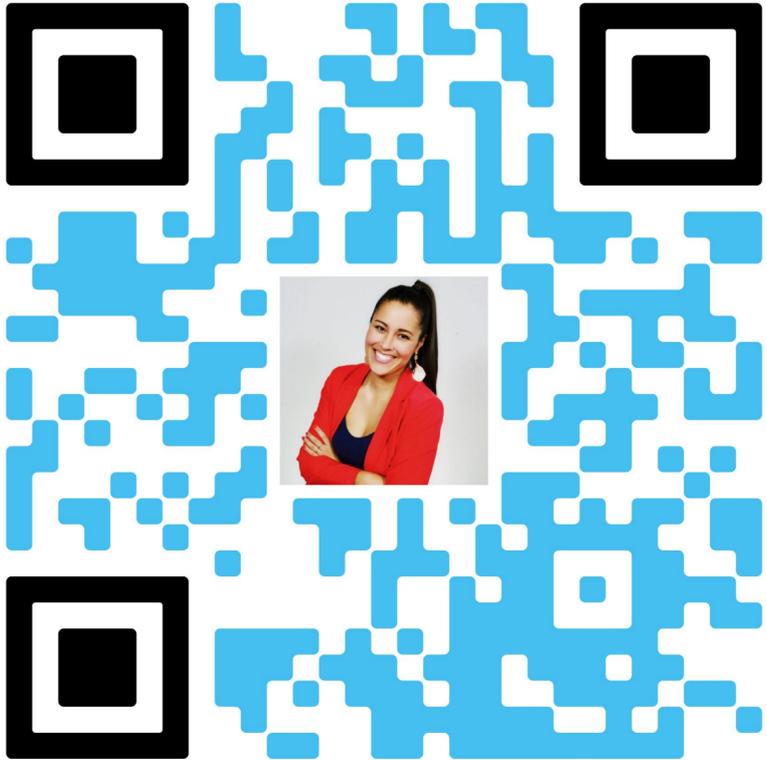


Tactical SEO Playbook for Franchise Brands

Let's Connect



Madeleine Park
Director of Marketing
Netsertive



Chad Palmer
VP, Digital Marketing
United Franchise Group

About Netsertive



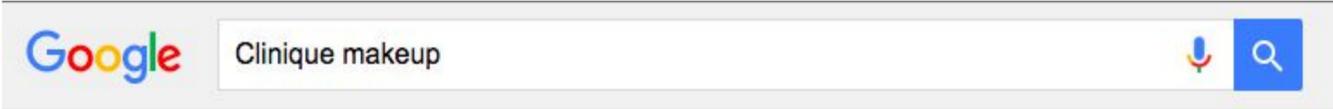
- Deep expertise in localized digital franchise marketing
- Serves FranDev and Consumer Marketing Efforts
- Award-winning Franchisor and Franchisee customer service
- Over \$1 billion in media spend
- 79 Multi-Location Brand Partnerships and Counting

**Without a proper SEO strategy,
you will not reach your highest
growth potential.**

SEO is what makes your website more visible. This equates to more traffic and more opportunities to convert prospects into customers.

Let branded search ads & organic listings work together

Ad clicks are largely incremental to organic search clicks, even when a brand is the top organic result.



Web Shopping Images Videos News More Search tools

About 13,100,000 results (0.66 seconds)

Clinique Gift at Macy's® - Macys.com
Ad www.macys.com/Clinique
 Free 7-PC Gift w/ Any \$27+ Clinique Purchase. Enjoy Free Shipping.

Clinique.com - Clinique™ Free 8-PC Gift
Ad www.clinique.com/
 4.6 ★★★★★ rating for clinique.com
 Free 8 Piece Gift w/ \$27 Purchase. Free Shipping & Happy Mini w/ \$50.
 Free Samples · Skincare · Makeup · Fragrance
 Shop Makeup - 15% Off Your First Order - Top Selling Skincare - New Arrivals

Top Organic

Makeup | Clinique
www.clinique.com/makeup-clinique Clinique
 Shop Clinique Makeup, including foundation, eyes, lips and brushes. Read tips for expert application and find customer reviews. Allergy Tested.

Incremental clicks from Ads

50%

Organic 2-4

Clinique | Official Site | Custom-fit Skin Care, Makeup ...
www.clinique.com/ Clinique
 Shop the official Clinique website for skin care, makeup, fragrances and gifts. Read reviews & get Free Shipping today. Allergy Tested. 100% Fragrance Free.
 Foundation | Makeup - Moisturizers - Eye and Lip Care - Offers

Foundation | Makeup | Clinique
www.clinique.com/products/1599/Makeup/Foundations Clinique
 Shop best-selling Foundation Makeup from Clinique. Read reviews and browse expert application tips. Allergy Tested. 100% Fragrance Free.

