clikiti member question 3 of 9
WHO WILL COACH ME, AND ARE THEY QUALIFIED? Coaches named, with their certifications	At least one coach is named next to a fitness certification or rank (for example CF-L1, NASM, ACE, NSCA-CSCS, RYT-200, PMA, BASI, STOTT, USA Boxing, a black belt).	Clikiti member question 4 of 9
I HAVE NEVER DONE THIS. WHERE DO I START? A way in for beginners	The site gives beginners an explicit way in: beginners or 'new to' classes, an on-ramp, foundations or fundamentals course, an intro session, or a 'what to expect' section. 'All levels' alone does not count.	Clikiti member question 5 of 9
AM I LOCKED IN? HOW DO I CANCEL? Contract or cancellation terms stated	Membership contract or cancellation terms are stated: no contract, month-to-month, cancel anytime, a notice period, a minimum term or a membership cancellation policy. A class late-cancel or no-show rule alone does not count.	Clikiti member question 6 of 9
WHEN CAN I COME IN? Opening hours or 24-hour access stated	Opening or staffed hours are stated (a day and a time range next to the word hours or open), or 24-hour member access. Class times in a timetable do not count.	Clikiti member question 7 of 9
WHERE DO I PARK, AND CAN I BRING MY KIDS? Parking or childcare stated	Parking or childcare is stated: where to park, a lot, street parking, a kids' club, child watch or babysitting. A plain statement that there is no childcare also answers the question.	Clikiti member question 8 of 9
DO OTHER MEMBERS VOUCH FOR IT? Reviews marked up, in a widget or quoted	Member reviews are marked up for search engines (Review or AggregateRating structured data), shown through a review widget, or at least two member testimonials are quoted on the home, about or reviews page. A link to a review site alone does not count.	Clikiti member question 9 of 9
TECHNICAL CHECKS		
LOADS IN UNDER 2.5 S ON A PHONE Loads in under 2.5 s on a phone	Real visitors on phones see the main content within 2.5 seconds (Chrome UX Report, 75th percentile). Where Google publishes no visitor data, the phone lab test is used.	Core Web Vitals · LCP
TEXT CONTRAST PASSES 4.5:1 Text contrast passes 4.5:1	No text on the home page fails the WCAG 1.4.3 minimum contrast of 4.5:1, in either the phone or desktop test.	WCAG 1.4.3
IMAGES HAVE TEXT DESCRIPTIONS Images have text descriptions	Every meaningful image on the home page has a text description (WCAG 1.1.1).	WCAG 1.1.1

QUESTION	COUNTS AS ANSWERED WHEN	STANDARD
EXERCISEGYM, HEALTHCLUB OR SPORTSACTIVITYLOCATION STRUCTURED DATA ExerciseGym, HealthClub or SportsActivityLocation structured data	The site describes the gym to search engines with ExerciseGym, HealthClub, SportsActivityLocation or SportsClub structured data.	Schema.org · ExerciseGym

A5. THE WEBSITE SCORE

Each site's overall score (0 to 100) is Clikiti's website score, rubric 2.0.0. It measures the website, not the gym, and the member questions above do not feed it. It is a weighted mean of five pillars:

PILLAR	WEIGHT	BASED ON
USABILITY	30%	Checks of the home page for broken links and images, and an expert review of the page as rendered on a phone and on a desktop screen, against Jakob Nielsen's ten usability heuristics. Each issue must name the heuristic, a severity on the Nielsen Norman Group scale and the exact element or wording; issues without all three are discarded, and two independent passes must agree.
SPEED	25%	Google Lighthouse on a mid-range phone (60%) and on desktop (20%), and real-visitor Core Web Vitals from the Chrome UX Report (20%) where available.
ACCESSIBILITY	25%	Google Lighthouse accessibility audits (70%) and Clikiti's own WCAG checks of the served page (30%).
SEARCH	10%	Google Lighthouse SEO audits (60%) and Clikiti's own search checks of the served page (40%).
TRUST	10%	Google Lighthouse best-practice audits (40%) and security header checks (60%).

Within a pillar, each issue costs points by severity (critical, high, medium, low) and by how many times it occurs; issues based on judgement count at 70% of measured ones, and duplicates of the same root cause count once. On the four gym profiles, the number out of 100 is this overall score, and each dot is one check in its group: filled when the site passes it, hollow when it does not.

A6. PRECISION

With 165 sites, a share reported for the whole sample is precise to within ± 7.6 percentage points at 95% confidence (worst case, a 50% share; $1.96 \times \sqrt{(0.25/n)}$). By type: independent gyms ± 15.7 ($n = 39$); crossfit and functional fitness ± 16.3 ($n = 36$); boxing and martial arts ± 14.3 ($n = 47$); boutique studios ± 14.9 ($n = 43$). Differences between types smaller than these margins should be read as similar. Percentages are rounded to whole numbers; medians are the middle value of the sites in a group.

