

CREATING CLEAR AND EFFECTIVE CALLS TO ACTION THAT DRIVE ENQUIRIES

A great website only produces enquiries if visitors know what you want them to do next. Many martial arts sites have confusing or hidden calls to action, causing interested visitors to leave without taking the next step.

Strong calls to action guide your audience and turn attention into action.

THE PROBLEM:

Buttons are placed in the wrong places, labelled unclearly or used inconsistently across the website. This creates confusion, especially for visitors who are already unsure whether martial arts is right for them.

THE SOLUTION:

Use simple, clear call-to-action buttons placed strategically throughout your website to guide visitors toward booking a trial.

ACTION STEPS:

USE ACTION-ORIENTED BUTTON TEXT

Phrases like “Start Your Free Trial,” “Book a Class Today” or “Try Our Intro Offer” work better than vague wording such as “Submit.”

Clear text increases clicks because visitors immediately understand the benefit.

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PLACE YOUR PRIMARY CTA AT THE TOP OF EVERY PAGE

Visitors should never have to scroll to find out how to enquire. **This ensures you capture early interest before it fades.**

ADD CTAS THROUGHOUT THE PAGE, NOT JUST AT THE END

Place buttons after key benefits, social proof, class descriptions and photos. **Multiple touchpoints increase the chance someone acts the moment they feel motivated.**

KEEP ONE MAIN CTA ACROSS THE ENTIRE WEBSITE

Avoid mixing different types of offers. One clear CTA creates consistency and focuses momentum on your primary goal. **Consistency avoids confusion and builds a stronger conversion funnel.**

MAKE CTA BUTTONS LARGE AND EASY TO TAP ON MOBILE

Clear, bold buttons with plenty of space increase engagement on both mobile and desktop. **Better usability means more enquiries.**

Clear calls to action turn interest into real trial bookings. With simple, consistent, well-placed CTAs, your website becomes a powerful conversion tool that supports your marketing efforts and brings new students into your club each week.