

UNDERSTANDING PPC METRICS FOR MARTIAL ARTS SCHOOLS

PPC can feel overwhelming when you first look at the numbers. There are dozens of metrics and dashboards, and many of them are unnecessary to track. The good news is that you only need a small handful of key metrics to understand whether your campaigns are working.

Once you know what to look for, PPC becomes far less confusing and far more powerful.

THE PROBLEM:

Many club owners pay attention to the wrong metrics. They focus on impressions, views or reach, which do not tell you whether your ads are actually generating new students.

THE SOLUTION:

Focus on the metrics that directly impact your cost and your ability to enrol new members. These include cost per click, click through rate, conversion rate, cost per acquisition and return on ad spend.

ACTION STEPS:

CHECK YOUR COST PER CLICK

This shows how much you pay for someone to land on your website or offer page. If your cost per click is high, it often means your ad creative or targeting needs adjustment.

Reducing this cost gives you more traffic for the same budget.

UNDERSTANDING PPC METRICS FOR MARTIAL ARTS SCHOOLS

TRACK YOUR CLICK THROUGH RATE

A strong click through rate means your ad is resonating with people. If the rate is low, your message, offer or creative may not be compelling enough.

Improving this metric lowers your costs and increases the number of enquiries you receive.

MEASURE YOUR CONVERSION RATE

This tells you how many people who clicked actually submitted their details. A strong conversion rate means your offer is appealing and your page builds trust.

This is one of the most important metrics because it directly affects your cost per lead.

CALCULATE COST PER ACQUISITION

Once you know how much you pay for a new student, you can assess whether your ads are profitable.

If one student is worth seven hundred and twenty pounds and you spent thirty pounds to acquire them, your return is excellent.

UNDERSTANDING PPC METRICS FOR MARTIAL ARTS SCHOOLS

CHECK YOUR RETURN ON AD SPEND

Return on ad spend shows the value you gained for every pound spent.

Tracking this regularly gives you confidence that your campaign is working and can be scaled.

When you focus on the right PPC metrics, everything becomes clearer. You know what is working, what needs fixing and where to invest more. This helps you make smarter decisions and grow your club more effectively.