Clinique Makeup & Skin Care | Sephora
www.sephora.com/clinique Sephora
 Shop Clinique makeup and skin care at Sephora. Find dermatologist-developed skin and beauty products for flawless, glowing skin.

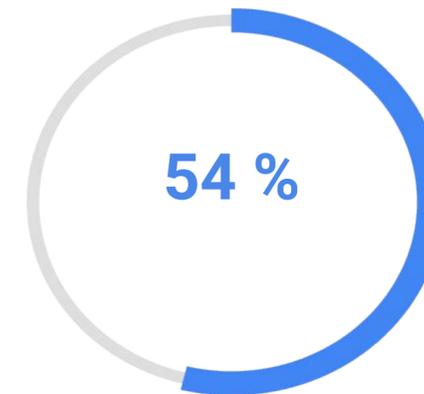
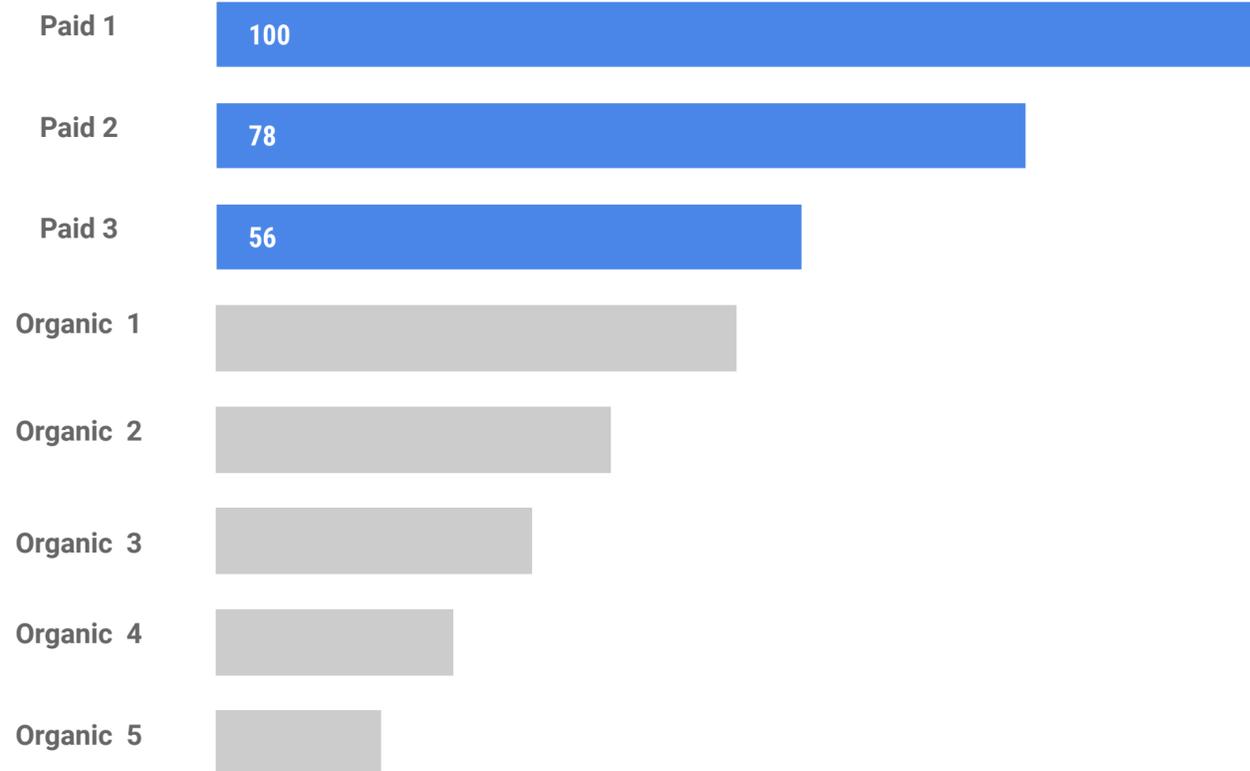
82%

