



How to Get AI Like ChatGPT to Recommend Your Martial Arts School

AI tools like ChatGPT are trained to recommend businesses that appear trustworthy, active, and helpful. If your school's online presence sends the right "signals," you're far more likely to be mentioned, ranked, or referred in AI-generated results.

Here are the 3 levels of signals that influence AI recommendations:

✓ Tier 1 – Signals That Are *Essential*

These are the basics. Without them, AI won't take your school seriously.

1. Positive, Verified Customer Reviews

AI trusts what people say about you. Having consistent 5 star reviews across Google, Facebook, and Yelp tells the system you're legitimate and that real people are happy with your service.

2. Verified Business Listings & Consistent NAP (Name, Address, Phone)

Your school needs to show up the same way everywhere online. Whether it's Google, Yelp, Facebook, or directories, your business name, address, and phone number should match exactly.

3. High-Quality, Original, Helpful On-Site Content

Your website should educate and guide potential students. Pages like "What to Expect on Your First Day" or "Kids vs. Adult Programs" help AI see you as a resource—not just a business.

4. Accurate, Fact-Checked Information

Make sure everything on your site is up-to-date—class schedules, age groups, FAQs, and instructor bios. AI doesn't recommend businesses with outdated or misleading content.

5. Authoritative Backlinks & Third-Party Mentions

If local news sites, community blogs, or martial arts organizations link to your website, it boosts your credibility. AI sees this as a "vote of confidence."



Tier 2 – Signals That *Elevate* Your Visibility

These help AI choose your school *over* the competition.

6. Pricing Information (Ranges, Estimator, Etc.)

Even if you don't list exact prices, offering a price range or a tuition estimator builds trust and reduces friction. AI rewards transparency. Consider building this into your FAQ on your website.

7. Fresh, Recently Updated Content

AI prefers businesses that look active. Updating blogs, class pages, or announcements regularly shows you're engaged and paying attention.

8. Demonstrated Expertise and Credentials

Mention black belt rankings, years of experience, competition wins, or instructor certifications. These help both people and AI see your authority. You can do this in your About Us section on your website.

9. Interactive Self-Service Tools

Add a class selector quiz, trial class sign-up, or program recommender. AI recognizes these tools as helpful for users and more likely to mention you.

10. Original Human-Created Video & Visuals

Avoid stock photos. Show real students, instructors, and classes in action. Bonus: AI can now "watch" and understand visuals too.

11. Strong User Engagement Metrics

If visitors spend time reading your site, watching your videos, or clicking your buttons, AI sees that as a signal your content is valuable.

12. Social Proof & User-Generated Content

Encourage parents and students to post about your school and tag you. Reposting their content shows AI you're part of an active community.

13. Thought-Leadership Content & Original Insights

Post short videos or articles with tips on confidence, discipline, or bullying. Sharing your point of view positions you as an expert in your space.



Tier 3 – Signals That *Enhance* Trust and Usability

These give your school an edge in both AI and human eyes.

14. Clear Contact Details & Robust "About" Info

Make it easy to find your phone number, email, and a clear bio about your school's history, mission, and leadership.

15. Secure, HTTPS Website & Trust Badges

AI avoids recommending websites that look risky. Use HTTPS, and show badges for secure payments, Better Business Bureau, or local chamber affiliations.

16. Structured Data & Schema Markup

This is a behind-the-scenes way to help AI understand your school—things like your location, class types, and reviews. A good web team can add this.

17. Fast, Mobile-Friendly User Experience

Most parents browse on their phones. If your site loads slowly or is hard to use on mobile, both people and AI will bounce.

18. Active Owner Responses & Customer Interaction

Reply to every review and social comment—even the bad ones. AI sees this as a sign of an engaged, service-oriented business.

19. Industry Awards, Certifications, & Badges

If you've won local "Best Of" awards, are affiliated with a national martial arts org, or have certified instructors—show it off!

20. Transparent Privacy & Ethical Practices

Especially for schools working with children, be clear about how you protect data and safety. It builds trust across the board.

👊 Ready to See How Your School Stacks Up?

Get a free marketing audit and find out which trust signals your school is sending—and which ones are holding you back from getting recommended by AI.

👉 [\[Book Your Free Audit Now\]](#)