A7. QUALITY CONTROL

- Every home page in the cohort was fetched and its title checked against the listed gym before scanning
- Every home page was checked for hijacked content (gambling, pharmacy, adult and crypto spam) before scanning
- Every home page was checked for a second website of the same gym (shared phone numbers and names)
- Detection rules were checked against the evidence they record for a sample of gyms in every group, and revised before the final run
- Every published figure is recomputed from the data at build time, and a statement in the text that the data does not support stops the build

- Results are published only after automated checks for missing data, anonymity, accessibility of the report itself and the margin of error statement pass

A8. LIMITATIONS

- A point-in-time snapshot: sites change, and a site may have improved or declined since it was read.
- Only public pages were read: the home page and pages it links to. Member portals, apps, online stores and multi-step booking flows were not tested.
- Answers are read from the page as a server delivers it. Content that only appears after scripts run in the browser (some schedulers and review widgets) is not seen, which the study counts as a gap a search engine or a slow phone would also meet.
- The study reports what a website shows. It does not judge any gym's coaching, equipment or prices, and it is not fitness or medical advice.
- Automated accessibility tests find only part of what WCAG covers; keyboard and screen-reader use need a manual audit.
- The sample is a structured list of real, independent gyms and studios, not a random draw. Margins of error are given as a guide to precision, not as a guarantee that the results hold for every gym in the country.

A9. DATA, LICENCE AND CORRECTIONS

The aggregate results are published as CSV and JSON beside this report under the Creative Commons Attribution 4.0 licence: you may reuse, adapt and share them, including in client proposals, with a credit to Clikiti and a link. No per-site results are published. Corrections and removal requests are reviewed and answered personally; see the end of this report.

GYMS IN THIS STUDY

The 165 websites in this edition, by type. This list says who was scanned and nothing more: results in this report are shown only in aggregate or anonymously.

INDEPENDENT GYMS (39)

777 Fitness & Wellness Center
Billings, MT

9 Fitness
Shreveport, LA

BeDriven Fit Factory
Hueytown, AL

BG Powerhouse
Bowling Green, KY

Brew Fitness Milwaukee
Milwaukee, WI

Carolina Iron Gym
Greenville, SC

Catalyst Gym
Greenville, SC

Centermass Training Compound
Worcester, MA

Club Fit
Little Rock, AR

Competitive Edge Power & Fitness
Allentown, PA

Domination Fitness
Boise, ID

DSM Barbell Club
Des Moines, IA

Fitness 307
Cheyenne, WY

Flex Factory Gym
Urbandale, IA

Granite Health and Fitness
Billings, MT

Highland Park Fitness
Des Moines, IA

Iron Crush Fitness
Allentown, PA

Iron Legacy Barbell
Garden City, ID

LIFT DSM
Des Moines, IA

Midwest Power Gym
Milwaukee, WI

MKE Fit
Milwaukee, WI

NFC FIT
Lubbock, TX

Parkpoint Health Club
Santa Rosa, CA

Plaza Fitness
Billings, MT

ProFitness Greenville
Greenville, SC

Redwood Fitness
Santa Rosa, CA

Resilient Body Gym
Santa Rosa, CA

Resistance Strength
Allentown, PA

Saiyan Strength
Santa Rosa, CA

Schotime Fitness
Shreveport, LA

South Mountain Community Fitness
Allentown, PA

Styles Studios Fitness
Peoria, IL

The House Barbell Club
Peoria, IL

The Pound Fitness & Barbell
Trussville, AL

TriFit Barbell
Mauldin, SC

Twisted Fitness
Madison, WI

Winks Iron Lot
Peoria, IL

WV Fitness 24
Bridgeport, WV

Xcel Fitness
Bend, OR

CROSSFIT AND FUNCTIONAL FITNESS (36)