Organic 5+

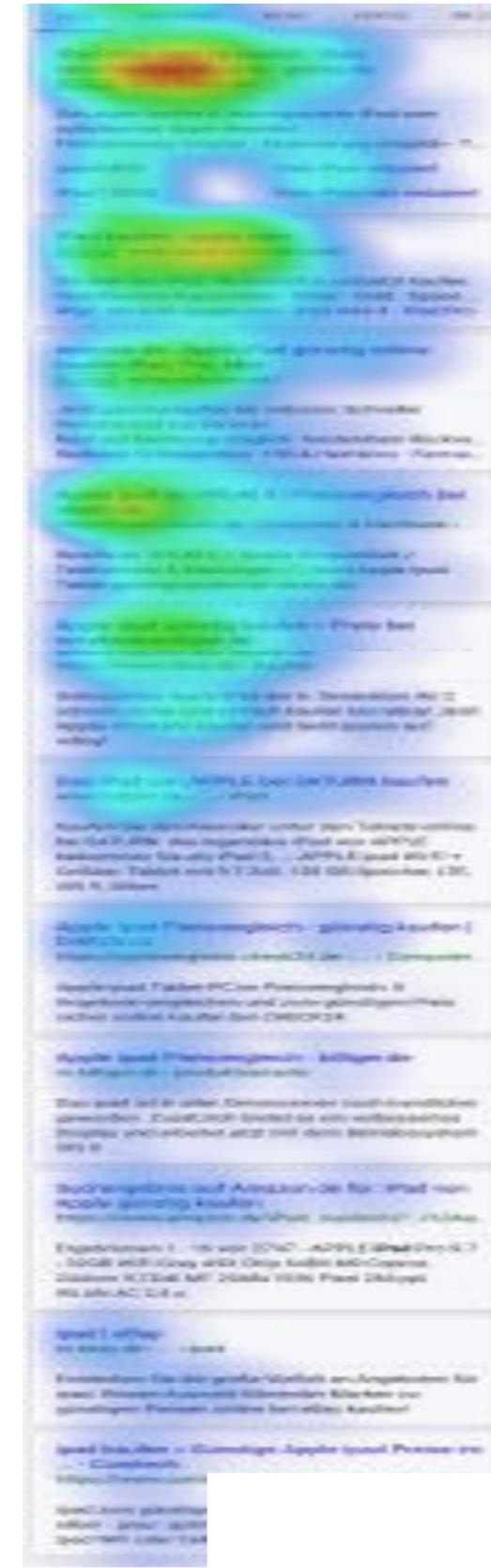
Clinique Makeup - Macy's
www1.macys.com/shop/makeup-and.../clinique-makeup?id... Macy's
 Buy Clinique Makeup online & get FREE SHIPPING with \$50 purchase! Great selection of Clinique mascara, eyeshadow, foundation & more makeup at Macy's.

