OVERVIEW

- AI IS FUNDAMENTALLY CHANGING HOW CUSTOMERS DISCOVER BRANDS – COMPANIES MUST ADAPT QUICKLY OR RISK LOSING VISIBILITY

- AS A GLOBAL LEADER IN FRANCHISE MARKETING, WE HAVE DEVELOPED AN APPROACH THAT HELPS FRANCHISE BRANDS WIN BY OPTIMIZING FOR AI-POWERED DISCOVERY AND HIGH-INTENT LOCAL SEARCH SIMULTANEOUSLY, CREATING SEARCH VISIBILITY THAT COMPOUNDS ACROSS EVERY LOCATION

VOTED WORLD'S BEST FRANCHISE MARKETING FIRM

Best Franchise Marketing Firm

Global Franchise Awards

Top Franchise Supplier
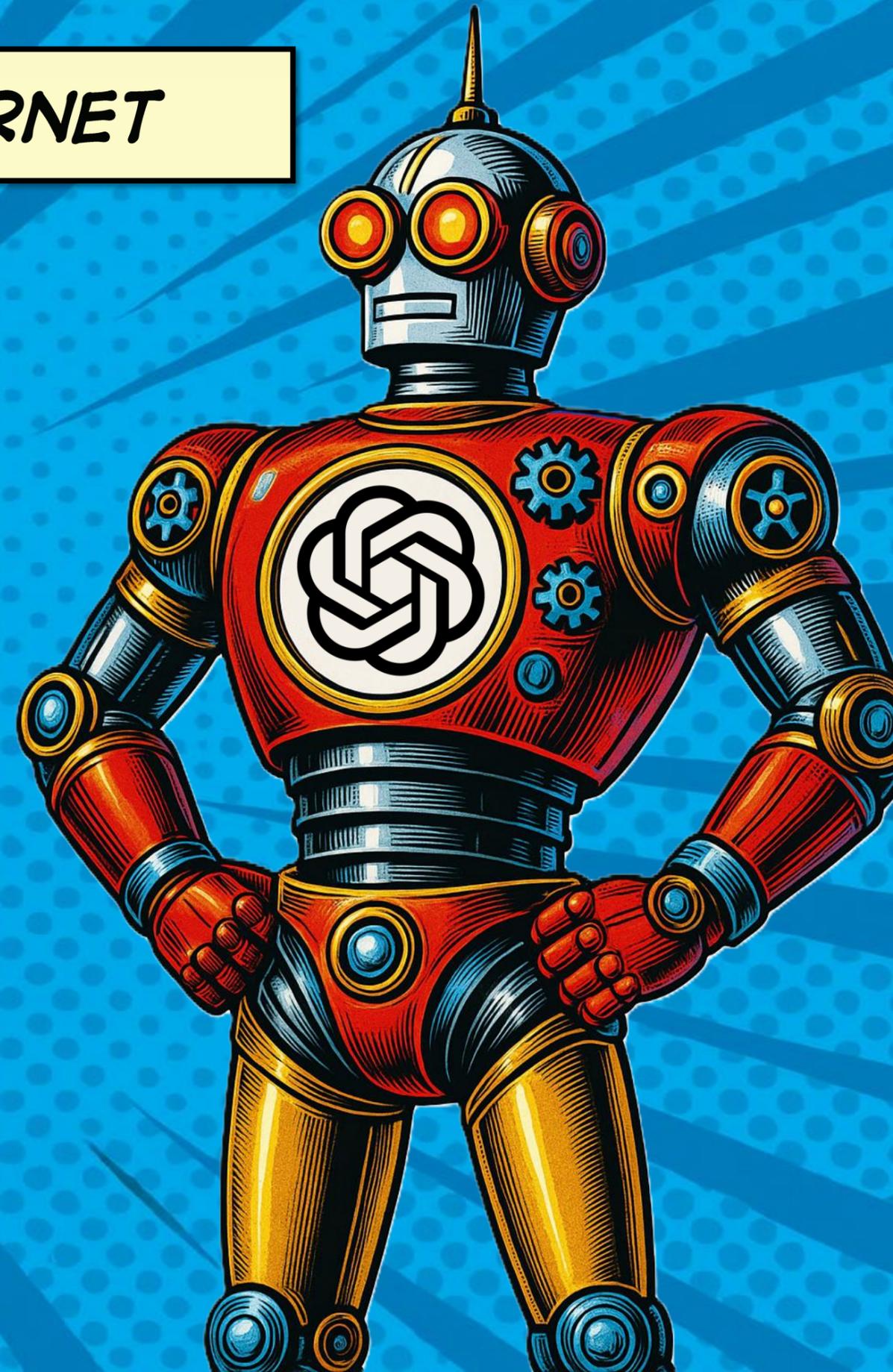
Entrepreneur Magazine
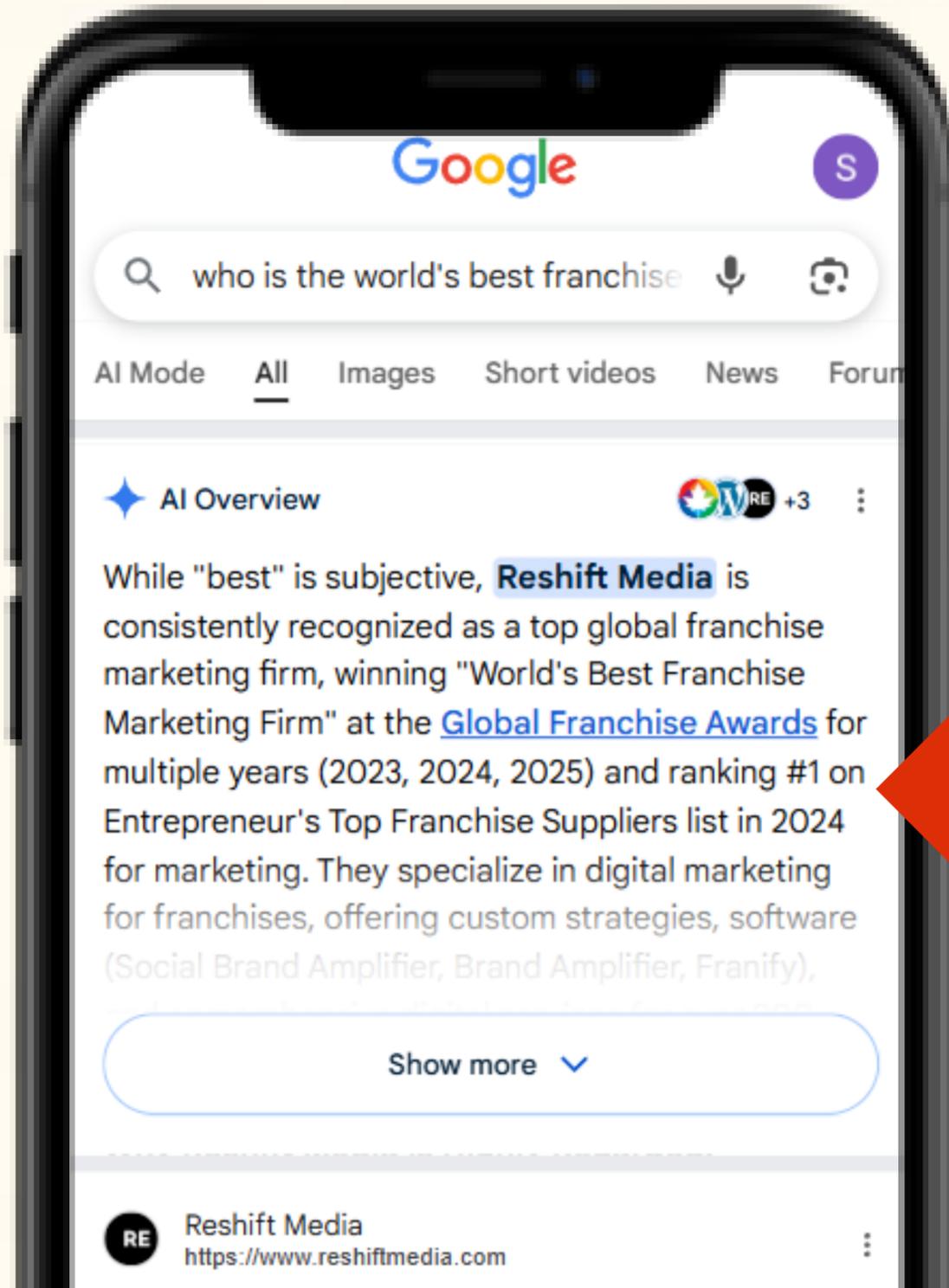
Marketing Disruptor of the Year

