

IMPROVING WEBSITE SPEED AND MOBILE EXPERIENCE

Most martial arts prospects browse on mobile devices. Parents scroll during school runs, adults browse during lunch breaks, and teens explore quickly on their phones.

If your site loads slowly or feels clunky on mobile, visitors leave within seconds. A fast, easy-to-navigate mobile experience can significantly improve enquiries.

THE PROBLEM:

Slow pages, difficult menus and broken layouts frustrate visitors. Even a two-second delay can cause people to drop off. Poor mobile optimisation leads to fewer leads and wasted advertising spend.

THE SOLUTION:

Focus on speed, simplicity and smooth mobile usability. Small improvements here often create some of the biggest boosts in conversion rate.

ACTION STEPS:

RUN A QUICK SPEED TEST

Use tools like Google PageSpeed Insights to check how fast your site loads. **A fast site improves user experience and boosts your Google ranking.**

IMPROVING WEBSITE SPEED AND MOBILE EXPERIENCE

COMPRESS LARGE IMAGES

Oversized images slow your site down. Compressing them keeps your pages fast without affecting quality. **Faster loading times mean fewer people leave before your content even appears.**

SIMPLIFY YOUR MOBILE MENU

Use a clean, easy-to-tap menu with a few essential links. **Visitors who can navigate easily stay longer and enquire more often.**

ENSURE ALL BUTTONS ARE MOBILE-FRIENDLY

Make sure your CTA buttons are large, centered and easy to tap on small screens. **Good usability removes frustration and increases conversions.**

LIMIT TEXT BLOCKS AND KEEP SECTIONS SHORT

Mobile users scroll quickly. Break text into short sections with clear headings. **This helps visitors understand your message fast and encourages them to take action.**

Improving your website's speed and mobile experience delivers immediate results. Prospects stay longer, engage more and enquire more frequently. For many clubs, these simple adjustments lead to a noticeable jump in trial sign ups.