

# WEBSITE OPTIMISATION AND PPC - DRIVING TRAFFIC THAT CONVERTS

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THE HOME OF  
MARTIAL ARTS BUSINESS



[www.nestmanagement.co.uk](http://www.nestmanagement.co.uk)



## Turn Clicks Into Students with a High-Performance Website and Smart Google Ads.

When your website is dialled in and paired with a simple PPC strategy, it becomes a 24/7 lead generator that converts visits into booked trial classes.

Turn Clicks Into Students with a High-Performance Website  
Your website isn't just a brochure — it's your most powerful tool for converting interest into action. When it's clear, fast, and focused on bookings — and supported by a simple Google Ads (PPC) campaign — it becomes a 24/7 lead generator.

With the right setup, you can attract local visitors, build trust instantly, and turn casual clicks into committed students — all while you focus on running great classes.





## WHY YOUR WEBSITE AND PPC MATTER:

Think of your website as your digital dojo – it must impress and convert.

It should:

- Make a great first impression
- Be fast, easy to use, and mobile-friendly
- Turn curious visitors into trial bookings
- PPC (Google Ads) then puts your site at the top of search results when people Google things like:

**“Martial arts near me”**

**“Kickboxing classes for kids [Your Town]”**

**“Self-defence classes for beginners”**

When set up right, PPC delivers high-intent traffic — people already looking for what you offer so make sure your website is ready to give your audience the best experience and get the information they need the most.

# WHY FRESH EYES ON YOUR WEBSITE ARE CRUCIAL:

**You're too close to your own website — fresh eyes are crucial.**

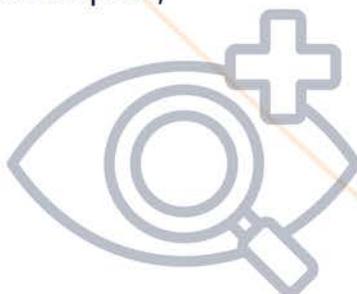
As a club owner, it's easy to get used to your own website — but what makes sense to you might confuse a new visitor. That's why getting fresh eyes on your site is so important. Asking someone who's never used your club to navigate your website will highlight things you may have overlooked, like unclear buttons, missing info, or a booking process that feels too complicated. Honest feedback helps you spot and fix barriers that could be costing you trial bookings — turning more visitors into students with just a few simple changes.

**Action Steps:** Ask 2 people who have NEVER used your website before to review it.

Give them this checklist:

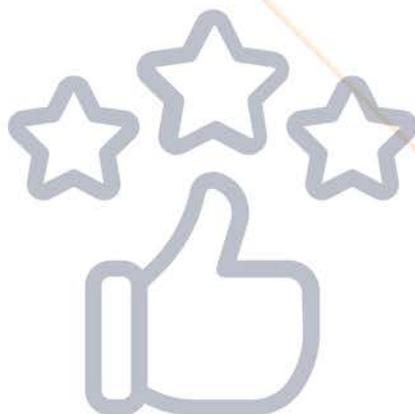
- Is it easy to understand what the club offers
- Is there a clear call to action (e.g., "Book a Free Trial")?
- Does it load fast on mobile?
- Is contact info easy to find?

**Google guidelines state:** 'Create helpful, reliable, people-first content'



If you want to dive deeper into how your website appears to your audience, ask the following questions too:

- **Can you easily find class schedules and locations that fit your needs** (Goal: Test navigation and accessibility of key info like times, ages, and locations.)
- **How easy is it to understand what programs are available for your (or your child's) age and skill level?** (Goal: See if users can quickly identify relevant classes.)
- **If you were ready to sign up, how confident do you feel about the registration or contact process?** (Goal: Evaluate clarity and usability of signup/contact process.)
- **What do you think about the way the instructors, facility, or school values are presented?** (Goal: Gauge how well the site builds trust and reflects school culture.)
- **Is there any information you expected to find but couldn't?** (Goal: Identify content gaps or unclear messaging.)



## PRO TIP:

Ask for brutally honest feedback. A confused visitor never converts.