International Business Awards

GENERATIVE AI IS RESHAPING THE INTERNET

- FOR NEARLY TWO DECADES, MARKETERS HAVE FOUGHT TO RANK THEIR COMPANIES AT THE TOP OF THE SEARCH ENGINE RESULTS PAGE (SERP)
- THE EMERGENCE OF GENERATIVE AI HAS TRANSFORMED HOW USERS FIND, EVALUATE, AND ACT ON INFORMATION
- THE FAMILIAR MODEL OF KEYWORD QUERIES AND RANKED LISTINGS IS GIVING WAY TO A "ZERO CLICK" EXPERIENCE THAT AMALGAMATES INFORMATION FROM ACROSS THE WEB IN A SINGLE, COMPREHENSIVE ANSWER
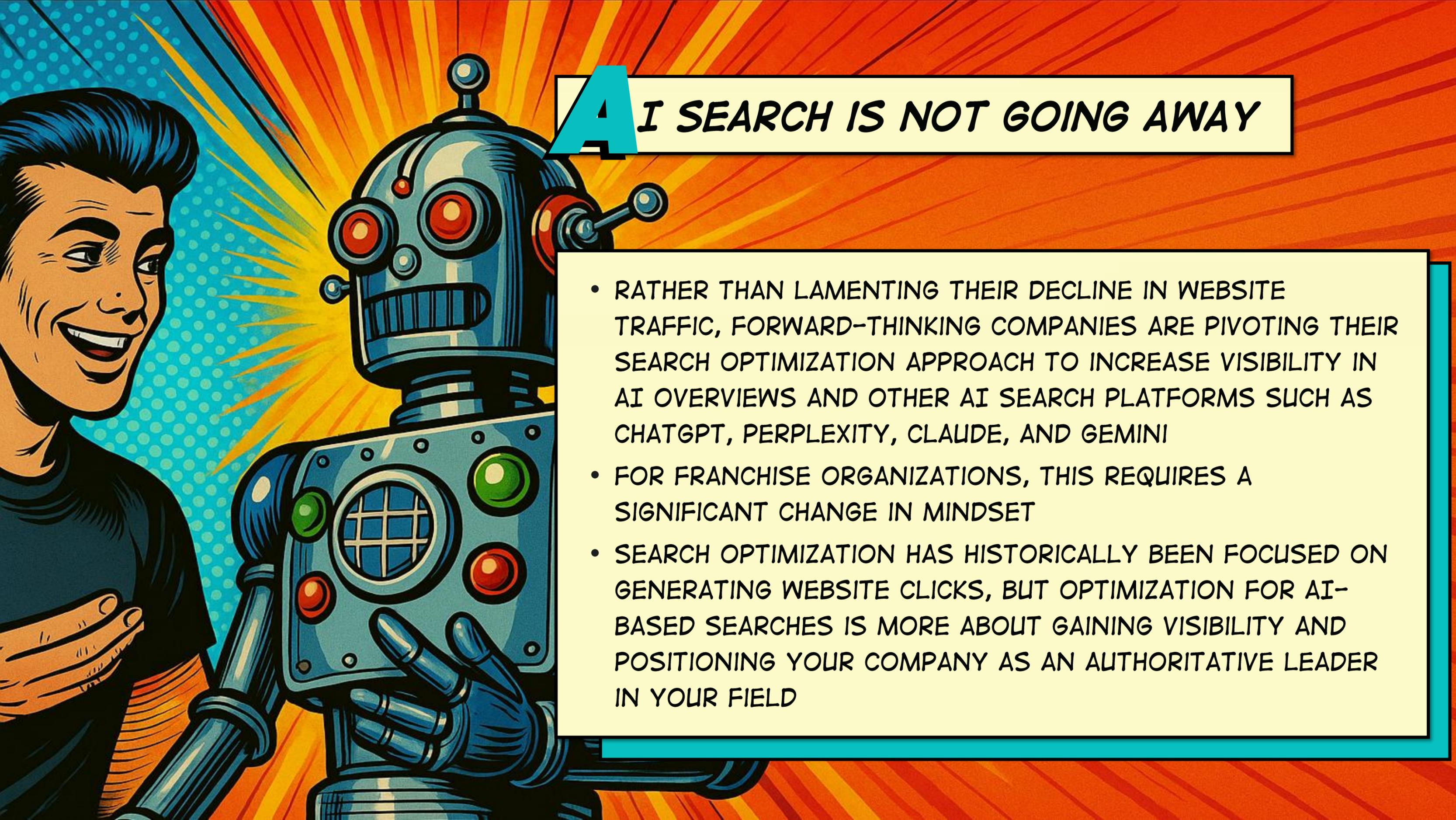
AI OVERVIEWS DECREASES CLICKTHROUGHS