96%

Users pay attention mainly to the top positions



of view time is spent on average on the top 3 positions



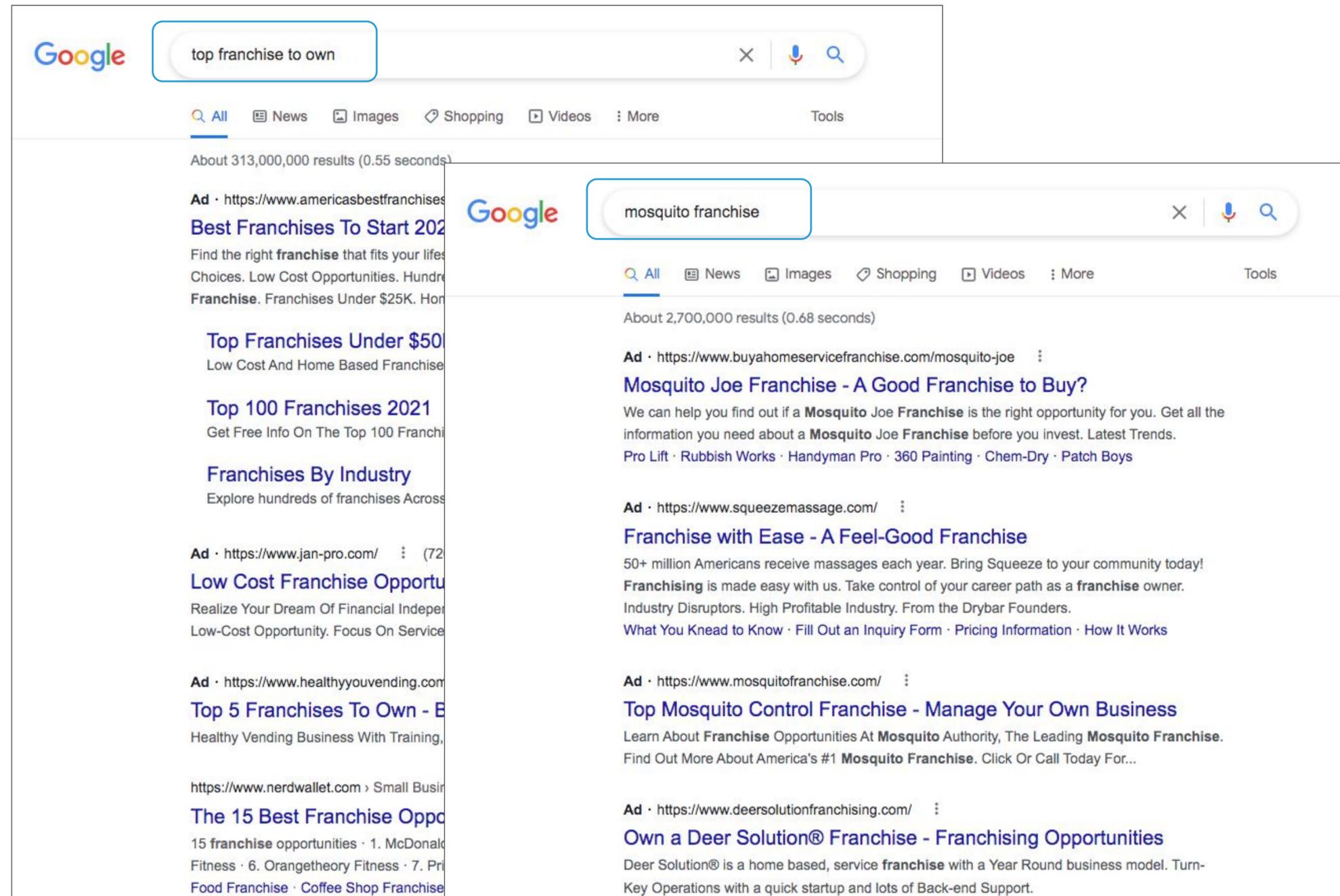
National SEO Strategy

Franchise Development & Branding

Why It's Important

- **Part of the appeal and power of a franchise is the brand recognition**
 - Your franchise website holds the majority of the SEO power for your franchisees
 - It will have a trickle down effect for your franchisee's local SEO
- **If you do not claim your brand's space, a competitor will**
 - SEO competition does not discriminate
- **You have to be where people are (tip: it's not the second page of Google)**
 - The higher the SEO power, the quicker you will grow
- **You can track organic revenue and create KPIs for measurable results**

Franchise Development: SEO + PPC for Ultimate Results



- Use mix of broad & long-tail keywords
- National targeting
- Develop unique content for SEO efforts and continue building
- Build a website that converts

Franchise Locations

Florida

Massachusetts

New York

Texas

With such a solid residential base and a very high average household income, house cleaning is a big opportunity. There are typically two options; the first is to start your own company and the other option is to purchase a cleaning franchise.

Currently, existing MaidPro house cleaning franchises serve approximately 175 of the 300 towns and cities in the Massachusetts. That leaves great opportunity to get into the residential and commercial cleaning business.

Thinking about how do I start a house cleaning business in Massachusetts?

Here are our available towns to open a cleaning business in:

Abington, Acushnet, Adams, Alford, Amesbury, Amherst, Ashburnham, Ashby, Athol, Attleboro, Belchertown, Bellingham, Bourne, Braintree, Bridgewater, Brockton, Burlington, Chelsea, Dartmouth, Everett, Fairhaven, Fall River, Fitchburg, Franklin, Gardner, Gloucester, Haverhill, Holden, Hudson, Lawrence, Leominster, Malden, Mansfield, Medfield, Methuen, Needham, New Bedford, Newburyport, Northampton, Norton, Pittsfield, Revere, Saugus, Shrewsbury, Taunton, Weymouth, Worcester.

If this is your first time owning a business, or franchise business in Massachusetts, here is a step by step how to guide.

Advice & Resources

Starting a Cleaning Business Options

Tired of working to someone else's schedule, and never having time to spend with friends and family? It's time to break free of the traditional corporate world and take back your life. Starting a cleaning business offers flexibility and benefits other industries simply can't.

[READ MORE >](#)

Eight Great Reasons to Invest in a Cleaning Franchise

MaidPro speaks about the 8 great reasons for you to invest in a cleaning franchise. From recurring revenue to a stable work-life balance the opportunities are endless in the home cleaning industry.