## WEBSITE BEST PRACTICES FOR GETTING TRIAL LESSONS BOOKED:

To effectively convert website visitors into trial lesson bookings, your site should have a clear and compelling call-to-action (CTA) on the homepage, such as a prominently displayed "Book a Free Trial Lesson" button. Simplify the booking process with user-friendly forms that require minimal information.

Highlight testimonials and success stories to build trust and showcase the benefits of your classes. Additionally, ensure your website is mobile-responsive, as many users will access it via smartphones.



To effectively turn website visitors into trial bookings, your site needs to be simple, clear, and action-focused. Here's what to include — and why it matters:

### CLEAR AND COMPELLING CALL-TO-ACTION (CTA):

**Benefit:** Directs visitors exactly where to go next — reducing drop-off and confusion.

📌 Use a bold "Book Your Free Trial Lesson" button right on your homepage, ideally above the fold.





## USER-FRIENDLY BOOKING FORM:

**Benefit:** A shorter, easier form means more people will complete it.

📌 Just ask for essentials: name, email, phone number, preferred class — that's enough to start the conversation.

## SOCIAL PROOF: TESTIMONIALS AND SUCCESS STORIES:

**Benefit:** Builds trust and shows potential students (or parents) that others have had great results with you.

📌 Add a few positive quotes or short video testimonials — especially from parents or beginners.

## MOBILE-RESPONSIVE DESIGN:

**Benefit:** Most people will visit your site on their phone — if it's hard to use, they'll leave.

📌 Ensure your site loads quickly, looks clean, and the CTA is easy to tap on a mobile device.



## HIGHLIGHT CLASS BENEFITS, NOT JUST FEATURES:

**Benefit:** Helps people understand the value of training with you.

📌 Focus on outcomes like confidence, focus, fitness, and community — not just class times or belt ranks.



Putting these practices in place ensures that once someone lands on your website, they're more likely to take action — which means more trial lessons, more students, and more growth for your club.

## CREATIVE VISUAL FEATURES TO OPTIMISE YOUR WEBSITE:

Incorporating strong visual elements on your website helps capture attention, build trust, and guide visitors toward booking a trial. **A hero image or video banner** showing real students training immediately sets the tone and creates a strong first impression — it lets people see what your club is all about. **Icons and graphics** to highlight class types or benefits (like confidence, discipline, or fitness) make your content easier to digest and more engaging.

Adding a **carousel of student testimonials** brings social proof to life and appeals emotionally to parents and potential students. Finally, use **visual call-to-action buttons** (like bold “Book Your Free Trial” buttons in club colours) to draw the eye and improve conversion. Together, these features not only make your website look professional but also help turn interest into action.



## CREATIVE VISUAL FEATURES AND THEIR BENEFITS:

### **Hero Image or Video Banner:**

- Instantly shows what your club is about
- Builds trust with real, authentic footage
- Makes a strong first impression

*Add a full-width photo or short video of a class in action at the top of your homepage.*

### **Icons for Key Benefits (Confidence, Fitness):**

- Makes info easy to scan and understand
- Visually highlights what students gain
- Adds a clean, modern look

*Use clear icons to highlight confidence, discipline, fitness, focus, etc.*

### **Photo Gallery or Class Slideshow:**

- Showcases real students in action
- Helps parents and beginners see what to expect
- Makes your club feel welcoming and active

*Add a scrolling gallery showing students training, having fun, or receiving belts.*

### **Student Testimonial Carousel:**

- Builds trust with social proof
- Shows results and positive experiences
- Adds emotion and relatability

*Display short quotes from happy parents or students — ideally with photos.*

### **Bold Visual Call-to-Action Buttons:**

- Makes it easy to book a free trial
- Grabs attention (especially on mobile)
- Increases conversions from visitors to leads

*Use bold, colourful “Book a Free Trial” buttons — easy to see on desktop & mobile.*



# IMPORTANCE OF WEBSITE COMPETITOR ANALYSIS:

## Learn from the best (and not-so-best) in your area.

Conducting a competitor analysis helps you understand the strengths and weaknesses of other martial arts schools in your area. By examining their website design, content, SEO strategies, and customer engagement tactics, you can identify areas for improvement in your own site. This analysis can reveal gaps in the market, inspire new ideas and help you differentiate your club by offering unique value propositions.