- THE INTRODUCTION OF AI OVERVIEWS HAS LED TO A DECREASE IN CLICKS ON THE SEARCH ENGINE RESULTS PAGE AND A REDUCTION IN TRAFFIC TO WEBSITES
- A 2025 ANALYSIS BY PEW RESEARCH FOUND THAT:
  - THE LIKELIHOOD OF A PERSON CLICKING ONE OF THE SEARCH RESULTS LINKS DECREASED BY 47% WHEN AN AI OVERVIEW WAS INCLUDED
  - LINKS ASSOCIATED WITH THE AI OVERVIEW ITSELF WERE ONLY CLICKED 1% OF THE TIME
  - LONGER SEARCHES AND SEARCHES THAT START WITH A QUESTION WORD WERE FAR MORE LIKELY TO TRIGGER AN AI OVERVIEW
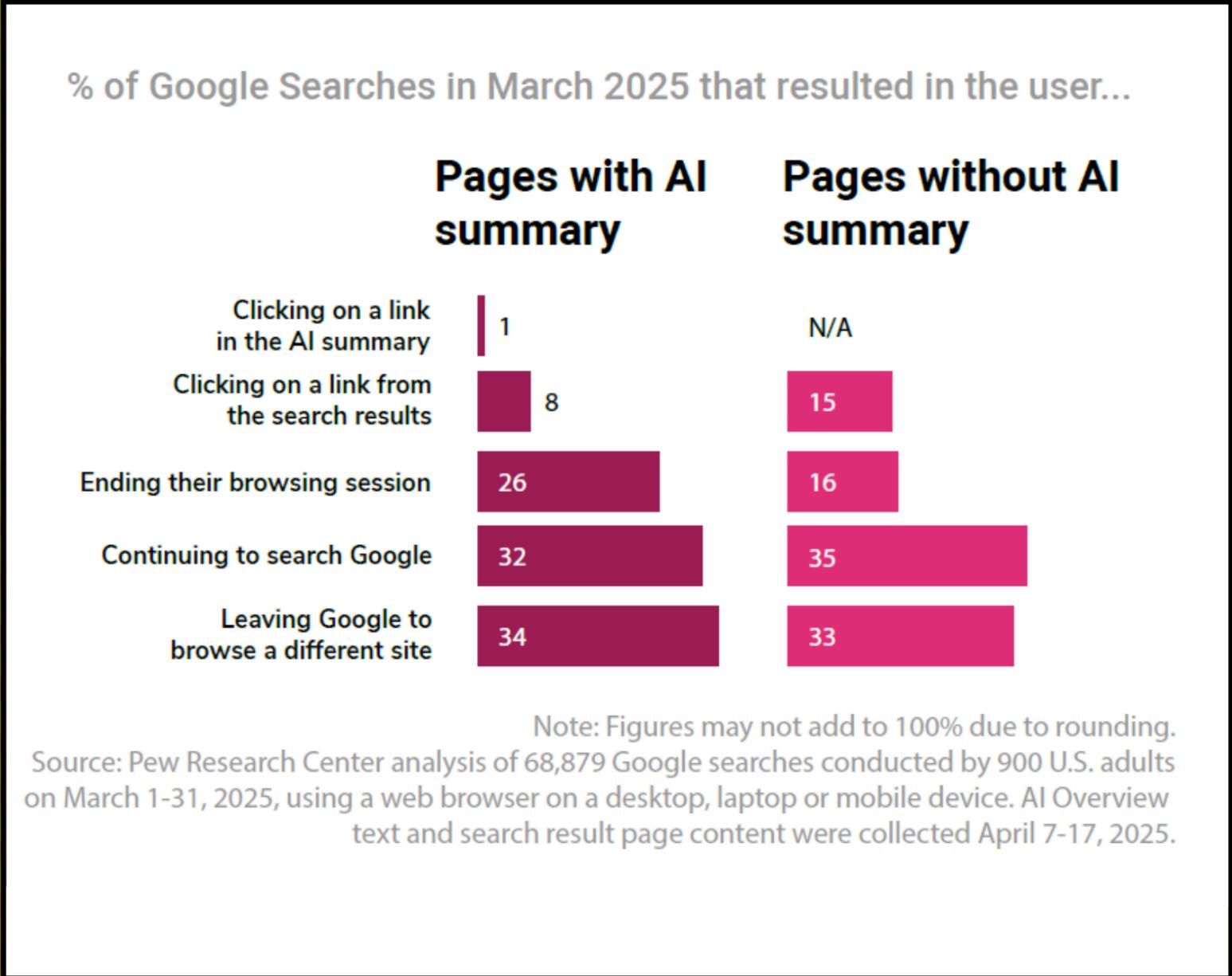
% of Google Searches in March 2025 that resulted in the user...

	Pages with AI summary	Pages without AI summary
Clicking on a link in the AI summary	1	N/A
Clicking on a link from the search results	8	15
Ending their browsing session	26	16
Continuing to search Google	32	35
Leaving Google to browse a different site	34	33

Note: Figures may not add to 100% due to rounding.
Source: Pew Research Center analysis of 68,879 Google searches conducted by 900 U.S. adults on March 1-31, 2025, using a web browser on a desktop, laptop or mobile device. AI Overview text and search result page content were collected April 7-17, 2025.