Albany CrossFit
Albany, NY

Blind Faith CrossFit
North Haven, CT

Cape Fear CrossFit
Wilmington, NC

CrossFit 4185
Fort Wayne, IN

CrossFit 646
Tucson, AZ

CrossFit 859
Nicholasville, KY

CrossFit 920
Green Bay, WI

CrossFit Burlington
Burlington, VT

CrossFit Casco Bay
Portland, ME

CrossFit Conductor
Lexington, KY

CrossFit Dayton
Dayton, OH

CrossFit DNR
Fort Collins, CO

CrossFit Empire South
Huntsville, AL

CrossFit Evviva
Eugene, OR

CrossFit Fixx
Tucson, AZ

CrossFit Good Energy
Manchester, NH

CrossFit Green Bay
Green Bay, WI

CrossFit Inside Out
Wilmington, NC

CrossFit New Hampshire
Manchester, NH

CrossFit Phillipsdale
Rumford, RI

CrossFit Praus
Fort Wayne, IN

CrossFit Wichita
Wichita, KS

CrossFit Worcester at CFW Athletics
Worcester, MA

East Yard CrossFit
South Portland, ME

Freedom Pointe CrossFit
Dayton, OH

Full Auto Fitness
Greenville, SC

Full Range Fitness PVD
Providence, RI

Iron Grip CrossFit
Tucson, AZ

Lane 5 CrossFit
Eugene, OR

Man O' War Fitness (Man O' War CrossFit)
Lexington, KY

Rock City Complete Fitness
North Little Rock, AR

W.I.L.D. Horizons CrossFit
Fort Collins, CO

West Little Rock CrossFit
Little Rock, AR

Whiskey City Fitness
Peoria, IL

Wilderness CrossFit
Missoula, MT

Zootown CrossFit
Missoula, MT

BOXING AND MARTIAL ARTS (47)

417 Brazilian Jiu Jitsu
Springfield, MO

Adamas Jiu Jitsu Toledo
Toledo, OH

Alaska Boxing Academy
Anchorage, AK

APEX MMA
Ridgeland, MS

Beacon Mixed Martial Arts and Fitness
Cherry Hill, NJ

Bernardo Faria Academy
Bedford, MA

Boom University Fight Gym & Wellness Studio
Tulsa, OK

Brazilian Martial Arts Center (BMAC)
Somerville, MA

Brazilian Top Team Happy Valley
Clackamas, OR

Bulletproof Combat
Syracuse, NY

Cate BJJ and Kickboxing
Knoxville, TN

Charleston Self Defense Academy
North Charleston, SC

Cool Hands MMA
North Charleston, SC

Coyote Brazilian Jiu Jitsu Academy
Albuquerque, NM

Dethrone MMA
Fresno, CA

Eaglestone Boxing Club
Spokane, WA

East Bay Boxing Club
Charleston, SC

FITBJJ
Alcoa, TN

Gracie South Jiu Jitsu
Jackson, MS

Gracie United Baton Rouge
Baton Rouge, LA

Gremlin Jiu-Jitsu & Fitness
Tulsa, OK

Hard Drive Performance Center
Cedar Rapids, IA

Hero Athletics
Knoxville, TN

Invictus Brazilian Jiu Jitsu and Muay Thai Academy
Albuquerque, NM

JB Boxing
Topeka, KS

Jukido Academy
Palm Coast, FL

KruFit
Fishers, IN

Lion's Den Fitness and Boxing
Tulsa, OK

Magic BJJ
Lansing, MI

Mercs Jiu-jitsu MMA Fitness
Colorado Springs, CO

Midwest Martial Arts Academy
Sioux Falls, SD

Misfits Grappling Club
Sioux Falls, SD

New Mexico JiuJitsu Academy
Albuquerque, NM

Next Edge Academy
Sioux Falls, SD

NJ United Mixed Martial Arts
Totowa, NJ

Ohio Martial Arts
Maumee, OH

Prime Time Fitness & Boxing Academy
Syracuse, NY

Primed Combat
Lansing, MI

Reno City Kickboxing
Reno, NV

Reno Muay Thai (Bunnell Muay Thai)
Reno, NV

Stock Martial Arts
Rochester, MN

Team Quest MMA & Fitness
Portland, OR

The Engine Room Boxing
Tulsa, OK

The Legacy Boxing Club
Spokane Valley, WA

Top Level Gym
Indianapolis, IN

Ultimate Martial Arts (Fresno Jiu Jitsu & Martial Arts)
Fresno, CA

Warrior Fitness Center
Colorado Springs, CO

BOUTIQUE STUDIOS (43)