### Look for:

- **How easy it is to book a trial?**
- **Are their benefits clearly listed?**
- **Do they use video or testimonials?**
- **Is the site fast and clean?**

### ACTION STEPS:

- Google “[Martial Arts in Your Town]” or “[Kickboxing + Your Area]”
- Visit 3–5 competitor websites
- Note 5 things you like or find effective (design, layout, content, tone)



## PRO TIP:

Use what you learn to inspire — don't copy. Stay authentic to your brand.

# WHY 'GOOGLE MY BUSINESS' FEATURE WORKS WELL:



**Local search visibility is crucial — and free with Google My Business (GMB).**

Google My Business (GMB) is a free tool that enhances your club's online presence by displaying essential information—such as location, hours, and contact details—directly in Google Search and Maps. A well-maintained GMB profile increases local visibility, making it easier for potential students to find and contact you. Regularly updating your profile with photos, posts, and responding to reviews also builds credibility and trust within the community.

**View GMB here:**

<https://business.google.com/uk/business-profile/>

How to:

- **Search your club name on Google Maps or Search**
- **If unclaimed: click “Own this business?” and verify it**
- **If claimed: log in and update key info**

Key GMB Features to Optimise:

- Address, phone number, opening hours
- Add photos of your classes, logo, team
- Respond to any reviews
- Add a booking link or trial class offer in the description

**This improves your Google Maps ranking and builds trust.**





## IMPORTANCE OF SEO ON YOUR CLUB WEBSITE:

**Strong SEO = more visibility = more traffic  
= more students.**

Search Engine Optimization (SEO) is crucial for ensuring that your martial arts club's website ranks prominently in search engine results, making it easier for potential students to find you.

The homepage, often the first point of contact, should be optimized with relevant keywords such as "martial arts classes in [Your City]" to attract local traffic. Incorporating meta descriptions, title tags, and high-quality content that reflects your services can significantly boost visibility.

A well-optimised homepage not only improves search rankings but also enhances user experience, encouraging visitors to explore further.



## STEPS:

- Open ChatGPT or another AI tool and ask:

*“Can you help me rewrite my martial arts club homepage to improve SEO for the keywords: ‘Martial Arts in [Your Town]’, ‘Kickboxing Classes’, ‘Kids Martial Arts’, and ‘Self Defence Classes’?”*

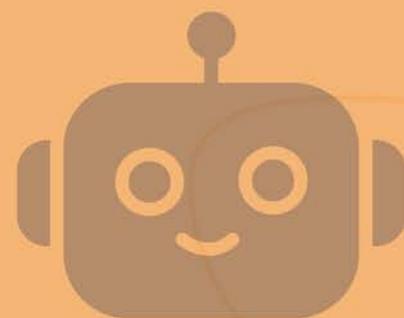
- Paste your current homepage copy
- Use the AI-generated version as a base — tweak it for tone and clarity
- Update your homepage text + meta title/description

## PRO TIP:

Keep your tone local, friendly, and benefit-driven.



Using AI tools like ChatGPT, Jasper, or Surfer SEO can be a game-changer club owners who want to improve their website content — without being expert copywriters.



# HOW TO USE AI TO WRITE SEO-FRIENDLY COPY FOR YOUR WEBSITE:

Artificial Intelligence (AI) tools can assist in generating high-quality, SEO-friendly content for your website. By inputting relevant keywords and topics, AI can produce engaging and optimized copy that resonates with your target audience.

However, it's essential to review and personalize AI-generated content to ensure it aligns with your brand voice and accurately represents your services. This approach saves time while maintaining the quality and relevance of your website content.



## WHY USE AI?

- Saves time and brainpower
- Helps you naturally include local SEO keywords (e.g. "Martial Arts in [Your Town]")
- Gives structure to your homepage, landing pages, and blog content
- Keeps your tone friendly, clear, and benefit-driven





## STEP-BY-STEP: WRITING WITH AI

**Define Your Goal:** Think about the page you're writing for:

- ✓ Homepage?
- ✓ Kids Classes Page?
- ✓ Free Trial Sign-Up Page?