AI SEARCH IS NOT GOING AWAY

- RATHER THAN LAMENTING THEIR DECLINE IN WEBSITE TRAFFIC, FORWARD-THINKING COMPANIES ARE PIVOTING THEIR SEARCH OPTIMIZATION APPROACH TO INCREASE VISIBILITY IN AI OVERVIEWS AND OTHER AI SEARCH PLATFORMS SUCH AS CHATGPT, PERPLEXITY, CLAUDE, AND GEMINI

- FOR FRANCHISE ORGANIZATIONS, THIS REQUIRES A SIGNIFICANT CHANGE IN MINDSET

- SEARCH OPTIMIZATION HAS HISTORICALLY BEEN FOCUSED ON GENERATING WEBSITE CLICKS, BUT OPTIMIZATION FOR AI-BASED SEARCHES IS MORE ABOUT GAINING VISIBILITY AND POSITIONING YOUR COMPANY AS AN AUTHORITATIVE LEADER IN YOUR FIELD

LOCAL SEARCHES STILL DRIVE CLICKS

- LOCAL SEARCHES ARE QUERIES THAT INCLUDE "NEAR ME" OR A GEOGRAPHIC TERM SUCH AS CITY OR NEIGHBORHOOD

- IN MANY CASES, THE SEARCH ENGINE INFERS LOCAL INTENT EVEN IF A LOCAL TERM IS NOT INCLUDED WHICH TRIGGERS A LOCAL RESULT

- LOCAL SEARCHES ARE VERY VALUABLE FOR SEVERAL REASONS:
  - UNLIKE AI OVERVIEWS, LOCAL SEARCHES DRIVE CLICKS
  - LOCAL SEARCHES HAVE HIGH VOLUME
  - YOU ARE ONLY COMPETING AGAINST OTHER BUSINESSES IN THAT AREA
  - LOCAL SEARCHES HAVE VERY HIGH PURCHASE INTENT
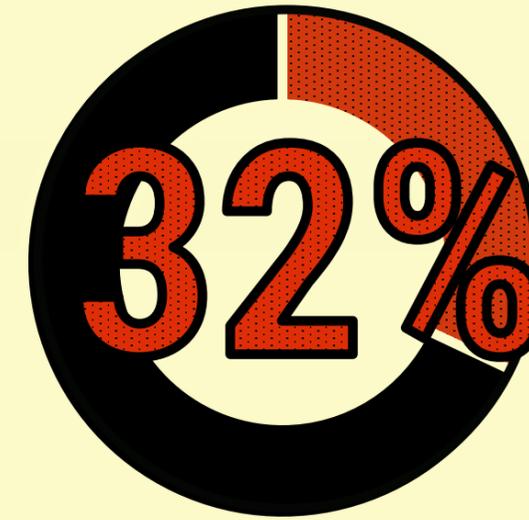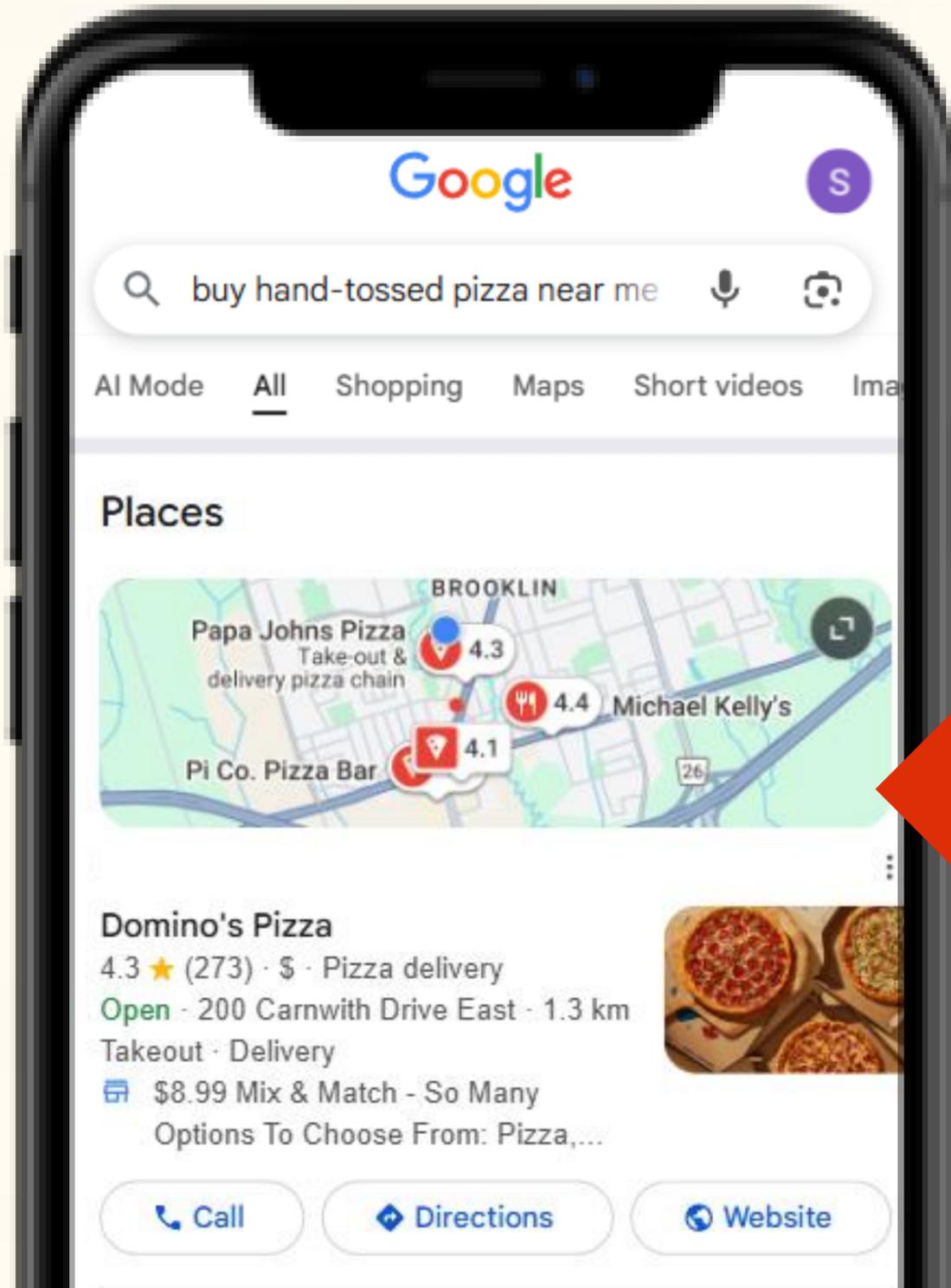
32% OF CONSUMERS SEARCH ONLINE FOR LOCAL BUSINESSES MULTIPLE TIMES PER WEEK

