

Build a WordPress Gym & Fitness website

Nguyen Do Tung Bach

Abstract: In the context of increasing demand for information management and services of gyms, this project aims to build a dedicated WordPress website system for gyms and fitness centers. The project will apply a combined research method of theory and experimentation to develop a user-friendly interface, integrate easy administration features, and support brand promotion through optimized SEO tools. It is expected that after deployment, this system will contribute to improving the business efficiency of gyms and better meeting the diverse needs of customers.

Keywords: WordPress website, Gym & Fitness, Information management, SEO optimization, User interface