**Give AI a Clear Prompt:** Here's a sample prompt for ChatGPT:

*"Write SEO-friendly homepage copy for a martial arts club in Norwich. Include keywords like 'Martial Arts in Norwich', 'Kids Kickboxing', 'Adult Self-Defence Classes', and a call-to-action to book a free trial."*

**Review and Tweak the Output:** Check the tone: Does it sound like you?

- ✓ Adjust any generic wording
- ✓ Add personal touches, club names, or instructor details

**Upload to Your Website:** Paste the copy into your homepage or service pages. Be sure to also update:

- ✓ Page titles
- ✓ Meta descriptions
- ✓ Image alt text (with relevant keywords)



## EXPERT TIPS:

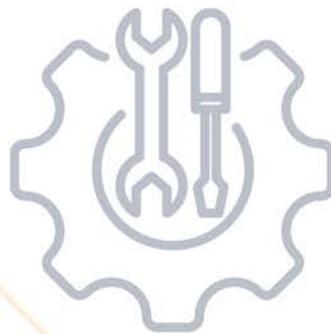
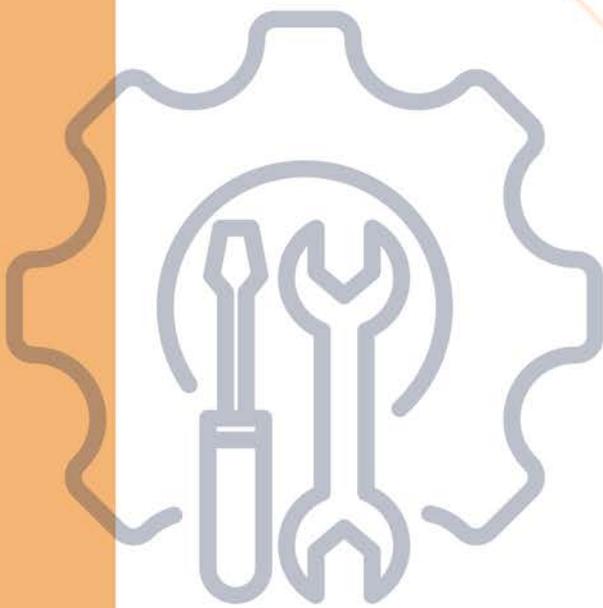
- ✓ Use keywords naturally: Don't stuff them
- ✓ Focus on benefits: Confidence, fitness
- ✓ Include location terms: Your town/area
- ✓ Keep paragraphs: Short and scannable
- ✓ Include a strong call-to-action (e.g., "Book Your Free Trial Today")

## Recommended AI Tools:

- **ChatGPT** (Great for free, conversational content help)
- **Jasper.ai** (More advanced marketing-focused AI)
- **Surfer SEO** (For keyword analysis + AI writing)
- **Copy.ai** (For landing page templates + product descriptions)

## PRO TIP:

AI is a tool — not a replacement. Combine it with your expertise and personal voice to create content that ranks and converts.



# HOW TO OPTIMISE YOUR WEBSITE FOR PPC TRAFFIC:

Focus on dedicated landing pages, fast mobile loading, strong CTAs, local keywords, and trust-building content like reviews.

Think of your website as the closer in your marketing funnel. PPC gets the click — your site needs to seal the deal. That means minimising distractions, removing unnecessary menu links on landing pages, and ensuring your booking or enquiry form is always just one click away. Consider using tracking tools like Google Analytics or Hotjar to see how visitors interact with your site — this can highlight where people drop off and help you make small tweaks that lead to big improvements in conversion.

Before you run ads, make sure your website is ready to convert that traffic into trial bookings.

**Dedicated Landing Page or Trial Page:** Keeps the visitor focused and increases the chance they take action.

**Fast-Loading, Mobile-Friendly Site:** Most clicks will come from phones — slow sites lose leads.

**Clear Call-to-Action (CTA):** Tells people exactly what to do next.

**Local Keywords and Benefits:** Reinforces relevance for searchers.

**Trust Signals:** Builds confidence in your club.





## THE POWER OF PPC (PAY-PER-CLICK):

If you're looking for a reliable, cost-effective way to attract more students to your martial arts club, Pay-Per-Click (PPC) advertising is a game-changer. With a simple Google Ads setup, you can put your club at the top of local search results — right where parents and adults are looking for classes like yours.