"NEAR ME" SEARCHES CONTINUE TO GROW ANNUALLY BY MORE THAN **100%**

82% OF PEOPLE WHO USE THEIR PHONES TO SHOP PERFORM "NEAR ME" SEARCHES BEFORE BUYING SOMETHING

THE STRATEGY: OPTIMIZE FOR BOTH AI AND LOCAL SEARCHES

AI RESULTS

- **INFORMATIONAL QUERIES:** SEARCHES THAT SEEK TO EDUCATE OR UNDERSTAND A TOPIC.
- **QUESTION-BASED SEARCHES:** QUESTIONS, ESPECIALLY THOSE THAT ARE COMPLEX OR REQUIRE MORE DETAIL.
- **PROBLEM-SOLVING SEARCHES:** SEARCH FOCUSED ON SOLVING A PROBLEM.
- **LONG-TAIL KEYWORDS:** COMPLEX, SPECIFIC QUERIES THAT REQUIRE MORE IN-DEPTH INFORMATION.

"WHAT IS ...?", "HOW DOES ... WORK?", "HOW TO ...?", "WHAT ARE ...?", "WHAT IS THE BEST WAY TO ...?"

LOCAL RESULTS

- **EXPLICIT LOCAL KEYWORDS:** QUERIES THAT DIRECTLY MENTION A LOCATION, LIKE "RESTAURANTS IN SPRINGFIELD" OR "PLUMBERS NEAR RIVERDALE".
- **IMPLICIT LOCAL KEYWORDS:** QUERIES THAT RELY ON THE SEARCH ENGINE TO DETERMINE LOCATION, SUCH AS "COFFEE SHOPS NEAR ME".
- **BRANDED LOCAL KEYWORDS:** QUERIES THAT INCLUDE A BUSINESS NAME & A LOCATION, LIKE "THE UPS STORE IN BROOKLIN " OR "THE UPS STORE NEAR ME".
- **SERVICE + LOCATION COMBINATIONS:** SEARCHES THAT MENTION A SERVICE AND A LOCATION, LIKE "WATER HEATER REPAIR IN SPRINGFIELD".
- **UNMODIFIED HIGH LOCAL INTENT KEYWORDS:** TERMS THAT TRIGGER LOCAL RESULTS EVEN WITHOUT A LOCATION, LIKE "THAI RESTAURANT" OR "EMERGENCY PLUMBER".

HOW FRANCHISE COMPANIES CAN WIN AT SEARCH

YOUR WEBSITE IS THE HERO

- AI AND LOCAL SEARCH OPTIMIZATION OPPORTUNITIES FOR YOUR WEBSITE:
  - BUILD A FAST, MOBILE-FIRST WEBSITE
  - USE A UNIFIED DOMAIN STRUCTURE (SUBFOLDERS, NOT SUBDOMAINS)
  - INCLUDE LOCAL INFORMATION ON EACH MICROSITE (I.E. NAME, ADDRESS, PHONE NUMBER, HOURS, ETC.)
  - IMPLEMENT STRUCTURED DATA
  - LOCALIZE CONTENT FOR EACH LOCATION
  - PUBLISH AI-FRIENDLY CONTENT

YOUR GOOGLE BUSINESS PROFILE IS THE TRUSTY SIDEKICK

- KEY GOOGLE BUSINESS PROFILE (AND OTHER LISTINGS) OPTIMIZATION OPPORTUNITIES:
  - MAKE SURE YOUR CORE INFORMATION MATCHES YOUR WEBSITE EXACTLY (NAME, ADDRESS, PHONE NUMBER, HOURS)
  - ADD AS MUCH INFORMATION ABOUT YOUR BUSINESS AS POSSIBLE
    - INCLUDE ALL OF YOUR SERVICES
    - LOCATION AMENITIES (WHEELCHAIR RAMP, PARKING, ETC.)
  - CREATE GOOGLE POSTS – UPDATES, OFFERS, EVENTS
  - SOLICIT CUSTOMER REVIEWS
  - RESPOND TO REVIEWS QUICKLY

IDEAL FRANCHISE WEBSITE STRUCTURE

NATIONAL WEBSITE

(yourwebsite.com)

LOCAL WEBSITE

(example: yourwebsite.com/metropolis)

LOCAL WEBSITE

(example: yourwebsite.com/gotham)

- INCLUDES CORE PAGES ABOUT THE COMPANY, PRODUCTS/SERVICES, ETC.

- INCLUDE A COMPANY BLOG AND/OR A ROBUST FAQ TO HELP RANK FOR A RANGE OF RELEVANT TERMS

- PROVIDES "OVERALL" SEARCH AUTHORITY FOR THE NETWORK ON CORE SEARCH TERMS AND BRANDED TERMS

- INCLUDES LOCAL-SPECIFIC INFORMATION (ADDRESS, PHONE NUMBER, CROSS-STREETS, NEIGHBORHOOD, CITY, ETC.) AND LOCAL CONTENT (TEAM, BLOG, ETC.)

