

# CREATING HIGH-CONVERTING CLASS PAGES FOR KIDS AND ADULTS

**Class pages are often where prospects make their final decision to enquire. Parents want reassurance, adults want clarity and everyone wants to understand exactly what they will get from your classes.**

A powerful class page speaks to the needs, concerns and motivations of the specific audience it targets.

## THE PROBLEM:

Many martial arts websites use the same basic description for every class. They do not explain benefits clearly, address concerns or guide the reader toward taking action. This leads to hesitation and a drop in enquiries.

## THE SOLUTION:

Create focused pages for each audience, filled with benefits, visual proof and clear next steps. When written well, these pages remove doubts and encourage immediate sign ups.

## ACTION STEPS:

### CREATE SEPARATE PAGES FOR KIDS, ADULTS AND TEENS

Each group has different motivations and concerns. Kids' pages should focus on confidence and behaviour, while adult pages can highlight fitness, stress relief and practical self defence.

**Tailored pages feel more personal and dramatically increase conversions.**

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## HIGHLIGHT THE REAL-WORLD BENEFITS

Parents want better focus, discipline and confidence. Adults want to get fitter, learn skills or relieve stress. **Explaining these outcomes clearly helps prospects feel motivated to enquire.**

## USE CLEAR CLASS BREAKDOWN SECTIONS

Include what is taught, what equipment is needed, what to expect in the first session and how beginners are supported. **This removes uncertainty and builds trust for people who have never trained before.**

## INCLUDE PHOTOS OR SHORT CLIPS OF THAT SPECIFIC CLASS

Show children training if it is a kids class page, or adult fitness sessions on an adult page. **Relevant visuals increase belief that your club is the right fit.**

## END WITH A SIMPLE CALL TO ACTION

Use buttons like “Book Your Free Class” or “Start Your Intro Course Today.” **Clear next steps turn interest into committed action.**

Well-structured class pages help prospects feel informed, excited and confident. With tailored messaging and strong visuals, these pages become powerful tools to convert interest into real enquiries and new students.