Top tips to ensure your Gym's website can handle the January peak

think TRIBE

January brings the biggest opportunity for new memberships but only if your website, app, and systems can cope. Here are our 5 top tips to protect revenue and brand.

1 Test all layers of your infrastructure

Your gym management systems don't work in isolation. From sign-ups and payments through to gym access and class bookings, they're all connected. Test these components together under heavy traffic to ensure they'll hold up when thousands of people hit your site.

2 Involve all third parties in testing

With multiple third-party systems such as payment gateways, booking tools and app logins, across your websites and apps, a weak link in any one can break an entire journey. Managed testing unifies all parties, makes dependencies visible, ensures accountability and gives you a clear view of exactly where weaknesses exist in your user journeys.

3 Test real membership scenarios in production

New members choose different plans and add-ons. Testing should reflect these real-world journeys, including realistic mixes and drop-offs, so you see how your system will handle the real actions your customers actually take.

> " thinkTRIBE don't just deliver performance testing, they proactively manage the whole process. That takes a load off my shoulders and removes resource bottlenecks. The team are always responsive and easy to work with, and the testing gives us valuable data. It means we can resolve issues early, which is far easier and cheaper than losing revenue if the join journey fails at peak. "
>
> **Ed Aldridge, QA Manager The Gym Group**

Top tips to ensure your Gym's website can handle the January peak

think **TRIBE**

4 Don't overlook in-app gym access & class bookings

The January spike isn't just about joining. It's important to test beyond sign-up to include booking classes and gym access via your app. These often overlooked features, can cause bottlenecks and frustrate members. Ensure your entire system can scale and remain responsive at peak loads.

5 Monitor the join journey 24/7

Once you've tested, don't stop there. Monitor the join journey continuously 24/7, from the customer perspective, so you can spot and fix issues quickly, all year round not just in January. That way, every new member gets a fast, seamless sign-up experience.

Helping The Gym Group handle 25% more transactions at peak **25%**

thinkTRIBE support leading gym businesses, keeping their websites & apps fast, reliable and member friendly at peak times, through fully managed, real-world Load Testing and Monitoring Services.

the gym group

Is your gym's digital infrastructure ready for the January surge?
Email **marc.jean-pierre@thinktribe.com** to find out how thinkTRIBE can help.