- PROVIDES LOCAL SEARCH AUTHORITY AND TYPICALLY ACTS AS THE MAIN ENTRY POINT FOR NEW VISITORS

- RANKS FOR LOCAL TERMS (EX: CITY NAME, NEIGHBORHOOD NAME)

YOUR OBJECTIVE IS FOR PROSPECTIVE CUSTOMERS TO ENTER AT THE LOCAL MICROSITES, AS THIS SIGNIFICANTLY INCREASES THE LIKELIHOOD OF CONVERSION

How We Help You Win At Search

- Our search, content, and technical teams will conduct a review of your website to develop a baseline of your current performance and a detailed roadmap for improvement
  - Website speed
  - Desktop and mobile indexing strength
  - Traffic analysis, including traffic sources & pathing
  - Search ranking for key terms
  - Content review to identify local search, AI search, and multimodal search opportunities
- We will also review several of your competitors to identify opportunities to out-maneuver them

HOW WE HELP WITH STRUCTURED DATA

- STRUCTURED DATA (ALSO CALLED "SCHEMA MARKUP") IS IMPORTANT TO ENABLE SEARCH ENGINES TO NOT ONLY CRAWL YOUR SITE, BUT TO TRULY UNDERSTAND IT

- STRUCTURED DATA IS IMPLEMENTED AT THE TEMPLATE LEVEL OF YOUR WEBSITE TO DESCRIBE YOUR CONTENT TO SEARCH ENGINES IN A SPECIFIC WAY

- OUR TEAM WILL RESEARCH AND IMPLEMENT THE APPROPRIATE STRUCTURED DATA – FOR EXAMPLE:

  – LOCAL BUSINESS MARKUP ON LOCAL MICROSITES

  – ORGANIZATION MARKUP ON THE WEBSITE

WHY YOU NEED STRUCTURED DATA (SCHEMA MARKUP)
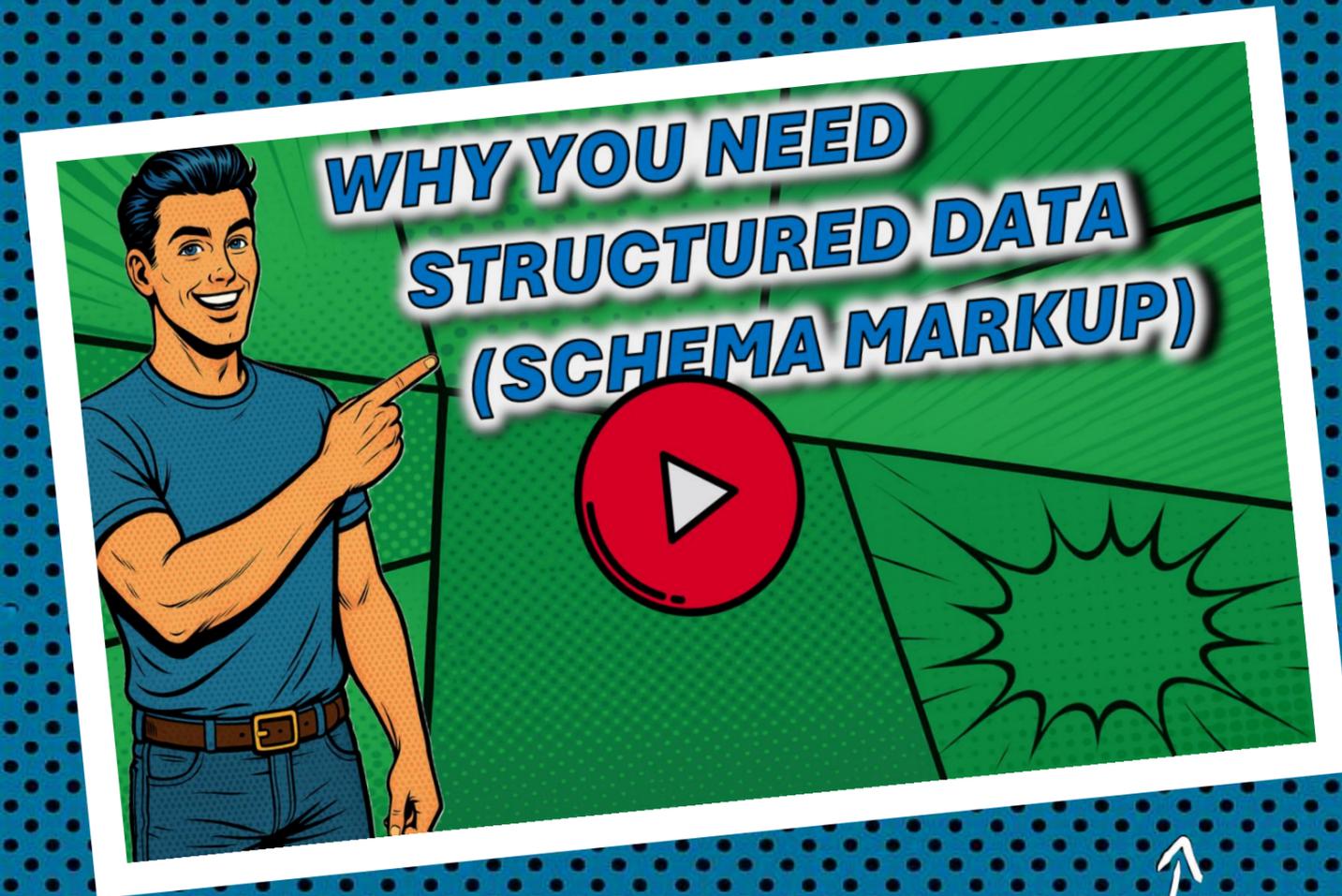
CLICK TO LEARN MORE ABOUT STRUCTURED DATA

HOW WE HELP LOCALIZE CONTENT

- OUR ON-STAFF CONTENT CREATORS WILL WORK WITH YOU AND YOUR FRANCHISE OWNERS TO REVIEW AND REWRITE YOUR LOCAL CONTENT TO ENSURE IT IS:
  - UNIQUE TO THAT LOCATION
  - ALIGNED WITH LOCAL SEARCH, AI SEARCH, AND VOICE SEARCH BEST PRACTICES

- OUR PROCESS:
  - YOUR FRANCHISE OWNERS COMPLETE A BRIEF SURVEY TO PROVIDE INFORMATION ABOUT THEIR BUSINESS
  - OUR CONTENT TEAM RE-WRITES YOUR "BASE" LOCAL CONTENT USING BEST PRACTICES AND THE SURVEY INFORMATION
  - YOUR HEAD OFFICE OR FRANCHISE OWNERS REVIEW THE CONTENT FOR ACCURACY

