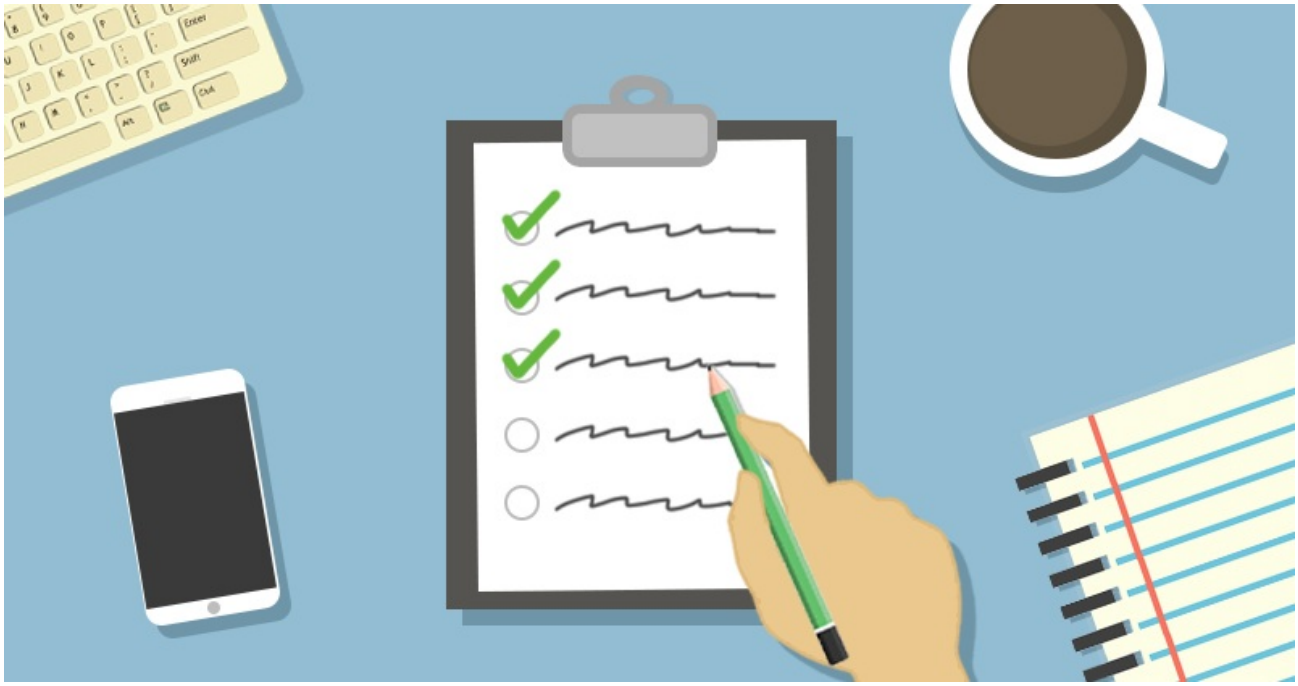
Optimising Your Franchise Website

When you sign up for a franchise, you'll probably get a website to go along with it. This needs optimising for your location and your products, so here are some ways to do that to make the most of it and ensure you get leads.



- [ ] Write about your local area - this helps cement your site as a local one, which is what most franchises are about
- [ ] Get listings on local websites - check out Facebook groups, local directory sites and other places that mention your location
- [ ] Offer to help other websites - If you have a product or service that might be of help to others, offer to help them by writing for their website
- [ ] Get featured on your main franchise website - ask to have content published on your main franchise website (eg: http://bit.ly/2Aq7sLM), it will help promote you and your site
- [ ] Get featured in local press - does your free newspaper need someone to help? Could you be that person?
- [ ] Ensure you have plenty of calls to action - make sure your website makes it easy for people to contact you
- [ ] Stay on subject - stick to your core subject, don't dilute your message by blogging about unrelated products or services
- [ ] Get a free website audit - use a free tool such as https://www.seoptimer.com/ or https://zadroweb.com/seo-auditor/ send the report to your franchisor
- [ ] Use WikiPedia - Search for your area of expertise and see if you can update the content with your knowledge
- [ ] Become known locally for what you do - both online and offline, be the best person to ask for information about your subject

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