### Key Benefits:

- **Instant Visibility:** Your club appears at the top — right when they're ready to take action.
- **High-Intent Traffic:** You attract people actively searching — not just casual browsers.
- **Local Targeting:** Ads only show to people within your chosen radius - ensuring budget is focused on attendance.
- **Quick Results:** It's instant - PPC can start generating trial bookings within days of launching.
- **Full Control:** Set your own budget, pause or adjust ads anytime - track exactly how many clicks you're getting.

PPC isn't just about visibility — it's about capturing intent. Unlike social media, where users might scroll past your content passively, PPC targets people who are actively searching for martial arts classes. These are warm leads already thinking about joining.

With the right keywords and ad setup, you can be the first club they see, click on, and contact — giving you a huge advantage over competitors who rely only on organic reach.

## A key benefit of PPC is flexibility.

You can scale your campaign up or down at any time, run short promotions (like holiday camps or beginner courses), or pause ads during slower seasons. This gives you full control over how much you spend and when you want to drive extra traffic. And with detailed reporting, you'll know exactly where your enquiries are coming from, so you can make smarter marketing decisions long-term.

**Real-World Example:** *A parent in your area searches "kids karate classes Norwich" your ad appears at the top they click they land on your trial booking page.*

## HOW TO SET THE RIGHT BUDGET:

**Reach the right people, stay in control, and make every pound count.**

Setting the right PPC budget is all about balance — you want to invest enough to generate meaningful results, without overspending or wasting your budget on the wrong clicks.





## TOP BENEFITS OF A WELL-PLANNED PPC BUDGET:

- **Predictable Spend, Clear ROI:** Set a daily or monthly cap, so you're never caught off guard — and you always know what each enquiry is costing you.
- **Efficient Testing and Learning:** A consistent 30-day budget (e.g. £5–£10 per day) allows you to gather enough data to see what's working and what needs tweaking.
- **Scale What Works:** Once you find an ad that converts, you can increase the budget gradually — turning a small test into a full campaign that fills classes.
- **Avoid Wasted Clicks:** Budgeting alongside tight location targeting ensures you're not paying for clicks from people too far away to attend.
- **Support for Seasonal Offers:** Allocate extra budget for key times of year — like September, January, or school holidays — when parents and adults are actively searching for new activities.





## WHY RUNNING A PPC CAMPAIGN FOR 1 MONTH MATTERS:

**PPC campaigns work best when given time to learn, adjust, and perform.**

Running your ad for at least 1 month allows Google's algorithm to test different combinations of keywords, audience behaviours, and times of day to optimise delivery and improve results. Short campaigns often don't give enough data to know what's working, meaning you risk turning it off just before it gains traction.

A full month gives you time to track patterns, test changes, and build consistent visibility in your local area — leading to better enquiries, lower cost per click, and more booked trial lessons.

Start with £150–£300 per month and review performance weekly. If you're getting trial sign-ups at a cost that works for you (e.g. £5–£15 per lead), consider increasing spend gradually.

Setting up a PPC campaign might sound technical, but with the right guidance, it's a straightforward and powerful way to start bringing in more enquiries.

# IN A NUTSHELL

## PPC + Your Website = A Lead-Generating Duo

With a clear website and a well-targeted PPC campaign, you're no longer waiting for referrals or hoping people find you — you're actively putting your club in front of the right people at the right time. Whether you're running ads for kids' classes, adult fitness sessions, or beginner courses, PPC allows you to control your budget, test what works, and grow your club with confidence. Start small, stay consistent, and let your digital presence do the heavy lifting while you focus on what you do best — delivering great martial arts training.

When your website is dialled in and supported by a well-structured Google Ads campaign, you create a system that brings in consistent, high-quality leads. It's the digital version of having a flyer in every local home — only smarter, faster, and more targeted.

Even a small monthly spend can lead to big results — more trial bookings, more enquiries, and more students walking through your door.





**NEST**

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