



Case study: Franchise Company

The client:

The Franchise Company
www.franchisecompany.co.uk

The Franchise Company are specialist franchise consultants that offer franchise information, help and advice on everything relating to business franchising and licensing.

Requirements:

The Franchise Company were already utilising pay per click and were looking to canvas more qualified search traffic from the top global search engines natural listings.

The solution:

A search engine optimisation campaign was created and implemented to improve the Franchise Company's natural search engine listings.

This campaign included the following stages:

- 1 Competition and keywords were analysed to ensure that the phrases the website would be optimised for were correct and searched for. This ensured that the website would generate good highly converting leads
- 2 The website was then optimised to ensure good placements for the newly derived keywords within the search engines. This makes the site more visible to the search engines and will encourage improved natural listings
- 3 We now focused on building good quality one way links into the website to ensure good exposure and link popularity. This all works towards improving their natural search listings and is a fundamental part of the optimisation process

Results

The Franchise Company are delighted with the results they have gained in the search engines natural listings so far and now have a presence within the search engines natural listings. Although this campaign is still in its infancy the website is now regularly returned within the top listings and this is increasing month on month.

The future and ongoing works:

The Franchise Company's website will continue to grow and develop, becoming more relevant and this will lead to higher rankings. They understand the value of having a strong online presence and continue to work with Impact Media on increasing their online visibility.



“ The Franchise Company's website profile has significantly improved since we sought help from Impact Media, they are good to deal with and give excellent service. We will certainly continue to use them in the foreseeable future ”

Ken Rostron, Partner,
Franchise Company Ltd