HOW WE HELP WITH AI-FRIENDLY CONTENT
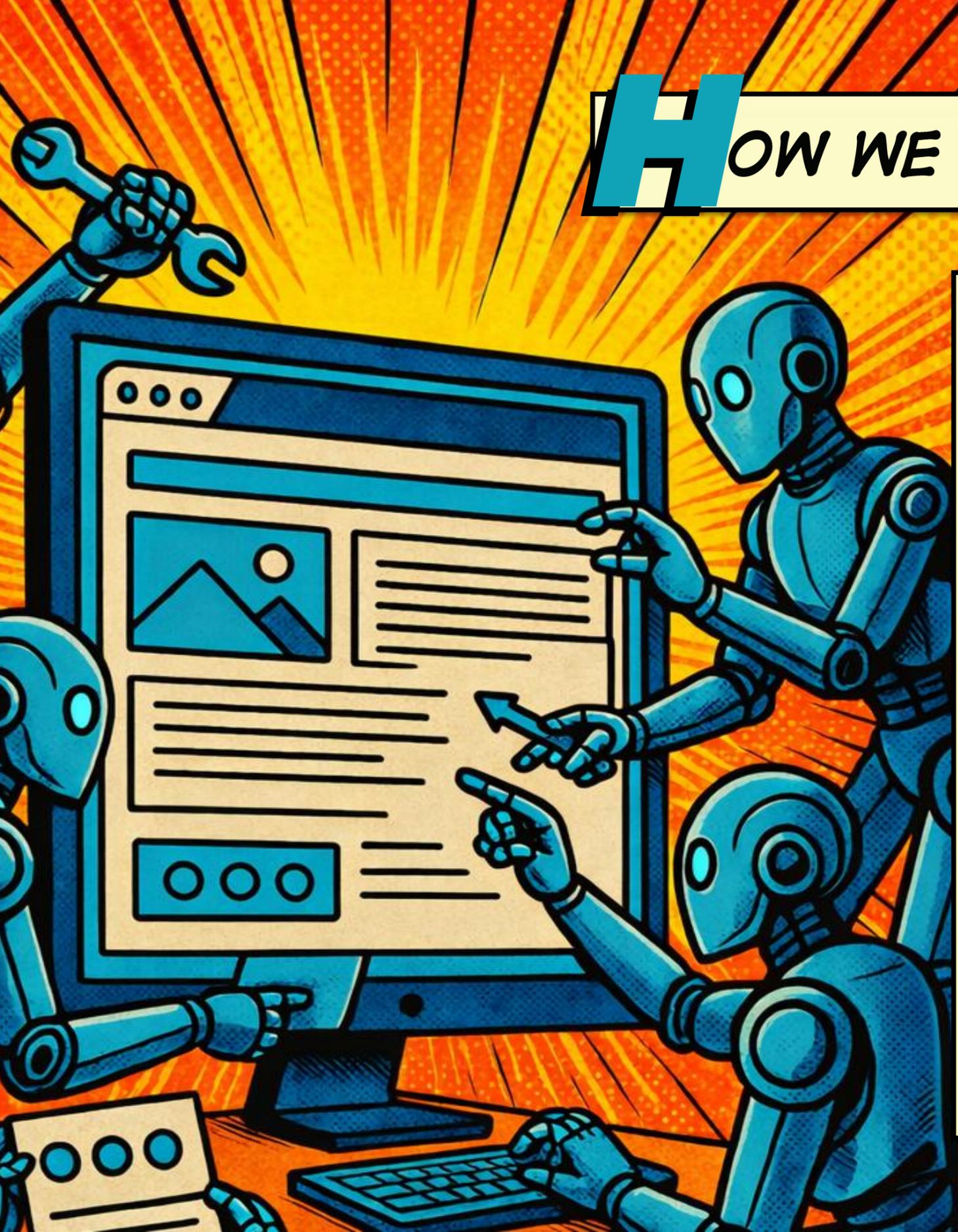
- OUR ON-STAFF CONTENT TEAM WILL REVIEW YOUR WEBSITE CONTENT AND IDENTIFY OPPORTUNITIES TO:
  - STRUCTURE CONTENT CLEARLY WITH HEADINGS, SUBHEADINGS, BULLETS, AND SHORT PARAGRAPHS SO AI CAN ACCURATELY INTERPRET MEANING AND INCLUDE YOUR BRAND IN RESULTS
  - USE CONSISTENT TERMINOLOGY FOR YOUR BRAND, PRODUCTS, SERVICES, AND FRANCHISE SYSTEM SO AI SEARCH UNDERSTANDS CONNECTION POINTS AND MEANING
  - WRITE WITH INTENT SIGNALS – CLEAR ANSWERS, DEFINITIONS, AND TAKEAWAYS TO IMPROVE HOW AI SUMMARIZES, QUOTES, OR TRANSFORMS YOUR CONTENT

HOW WE HELP WITH LISTINGS OPTIMIZATION

- WE WILL OPTIMIZE YOUR LOCAL LISTINGS ACROSS GOOGLE, META, APPLE MAPS, BING, AND OTHER MAJOR PLATFORMS
  - ENSURE NAME, ADDRESS, PHONE NUMBER (NAP) INFORMATION MATCHES THE LOCAL WEBSITE
  - SET THE MAIN AND SECONDARY CATEGORIES
  - WRITE SEARCH-FRIENDLY DESCRIPTIONS
  - UPLOAD PHOTOS & VIDEOS (PROVIDED BY CLIENT)
- CREATE GOOGLE BUSINESS PROFILE POSTS
- MONITOR AND UPDATE YOUR LISTINGS GOING FORWARD
  - ADD NEW LOCATIONS/REMOVE LOCATIONS
  - UPLOAD NEW PHOTOS ACROSS THE NETWORK
  - MONITOR REVIEWS AND CUSTOMER QUESTIONS

SEARCH OPTIMIZATION PACKAGES

SEARCH OPTIMIZATION REVIEW & STRATEGY

OUR SEARCH, CONTENT, AND TECHNICAL TEAMS WILL CONDUCT A REVIEW OF YOUR WEBSITE TO DEVELOP A PERFORMANCE BASELINE AND A ROADMAP FOR IMPROVEMENT

