



# The Franchise Company

“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

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

Already utilising Pay per Click, The Franchise Company were looking to canvas more qualified search traffic from the top global search engines natural listings. They contracted Impact Media to optimise their website to achieve high quality visits leading to increased leads and sales.

Working together with The Franchise Company, Impact Media performed expert services boosting their site up the search rankings and noticeably increasing quality traffic.



## About The Franchise Company

The largest independent franchise consultancy in the UK, with extensive experience and contacts within the industry, The Franchise Company offer franchise information services, and their consultants also have operational experience of running franchises.

## Project Background

Whilst already running a successful Pay per Click Google AdWords campaign, The Franchise Company required expert services to boost their website further up the search engines.

## Objectives

- Increase unit sales
- Increase lead generation
- Increase search engine results positions

## Strategy

### Search Engine Optimisation

Understanding the importance of industry knowledge, Impact Media started this project by analysing competition and keywords to ensure that the phrases the website would be optimised for were correct and relevant.

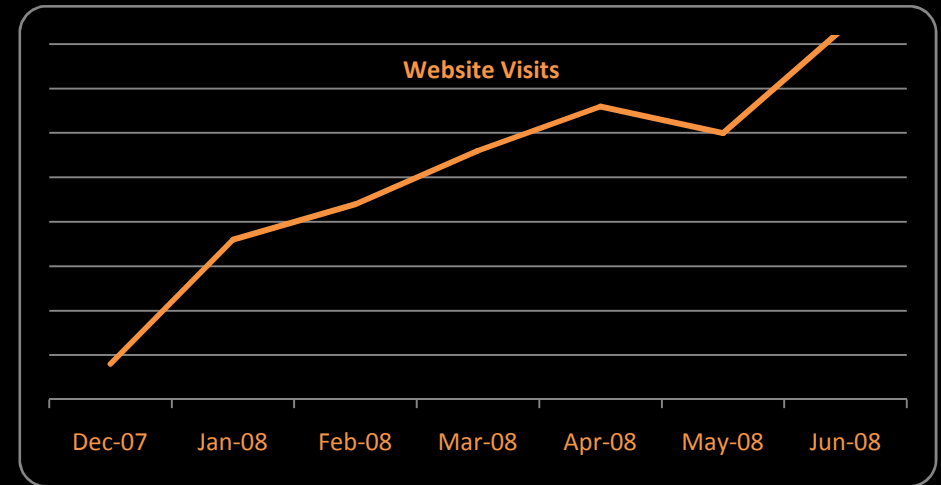
The website was then optimised to ensure good placements for the newly derived keywords within the search engines. This makes the site more visible to the search engines and will encourage improved natural listings. Aspects Impact Media always consider when optimising a website include:

- Meta data
- Inbound Links
- Website copy

This all works towards improving their natural search listings and is a fundamental part of the optimisation process

## Top Level 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 engine's natural listings.



From the start of the campaign, the website regularly returned within the top listings and continued increasing month on month.

	Google	MSN
Franchise Consultancy	2	2
Franchise Company	1	1
Franchise information	2	2
Franchise Recruitment	1	1
Franchise Help	2	1
Franchise Operations	2	2

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.