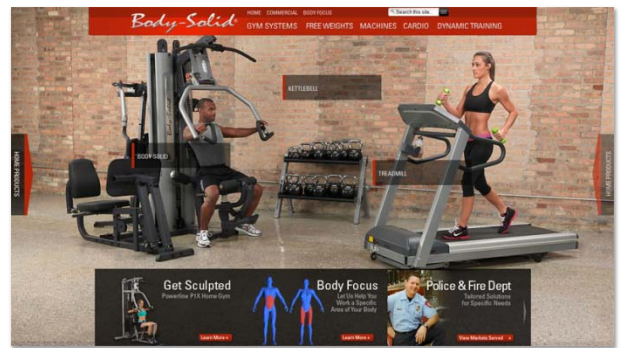


Body-Solid, Inc. is a leading manufacturer and distributor of high quality fitness equipment for the home and commercial markets. With over 20 years of experience, Body-Solid offers one of the widest arrays of products in the industry including multi-station gyms, free weight machines, a complete line of cardiovascular products, weight plates, kettle bells, dumb bells and fitness accessories. After years of success with their previous website, Body-Solid decided that it was time for a fresh new look and feel and requested AdEasel to provide updates to their web & marketing programs.



BodySolid.com

Body-Solid is One of the Nation's Largest Manufacturers of Quality Fitness Equipment



Improved site navigation is the most visible change to the new Body-Solid website. Guests can easily select between home and commercial equipment or choose products based on muscle groups, and the streamlined design includes drop-down menus to find products categorized by gym systems, free weights, machines, cardio, and dynamic training.

Markets Served



Due to the versatility of the Body-Solid equipment line, you can find strength and cardio equipment across many large-scale markets. AdEasel has highlighted several of these markets to promote on the website complete with info, case studies, featured products, and contact forms all one click away.

Body Focus



Any bodybuilder will tell you that there is always more than one way to target desired muscle groups. AdEasel has built the interactive Body Focus application which allows guests to select the body part they would like to train — and it returns featured exercises and Body-Solid Equipment to match.

Built For Life Club



Just as Body-Solid dealers have their private area on the website, AdEasel has implemented the Built For Life Club for home users and enthusiasts. Club membership grants access to the email newsletter, fitness goals and workout log sheets, reviews, and hosts several promotional contests throughout the year.

Download additional case studies and learn more about our agency online at AdEasel.com.