

54 Branded Touchpoints

for your fitness or wellness studio

Rolling out new branding or implementing a brand refresh? Here's a list of places you'll want to update:

Website

- Update colors / fonts / photos / logo / typography sitewide
- Change headlines / website copy to reflect new brand messaging
- Review and update call-to-action buttons sitewide
- Update chatbot branding & messaging to reflect new brand voice
- Update brand colors / fonts that appear on your scheduling widgets
- Publish a blog post or website page explaining the rebrand. This introduces and associates the 2 names in the digital space
- If domain name is changing: attach both old and new domains making new domain primary
- If domain name is changing: 301 redirect urls to the new domain
- If domain name or site structure is changing: Submit updated sitemap to Google

If your domain is changing and you have significant branded traffic from search you can learn more in [this extensive guide from Moz.com](#)

Other Online properties (as applicable)

- Google Business Profile listing
- Yelp profile listing
- Whatsapp
- Facebook profile

- Instagram profile
- LinkedIn profile
- Twitter profile
- TikTok profile
- Pinterest profile
- Youtube channel
- Linktr.ee (or other social media landing page asset)
- Social media ads
- Google PPC ads
- Local listings (chamber of commerce, industry directories etc)
- Scheduler main booking page (colors and logo)
- Mindbody (or other software) App listing
- Any other outside tech partners you use: FitGrid, Referrizer, Perkvill, Peerfit, ClassPass
- Teacher Training listings (if listed in 3rd party directories)
- Active job listings

Physical / In Studio

- Location signage (on-site)
- Signage (off-site)
- Flyers / postcards
- Business cards
- Print ads
- Interior design / decor
- Checks / checkbooks
- Staff apparel / uniforms
- Retail products
- Training certification certificates

Communications

- Email newsletters and templates
- Auto emails
- Your email signature
- Branded email addresses (if domain in changing)
- Invoices / receipts
- Intake forms / new client handouts
- Create plan to roll out new brand guidelines to staff
- Preview / tease new brand on social media

Legal (if name change)

- Legal entity / tax filings
- Trademark (any new names or taglines)
- Privacy Policy, Terms of Service, Waivers
- Leases (equipment / space)
- Phone/cable company
- Payroll company
- Music licenses, insurance, vendor contracts
- Credit card & bank accounts



Work with Pixality Design to rebrand your website

Hi, I'm Connie Holen—web designer, digital strategist and Certified Mindbody Business Consultant. My boutique web design agency works with fitness & wellness studio owners to create easy-to-manage, search engine optimized websites that convey your brand in a cohesive, strong way.

[**GET IN TOUCH →**](#)