Align Burlington, VT	Hum Yoga House Bellingham, WA	POWERHOUSE (Lagree, Pilates & Barre) Honolulu, HI
Anthropé Pilates Santa Fe, NM	KC Movement Lab Kansas City, MO	Purna Yoga 828 Asheville, NC
Beyond Barre Fitness Kansas City, MO	Lincoln Yoga Center Lincoln, NE	REV360 Richmond, VA
BOHO Studios Richmond, VA	Lotus House of Yoga Lincoln, NE	Ritual Yoga & Wellness Lincoln, NE
Chattanooga Pilates Co Chattanooga, TN	Mind Your Body Pilates Burlington, VT	SEEK Studio Salt Lake City, UT
City Barre Richmond, VA	NKC Pilates Kansas City, MO	SoulShine Pilates, Yoga & Wellness Studio Savannah, GA
Core Pilates Albany Albany, NY	NOMAD Yoga + Barre North Haven, CT	SPARK Pilates & Wellness Studio Chattanooga, TN
Creating Space Yoga Portland, ME	Northern Arizona Yoga Center Flagstaff, AZ	Sweat + Soul Honolulu, HI
Ease Pilates Studio South Burlington, VT	Northland Pilates Duluth, MN	The Body Lab VT South Burlington, VT
Elements Hot Yoga Bellingham, WA	Otium Studios Savannah, GA	The Movement Omaha, NE
ESenEM Yoga Flagstaff, AZ	Personal Best Pilates Duluth, MN	Una Yoga Portland, ME
Flux Hot Power Yoga Bellingham, WA	Pilates 1901 Kansas City, MO	Very Near Yoga Studio Wilmington, DE
Georgia James Pilates Savannah, GA	Pilates Santa Fe Santa Fe, NM	Vibe Yoga Studio Bloomington, IN
Greener Postures Yoga South Portland, ME	PilatesBodies Santa Fe, NM	
Hot Yoga Asheville Asheville, NC	PilateZone (Maya Aubrey Pilates) Santa Fe, NM	

DISCLAIMER

ABOUT THIS STUDY

This report is based on automated scans of publicly available home pages, and pages they link to, run on 2026-10-15. Its findings are a point-in-time technical snapshot of each website. They are not a judgement of any gym's coaching, equipment or prices, and automated checks may contain errors. This report is not fitness or medical advice, and it is not a judgement of any gym's coaching, equipment or prices. Clikiti is not affiliated with, and does not endorse, any gym listed here; trademarks belong to their owners. The report is provided “as is” under CC BY 4.0, without warranty of any kind. Every person in this report's photographs is AI-generated; none is a real person. The one gym screenshot is the featured gym's own home page, shown unaltered.

REMOVE MY GYM FROM THIS STUDY

We review every request and reply when it's done; removed gyms are excluded from future editions.

NOTES

- 1. Every figure is computed from the scan data for this edition: 165 of 168 sites in the cohort, scanned 2026-10-15 to 2026-10-15. Margin of error: ±7.6 points at 95% confidence for a share of all 165 sites (Independent gyms ±15.7, CrossFit and functional fitness ±16.3, Boxing and martial arts ±14.3, Boutique studios ±14.9). Left out: 3 (no mobile Lighthouse result). Results are not attributed to named gyms, except the best-in-class gym; elsewhere each is shown as its kind of gym and a number. The appendix lists who was scanned.
- 2. Thirteen checks: nine would-be member questions, plus loads in under 2.5 s on a phone; text contrast passes 4.5:1; images have text descriptions; ExerciseGym, HealthClub or SportsActivityLocation structured data.
- 3. Standards: Loads in under 2.5 s on a phone (Core Web Vitals · LCP); Text contrast passes 4.5:1 (WCAG 1.4.3); Images have text descriptions (WCAG 1.1.1); ExerciseGym, HealthClub or SportsActivityLocation structured data (Schema.org · ExerciseGym).
- 4. Scanned October 2026.
- 5. Photographs are illustrations created with generative AI for this report (Google Gemini); every person shown is fictional. The one website screenshot is the best-in-class gym's own home page. The usability review in A5 is carried out by an automated vision model (Google Gemini) under the rules stated there.

TAKE IT, QUOTE IT, SHARE IT

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Only 20% of the 165 independent gym and fitness studio websites we scanned say where to park or whether there is childcare. The report, the method and the aggregate numbers are open: use them in your pitches, posts and proposals.

Download the PDF	A4
Read as Markdown	text, for people and AI
Aggregate data	CSV · no site named
Aggregate data	JSON · no site named

CITE (APA)

Clikiti. (2026, October 15). The state of independent gym websites 2026 (Q4 2026) [Report]. <https://clikiti.com/research/gyms/2026-q4>

EMBED THE CHART

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<figure style="margin:0;max-width:720px"><a href="https://clikiti.com/research/gyms"></a><figcaption style="font:13px/1.4 sans-serif">Source: <a href="https://clikiti.com/research/gyms">Clikiti, The State of Independent Gym Websites 2026</a> (Q4 2026). <a href="https://creativecommons.org/licenses/by/4.0/" rel="license">CC BY 4.0</a>.</figcaption></figure>
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165 sites · scanned October 2026 · margin of error up to ±7.6 percentage points at 95% confidence.

Clikiti · Research from automated scans, CC BY 4.0 · Aggregate figures; no business is named in the data.

Research Benchmarks Gallery Free scan Privacy