

THE ULTIMATE GUIDE TO A **HIGH-CONVERTING** MARTIAL ARTS WEBSITE

THE HOME OF
MARTIAL ARTS BUSINESS



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If you own a martial arts school and want to maximise student acquisition, your website is one of your most powerful tools. A well-optimized website can attract more visitors, generate leads, and ultimately convert them into paying students.

Below are the best practices and tips to create a website that works for you.

1. HAVE A CLEAN, PROFESSIONAL DESIGN:

Why it works:

First impressions matter. When a visitor lands on your website, they should immediately feel that your martial arts school is credible, welcoming, and professional. A cluttered or outdated design can turn potential students away before they even learn about your programs.



Best practices:

- Use a modern, responsive design that looks great on desktop and mobile.
- Choose colours that match your brand while keeping the layout simple and easy to navigate.
- Avoid too much text on the homepage; use engaging images and videos instead.

2. CLEAR CALL-TO-ACTIONS (CTAs)



Why it works:

Potential students (or their parents) won't take action unless you tell them exactly what to do next. Strong CTAs guide them towards signing up for a trial, calling your school, or filling out a form.



Best practices:

- Place CTAs above the fold (visible without scrolling) and throughout your site.
- Use action-driven phrases like "Claim Your Free Trial Class Today" or "Join Now and Get Your First Week Free".
- Make CTA buttons stand out with contrasting colours.



3. EASY TO FIND CONTACT INFORMATION

Why it works:

If a visitor wants to get in touch but can't easily find your contact details, they will likely leave and look elsewhere.

Best practices:

- Place your phone number and email at the top of every page.
- Include a contact form that is short and simple.
- Add a Google Map of your location to make it easy for students to find you.

*Why not speak to
NEST about their
Prospect System*

TOP TIP

Having a Follow-Up System in place will allow you to automate emails and texts to engage potential students after they inquire. Keeping in contact with interested prospects increases the chances of them signing up to your club.



4. SHOWCASE STUDENT TESTIMONIALS AND SUCCESS STORIES

Why it works:

Social proof builds trust. If prospective students see that others have benefited from your classes, they'll be more likely to sign up.

Best practices:

- Include written testimonials and video reviews from students or parents.
- Use real names and photos to add authenticity.
- Highlight success stories of students who have gained confidence, discipline, or fitness through your programs.

TOP TIP

Make sure your time table is easy to find on your website to ensure the process is simple for potential students to check available classes and times.





FREE

5. OFFER A FREE TRIAL OR SPECIAL PROMOTION

Why it works:

People are more likely to take action if there's a low-risk way to try your school first. A free trial removes hesitation and gets them in the door.

Best practices:

- Clearly display a "Free Trial Class" or "£1 First Lesson" offer on the homepage.
- Use a simple sign-up form to capture leads.
- Follow up promptly with every lead who claims a trial.

TOP TIP

If you can, use Exit Intent Popups to capture visitors before they leave with a last-minute offer, like a free trial or discounted month.



6. USE HIGH QUALITY PHOTOS AND VIDEOS

Best practices:

- Use professional photos of your students and instructors in action.
- Feature a short promotional video introducing your school.
- Include before-and-after stories showcasing students' progress.

Why it works:

People want to see what training at your school looks like. Great visuals make your school more appealing and professional.



7. SEO OPTIMISATION FOR LOCAL SEARCHES

Why it works:

Most potential students search for “martial arts near me” or “karate classes in [your city].” If your website isn’t optimised for search engines, they might never find you.

Best practices:

- Include keywords like “martial arts classes in [your city]” in your headlines, page titles, and descriptions.
- Claim and optimise your Google My Business listing.
- Encourage students to leave Google reviews to boost your local ranking.

8. FAST LOAD SPEED AND MOBILE OPTIMISATION



Why it works:

If your website is slow, visitors will leave before they even see your content. Also, most people browse on their phones, so your site must be mobile-friendly.

Best practices:

- Use a lightweight theme and optimise images to improve speed.
- Ensure buttons and text are easy to read and click on mobile devices.
- Test your site on different devices to ensure smooth navigation.

TOP TIP

Over 60% of visitors will be on mobile, so make sure your website is fast and easy to navigate. Remember, less can be more impactful - avoid overwhelming visitors with too much text and use bullet points and imagery instead.



9. SIMPLE AND CLEAR NAVIGATION

Why it works:

A confusing menu can frustrate visitors and make them leave before finding what they need.

Best practices:

- Keep your main menu simple with clear labels (Home, About, Classes, Contact, etc.).
- Use dropdown menus sparingly to avoid overwhelming users.
- Ensure important pages are accessible in 1-2 clicks.

TOP TIP

Build valuable trust to potential students by highlighting affiliations, awards and safety certifications, to build credibility and reassure parents their child is in safe hands with you and your school.



9. CONSISTENTLY UPDATED BLOG OR NEWS SECTION

Why it works:

Fresh content keeps your site relevant and helps with SEO. It also positions you as an authority in the martial arts community.

Best practices:

- Post about training tips, student spotlights, upcoming events, and success stories.
- Answer common questions like “How to Choose the Right Martial Arts School”.
- Share articles on social media to drive more traffic.



FINAL THOUGHTS:

Your martial arts school's website should act as a 24/7 marketing tool, consistently bringing in new students. By focusing on a clean design, clear CTAs, local SEO, and compelling content, you'll maximise student acquisition and grow your business efficiently. Implement these best practices, and you'll see more leads converting into dedicated students!





NEST

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