[READ MORE >](#)

What's the Best Franchise to Own in 2019?

Cost to Start a Cleaning Business

As a potential business owner, one of the first things you'll want to research is the cost to start a cleaning business.

[READ MORE >](#)

9 Skill Sets You Must Have to Grow a Successful House Cleaning Business

Check out the 9 key skills you must encompass in order to build and grow a successful house cleaning business.

[READ MORE >](#)

Key Questions to Ask a Cleaning Business for Sale

Continually work on your keyword strategy



Local SEO Strategy

Franchisee & Corporate Owned Units

Why It's Important

- **This is what will win your franchise locations their local customers**
 - The better your SEO, the better your paid ads and conversion statistics will be
- **It helps the franchise brand grow as a whole**
 - Consistency and linking
- **It encourages your franchisees to stay digitally-active**
 - Social media and reviews have an impact on SEO
- **It is an inexpensive way to increase brand awareness**
 - The cost for paid ads designed for brand awareness can be pricey

Perception: The first position is associated with strong brands

The higher the ranking, the more local customers you will win



Keywords are the heart of search intent and your customer



**46% of all searches
have local intent**

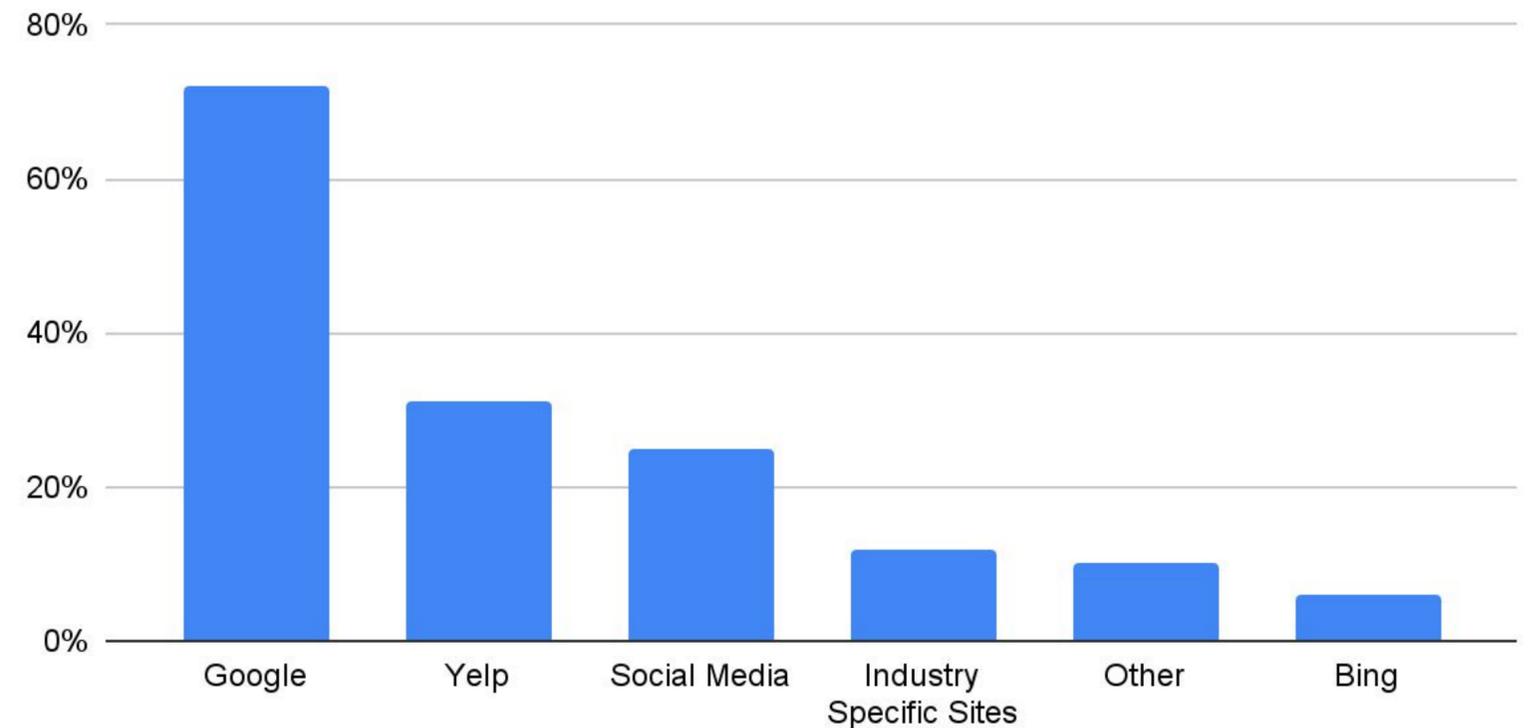


Importance of Business Profile Reviews

How much influence does an online review have in discovering and choosing a business?

