BEST PRACTICES FOR A PPC LANDING PAGE

Turn Clicks into Trial Bookings for Your Martial Arts Club.

Running a PPC campaign is a powerful way to attract new students — but getting clicks is only half the job. Once someone lands on your website, the real question is: Will they take the next step and book a free trial? That's where your landing page comes in. This mini guide breaks down exactly what you need to include — from layout and content to calls-to-action and trust signals — to turn curiosity into committed bookings. Whether you're running Google Ads or Facebook campaigns, these best practices will help you maximise your results and make every click count.

1. CLEAR, BOLD HEADLINE

A strong, direct headline instantly tells the visitor they're in the right place. It should clearly state what you're offering and who it's for. When someone clicks on a Google Ad looking for martial arts, a headline like **"Book Your FREE Trial Martial Arts Class in [Town]"** confirms they've landed on exactly what they searched for — keeping bounce rates low and interest high.

Example: "Book Your FREE Martial Arts Trial Lesson in [Town]"

Why: Instantly confirms they're in the right place and highlights the main offer.

🔥 **Top Tip:** Include your town or area in the headline to reinforce the local relevance — especially useful for PPC targeting!

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2. SUBHEADLINE THAT REINFORCES VALUE

Your sub-headline should support the main headline by adding emotional or practical value. It's your chance to highlight the **"why"** — why should they take this trial class? Mention benefits like building confidence, boosting fitness, or trying something new in a friendly, no-pressure setting.

Example: "Build confidence, discipline and fitness — no experience needed. Classes for kids and adults."

Why: Adds emotional appeal and tells people what they'll get out of it.

🔥 **Top Tip:** Use this line to speak directly to your audience. For parents: **"Fun, structured classes for kids aged 5–12."** For adults: **"Get fitter, stronger, and more focused — no experience needed."**

3. STRONG VISUALS

Images or videos of real students and instructors in your club instantly build trust and create emotional connection. Visual content helps people picture themselves or their child training at your club — which makes them far more likely to take action.

Use real, high-quality photos or a short video of your classes in action (kids, adults, instructors).

Why: Builds trust instantly and helps people imagine themselves at your club.

🔥 **Top Tip:** Use a high-quality photo showing students smiling, in uniform, or in action. Avoid stock photos — authenticity always wins.

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4. SIMPLE, FOCUSED LAYOUT (NO DISTRACTIONS)

When someone clicks through from a PPC ad, they should be guided toward one clear action — booking a trial. A busy landing page with links, menus, or unrelated content creates friction and confusion. A clean, focused page keeps them on track.

Remove unnecessary links (like menu bars, social media buttons).

Why: Keeps people focused on one thing — booking the free trial.

🔥 **Top Tip:** Remove your website's navigation bar on this page. Treat it like a mini-microsite with one goal only: **get the trial booking.**

5. CLEAR CALL TO ACTION (CTA)

A visible, well-worded CTA button helps guide the visitor toward the next step. It tells them exactly what to do and reassures them it's easy. CTA buttons like **"Book My Free Trial"** or **"Start My Journey"** make the process feel welcoming and action-oriented.

- **Use buttons like "Book Your Free Trial Now" or "Reserve Your Spot Today".**
- **Place the CTA above the fold and again at the bottom of the page.**

Why: Makes it easy for visitors to take action right away.

🔥 **Top Tip:** Use contrasting colours for your CTA buttons so they stand out on the page. Repeat the CTA at least twice — once above the fold, once after your benefits/testimonials.

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6. SHORT, EASY-TO-FILL FORM

The fewer fields in your form, the higher the chance someone will complete it. A long form can feel like work — and that's the last thing you want for someone on a phone. Keep it simple: name, email, phone, and maybe class preference.

Ask only for the essentials: Name, Phone, Email, Age Group, Preferred Class.

Why: Reduces friction and increases the number of people who complete the form.

🔥 **Top Tip:** Add a short line above the form like: **"Only takes 30 seconds to complete — no commitment, no payment."**

7. LIST KEY BENEFITS OF JOINING

Bullet-point benefits give your visitor quick wins and clear reasons to take action. Instead of listing features (**"45-minute class"**), focus on what it means to them (**"Improves focus, fitness, and confidence"**).

- **Use bullet points like:**
- **Build Confidence and Discipline**
- **Improve Focus and Fitness**
- **Friendly, DBS-checked Instructors**
- **Safe, Structured and Fun Environment**

Why: Reinforces value quickly for parents and adults alike.

🔥 **Top Tip:** Use icons or emojis to make your bullet list more visually appealing and scannable on mobile.

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8. INCLUDE TESTIMONIALS OR TRUST SIGNALS

Social proof is powerful. When parents see other families raving about your club, or adults read stories from fellow beginners, it helps ease doubts. It shows your club delivers what it promises.

Add 1–2 parent or adult student reviews.

Why: Builds credibility and reassures new leads that your club delivers results.

🔥 **Top Tip:** Include the reviewer's first name, age group (e.g. **"Parent of 7-year-old"**), and a photo if possible — this adds authenticity and relatability.

9. HIGHLIGHT LOCATION & TIMETABLE

Visitors want to know if your club is local and fits their schedule before committing. Clearly showing your town, postcode area, and class times removes guesswork and makes it easier to say yes.

Let people know where you are and when classes run.

Why: Helps them imagine fitting it into their schedule — a key factor in decision-making.

🔥 **Top Tip:** Add a short section that says: **"We're based in [Town], just off [landmark/street name]. Classes available evenings & weekends!"**

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10. MOBILE OPTIMISED DESIGN

Over **70% of PPC traffic** comes from mobile devices — if your page loads slowly or looks awkward on a phone, you're losing leads. A fast, clean, mobile-friendly design keeps users engaged and increases conversions.

Ensure it looks great and loads fast on phones.

Why: Most PPC traffic will be mobile, especially from Google Ads.

🔥 **Top Tip:** Test your landing page on your own phone. Can you fill in the form in under 20 seconds? If not, simplify it.

BONUS TIP: USE URGENCY OR LIMITED-TIME MESSAGING

Adding urgency encourages people to act now rather than later — which is especially important with PPC, where attention spans are short. Limited spaces, start dates, or short-term offers create a reason to move fast.

Phrases like:
- "Limited spaces available this week!"
- "Next beginners course starts [Date] — book now!"

Why: Encourages quicker action and improves conversion.

🔥 **Top Tip:** Try a line like: 🔔 **"Only 6 free trial spots left this week — secure yours today!"** or 📅 **"Next beginner intake starts [Date] — don't miss out!"**

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From Clicks to Students — Make It Seamless.

A well-optimised landing page is your silent salesperson — working 24/7 to turn interest into action. By following the tips in this guide, you'll not only improve your ad performance, but also create a smoother, more welcoming experience for potential students (and their parents).

Keep it simple, stay focused on the user's needs, and remember: every detail you get right moves someone closer to stepping into your club. Make it easy, make it clear, and let your website do the heavy lifting — so you can focus on delivering amazing classes.

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