

# USING CHATGPT FOR SEO AND CONTENT STRATEGY

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THE HOME OF  
MARTIAL ARTS BUSINESS



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

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Running a martial arts club means juggling a lot, teaching classes, managing students, handling admin, and still finding time to grow your business online. Your website is one of your most powerful marketing tools, but keeping it updated, writing new blogs, or knowing what keywords to use can feel like a full-time job in itself.

## **That's where ChatGPT comes in.**

Think of it as your digital assistant for marketing and SEO, here to help you write content, find the right keywords, and even create new ideas that attract students to your club. And the best part? You don't need to be a tech expert or marketing pro to make it work for you.

This step-by-step guide will show you exactly how to use ChatGPT to:

- ✓ Improve your website content
- ✓ Boost your SEO rankings
- ✓ Find content gaps your competitors are missing
- ✓ Generate new ideas for blogs, videos, and social posts
- ✓ Save time while growing your brand online

# USING CHATGPT FOR SEO AND CONTENT STRATEGY

## 1: UNDERSTANDING YOUR COMPETITORS

### GOAL: FIND OUT WHAT OTHER MARTIAL ARTS CLUBS ARE DOING AND HOW YOU CAN DO IT BETTER.

One of the easiest ways to start improving your SEO is to see what's already working for others in your area or niche. ChatGPT can help you analyse competitor websites and spot opportunities to make your own site stronger.

#### Prompt to use in ChatGPT:

"Look at [competitor's website URL] in the [martial arts/fitness] space. Tell me:

- What kind of content they post
- What keywords they focus on
- What types of articles or videos they create
- How their pages are set up for search engines

Also, suggest how I can improve my website [insert your website URL] based on this."

 **Tip:** Once ChatGPT gives you the breakdown, follow up with:

*"Create a simple action plan for my website [insert your website URL] based on this analysis."*

This gives you a clear, practical to-do list that you can start using right away without paying for expensive SEO audits.

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## 2: WRITING BETTER HEADLINES AND SUBHEADINGS

### GOAL: MAKE YOUR TITLES AND SECTION HEADINGS MORE CLICKABLE AND SEARCH-FRIENDLY.

Strong headlines are what get people to stop scrolling and click. Whether it's a blog post, class page, or landing page, your titles should grab attention while including important keywords.

#### Prompt to use in ChatGPT:

"Help me write SEO-friendly headlines and subheadings for [topic or niche].

- Create 2–3 good title ideas using the keyword [insert keyword]
- Suggest strong emotional words I can include to get more clicks
- Create 3–5 subheadings that include helpful keywords
- Share tips to make these work well on both phones and desktops
- List common mistakes I should avoid in my headlines
- Show me a few great headline examples from websites in [industry]"

 **Extra Tip:** Ask ChatGPT to rate your current page titles and give you alternative options. For example:

"Rate these headlines from 1–10 for SEO and engagement, and then suggest improvements."

You'll quickly see which words have impact and which ones could use more punch.

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## 3: IMPROVING YOUR EXISTING WEBSITE CONTENT

### GOAL: MAKE YOUR CURRENT PAGES AND BLOGS PERFORM BETTER ON GOOGLE.

Got a few blogs or web pages already live? ChatGPT can help you polish them up from improving SEO and readability to suggesting better visuals or formatting.

#### Prompt to use in ChatGPT:

“Help me improve my content about [topic].

- Analyse the SEO performance of [your website URL] and tell me what to fix
- Recommend the best keywords to add
- Improve the introduction and ending
- Suggest images, videos, or graphics I can add
- Review the structure and give formatting tips
- Tell me what I’m missing and new areas I can write about”

 **Pro Tip:** Copy and paste a section of your page directly into ChatGPT and say:

“Rewrite this section to be clearer, more engaging, and better optimised for SEO.”

You’ll instantly see the difference in tone, clarity, and keyword balance.

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## 4: GENERATING NEW CONTENT IDEAS

**GOAL: KEEP YOUR WEBSITE AND SOCIAL CHANNELS FRESH WITH NEW TOPICS YOUR AUDIENCE WILL LOVE.**

Coming up with ideas for blogs, videos, or newsletters can be tough especially when you're busy running your classes. ChatGPT makes brainstorming easy by creating topic lists that are tailored to your audience.

### **Prompt to use in ChatGPT:**

"Give me new content ideas for [martial arts schools].

- List 10 article or blog title ideas
- Suggest content topics my audience [parents of children who train / adult beginners] would enjoy
- Give me a list of subtopics if I want to create a blog series
- Recommend ways to expand content on my website
- Suggest YouTube or Instagram post ideas for [audience type]"

**💡 Bonus Tip:** Once ChatGPT generates the list, ask it to rank the topics by potential search volume or engagement level perfect for planning your next month's content calendar.

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## QUICK TIPS FOR BEST RESULTS

- ✓ Always replace anything in [brackets] with your real topic, audience, or website.
- ✓ Be specific. The clearer your prompt, the better the result.
- ✓ Don't stop at the first answer, follow up with questions like "Can you simplify that?" or "Can you make this sound more conversational?"
- ✓ Use ChatGPT as a creative partner, not a replacement for your own voice. Add your personality, experience, and local insights, that's what will make your content stand out.

## CONCLUSION: TURN AI INTO YOUR MARKETING ADVANTAGE

Using ChatGPT isn't about replacing your hard work or passion, it's about amplifying it. Whether you're writing class descriptions, updating your website, or brainstorming your next blog, ChatGPT can save you hours of time and help you produce professional-quality content that attracts students and builds your brand.

Start small. Pick one section of your website, try one prompt, and see how it improves your results. Over time, you'll develop a system that helps you stay consistent, creative, and visible online without needing to be an SEO expert.

If you're a NEST member, you already have access to marketing tools, templates, and expert support that fit perfectly alongside ChatGPT. Combine both, and you'll have everything you need to grow your martial arts business faster and smarter.



**NEST**

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