- 21% of people say online reviews play a big role
- 41% of people say it's a moderate role
- 25% of people say it's a slight role

Which website are you most likely to turn to to discover and choose a local business?



Translate all brand authority into digital brand authority

Digitize everything



Tactical Tips

To Implement Now

1. Measure Your Current SEO Performance

- a. Utilize Tools Available: SEMRush, MOZ, Google Trends/Analytics

2. Detail Out your Keywords

- a. Long-tail. short-tail, intent targeting, cluster content

3. Build Out SEO-Focused Content

- a. Short form, long form, blogs, social media

4. Optimize On-Page SEO

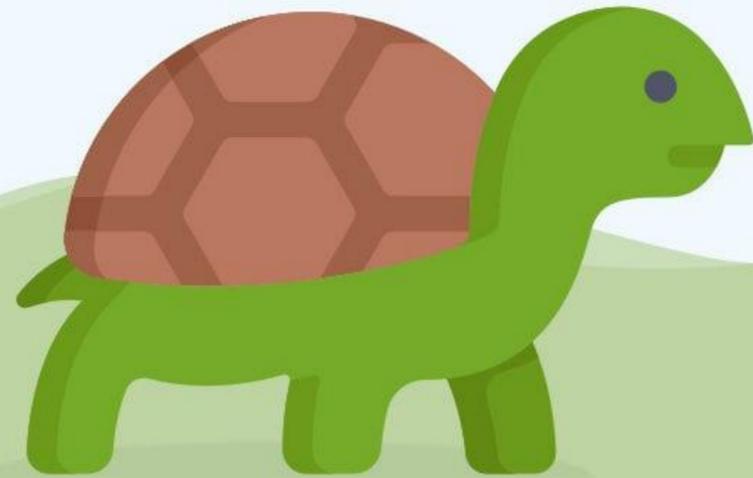
- a. title tags, meta descriptions, H1/H2/H3 tags

5. Create a Plan for Off-Page SEO

- a. Digital PR, Inbound Links



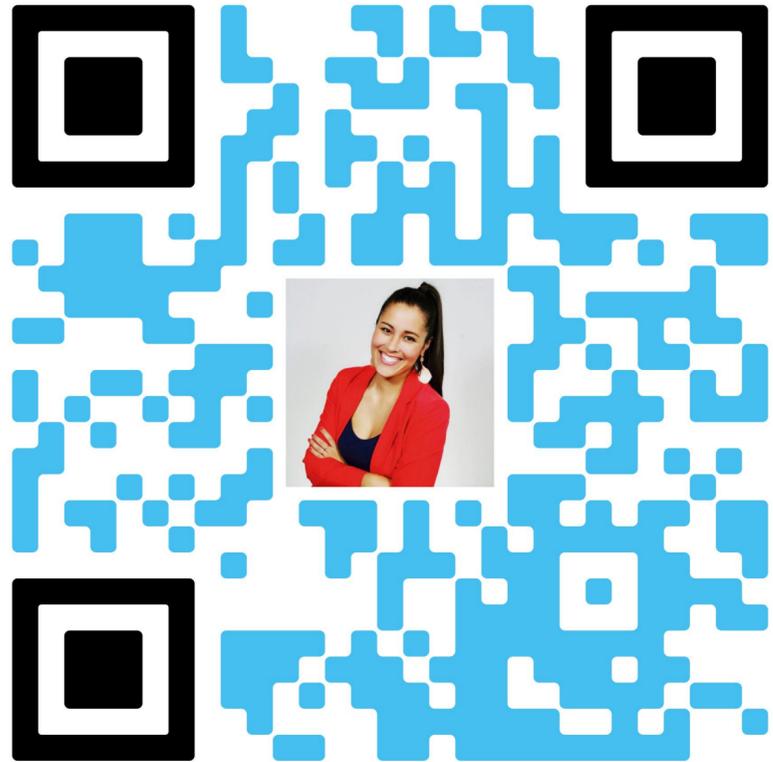
SEO



Paid



Questions?



Madeleine Park

Director of Marketing
Netsertive



Chad Palmer

VP, Digital Marketing
United Franchise Group