



CLIENT: ENTERPRISE FRANCHISE BUSINESS / PROJECT: LOCAL SEO AND FRANCHISEE DIGITAL MARKETING

LOCAL SEO STRATEGY FOR A FRANCHISEE BUSINESS

DIGITAL MARKETING AND SEO

MANAGED SERVICES

As a digital marketing partner with enterprise and franchisor companies, GO2 Partners works closely with and supports their smaller, local businesses, franchisees and sites around the nation.

A highly valued franchisor in the home improvement industry sought to grow the business of its franchisees, utilizing GO2 Partners to provide digital marketing for them. One franchisee had a goal of increasing its local organic search reach in a competitive urban market, one of the largest in the nation. The franchisee had worked with GO2 Partners in the past, with GO2 helping to build and customize a website for the franchisee to manage and optimize its multiple locations. This franchisee turned to GO2 Partners for help in finding an edge in the competitive search market.

Challenges

While this established franchisee had steadily grown its business, the owner of the franchise knew that the competition in the market was fierce. Many other companies were competing for the limited local search traffic. The franchisee knew that without

additional efforts and a focused strategy, there was a risk of business being lost to the competition.

The franchise owner turned to GO2 Partners for help. He sought to increase his local website traffic and lead forms organically, as well as target his company's content to a local audience. GO2 worked with the franchisee to tailor an SEO strategy for the local urban and suburban audience. The focus of the strategy would be to not only increase local brand awareness and website traffic but generate leads and provide a counterpoint to the messaging of competitors.

Solutions

By researching the needs of the market regarding the best products to address customer pain points, as well as researching geo-specific search results, GO2 was able to develop a local SEO strategy.

This multi-phase and sustainable strategy included pillar landing pages, copy that would both address SEO as well as focus on customer questions and interest, and content specific to the market. The pillar pages showed linked and related content and clearly demonstrated the business's expertise. In addition, the pages addressed local consumer questions and concerns regarding region-specific issues.

Finally, customers were asked to send pictures of their renovation and improvement projects and products purchased, which were displayed on the pillar and landing pages. These pictures included keyword-specific captions as well as local tags.

Results

This solution has exceeded the franchisee's requirements and expectations. The tailored local SEO strategy implemented by GO2 has increased organic traffic by 15% year over year in the extremely competitive market. In addition, the strategy resulted in a 45% increase in a three-month period, a key selling period for the franchisee. To date, this is the largest organic increase recorded for the franchisee.

Business increased significantly for the franchisee due to GO2's effective organic traffic plan. The benefits have been sustainable, as this long-term strategy increases online organic presence that drives leads, making the SEO strategy more

efficient and cost-effective than paid media. The franchisor has taken notice, and is developing best practices for its other franchisees.

With increased traffic, and more prospects engaged with content on the site, the franchisee has positioned itself as a trusted resource in the local area. In the market, it is rapidly becoming synonymous with home improvement and renovation.

