

Client:

MRS.SPORTY

GREYD.

Mrs.Sporty is a women's fitness franchise with over 250 local clubs, offering personalized training programs focused on health, strength, and lifestyle support in a community-based environment.

250 Synchronized Franchise Websites

Achievements:

- 250 **synchronized** franchise websites
- **Hybrid content system:** global, local & optional HQ-provided content
- **Tailored editing interfaces** for HQ and franchisees
- **Centralized rollout** of promotions and updates
- **SEO-optimized** architecture to prevent duplicate content
- Content maintenance possible without WordPress experience

The Results:

- **Consistent CI** across all websites
- **Streamlined editorial workflows** between HQ and local teams
- **Faster** content and change **distribution** across the entire network
- **Improved SEO performance** and ranking
- More than **twice as many leads**

Greyd.Suite Multi-Website System



Software and Features used

Implementation Process

Mrs.Sporty operates over 250 franchise websites and faced the challenge of **maintaining a consistent corporate design** while still allowing each local studio to manage their own content—such as opening hours, trainer information, or news.

The solution was to implement a robust **multisite infrastructure** with **Greyd.Suite**, tailored specifically to meet the needs of a decentralized franchise system. To ensure scalability, several multisite clusters — each managing around 50 websites — were connected via Greyd's **Site Connector**, enabling centralized coordination across the entire network.

The project began with the creation of a **master website**, which defined the design system, structure, templates, content architecture, static content and user roles. This instance formed the foundation for all other franchise sites and ensured consistency in layout and branding.

Based on this master site, over **250 individual club websites** were set up and connected to the master. These inherited the global structure and design standards and are fully built on synchronized **Dynamic Templates** and **Post Types**. Within these templates, franchise partners can manage local content in predefined areas of their individual websites—without affecting the overall layout or global content.

Using **Greyd.Hub**, the head office was able to manage all 250 websites—from deployments and updates to backups and monitoring—via one central dashboard. At the same time, the **Global Content** feature allowed templates and core content to be created once and synchronized across the entire network without causing duplicate content SEO issues. Franchisees had access only to their relevant content sections via a simplified backend interface that required no WordPress knowledge.

A **hybrid content model** was introduced, allowing the head office to define which content is global (mandatory), which is editable locally, and which is optional (centrally provided content blocks that franchisees can choose to activate by simply checking a box).

This approach enabled Mrs.Sporty to maintain **full brand control** while **empowering local teams** with the flexibility and autonomy to keep their content up to date.

Features:

- Block & Site Editor
- User Management
- Dynamic Post Types & Dynamic Templates
- Global Content & Site Connector
- Greyd.Hub

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