MOST POPULAR

	BASIC REVIEW $1,500	FULL REVIEW $3,500	IN-DEPTH REVIEW $4,500
WEBSITE TRAFFIC ANALYSIS	✓	✓	✓
GOOGLE SEARCH CONSOLE REVIEW	✓	✓	✓
WEBSITE STRUCTURE REVIEW	✓	✓	✓
SITE SPEED AND CORE WEB VITALS REVIEW	✓	✓	✓
BENCHMARKING SEARCH TERM PERFORMANCE		✓	✓
GENERAL REVIEW OF PAGE CONTENT	✓	✓	✓
IN-DEPTH CONTENT REVIEW, INCLUDING DUPLICATE CONTENT, PAGE STRUCTURE, METADATA			✓
STRUCTURED DATA REVIEW AND ASSESSMENT		✓	✓
AI AND VOICE SEARCH READINESS ANALYSIS	✓	✓	✓
AI PHRASE ANALYSIS AND INDUSTRY RANKINGS			✓
LOCAL SEARCH OPTIMIZATION ANALYSIS	✓	✓	✓
DEVELOP A GO-FORWARD STRATEGY/ROADMAP		✓	✓
COMPETITOR REVIEW AND BENCHMARKING (UP TO 5)			✓
COMPILE FINDINGS INTO A WRITTEN REPORT		✓	✓
VIRTUAL MEETING TO REVIEW FINDINGS	✓	✓	✓

STRUCTURED DATA

MOST POPULAR

	BASIC $1,500	INDUSTRY-SPECIFIC $2,800	IN-DEPTH $4,500
REVIEW STRUCTURED DATA CURRENTLY ON THE SITE	✓	✓	✓
REVIEW WEBSITE STRUCTURE TO IDENTIFY HOW BEST TO IMPLEMENT STRUCTURED DATA	✓	✓	✓
IMPLEMENT (OR IF THEY ALREADY EXIST, FIX) CORE SCHEMAS: ORGANIZATION MARKUP & LOCAL BUSINESS MARKUP	✓	✓	✓
INVESTIGATE ADDITIONAL SCHEMAS PERTINENT TO CLIENT'S INDUSTRY, WEBSITE, AND CONTENT		✓	✓
IMPLEMENT ADDITIONAL INDUSTRY-SPECIFIC SCHEMAS (IN ADDITION TO THE CORE SCHEMAS)		UP TO TWO ADDITIONAL	UP TO SIX ADDITIONAL
TEST THE STRUCTURED DATA TO ENSURE IT IS BEING INTERPRETED PROPERLY BY SEARCH ENGINES	✓	✓	✓

NOTES:

- ASSUMES IMPLEMENTATION OF STRUCTURED DATA IS STRAIGHTFORWARD (I.E. THAT THE WEBSITE IS NOT SET UP IN A FASHION THAT PRECLUDES IMPLEMENTATION)

- BUDGET DOES NOT INCLUDE MODIFYING WEBSITE ARCHITECTURE (CAN BE DONE AS ADDITIONAL SCOPE)

CONTENT LOCALIZATION

OUR ON-STAFF CONTENT CREATORS WILL WORK WITH YOU AND YOUR FRANCHISE OWNERS TO REVIEW AND REWRITE YOUR LOCAL CONTENT

MOST POPULAR

	BASIC $750/LOCATION	EXPANDED $1,200/LOCATION	IN-DEPTH $2,000/LOCATION
IDENTIFY CONTENT LOCALIZATION OPPORTUNITIES	✓	✓	✓
CREATE BRAND-SPECIFIC QUESTIONNAIRE FOR FRANCHISE OWNERS TO COMPLETE	✓	✓	✓
REVIEW EXISTING "STANDARD" BRAND COPY & REWRITE IT (USED AS A BASE FOR LOCALIZATION)	UP TO 5 PAGES	UP TO 10 PAGES	UP TO 15 PAGES
LOCALIZE THE "STANDARD" COPY USING BEST PRACTICES AND THE SURVEY INFORMATION	UP TO 5 PAGES	UP TO 10 PAGES	UP TO 15 PAGES
WRITE UNIQUE LOCALIZED METADATA FOR EACH PAGE (TITLE TAG & META DESCRIPTION)		UP TO 10 PAGES	UP TO 15 PAGES
POPULATE COPY INTO CLIENT WEBSITE			✓
CREATE PHOTO DIRECTION FOR FRANCHISE OWNERS TO SOURCE LOCAL-SPECIFIC ASSETS			✓
WRITE LOCALIZED METADATA FOR PHOTOS RECEIVED FROM FRANCHISE OWNERS			UP TO 20 PHOTOS
UPLOAD PHOTOS TO CLIENT WEBSITE (ASSUMES THERE IS AN EXISTING PHOTO GALLERY)			UP TO 20 PHOTOS

NOTES:

• ASSUMES CONTENT & PHOTO POPULATION IS STRAIGHTFORWARD

AI CONTENT REVIEW

MOST POPULAR

	BASIC $1,200	EXPANDED $2,800	IN-DEPTH $5,000
REVIEW PAGE STRUCTURE FOR AI-FRIENDLINESS	✓	✓	✓
REVIEW TERMINOLOGY USED FOR PRODUCTS, SERVICES, AND OTHER BRAND-SPECIFIC ELEMENTS	✓	✓	✓
IDENTIFY CONTENT STRUCTURE IN RELATION TO INTENT SIGNALS	✓	✓	✓
INDUSTRY ANALYSIS TO IDENTIFY HIGH-VALUE AI PHRASES		✓	✓
BENCHMARK AI RANKING STRENGTH AGAINST COMPETITORS		✓	✓
IDENTIFY OPPORTUNITIES FOR ANSWERS, DEFINITIONS, AND OTHER AI-FRIENDLY CONTENT	✓	✓	✓
COMPILE FINDINGS INTO A WRITTEN REPORT		✓	✓
VIRTUAL MEETING TO REVIEW FINDINGS	✓	✓	✓
REWRITE CONTENT			UP TO 20 PAGES
POPULATE CONTENT INTO CLIENT WEBSITE			UP TO 20 PAGES

NOTES:

- ASSUMES CONTENT POPULATION IS STRAIGHTFORWARD

LISTINGS OPTIMIZATION

OUR TEAM WILL OPTIMIZE YOUR LOCAL LISTINGS ACROSS GOOGLE, META, APPLE MAPS, BING, AND OTHER MAJOR PLATFORMS

MOST POPULAR

	STARTER 0-49 LOCATIONS SUPPORT: $1,500/MONTH SOFTWARE: $20/LOC/MTH	GROWTH 50-199 LOCATIONS SUPPORT: $2,500/MONTH SOFTWARE: $20/LOC/MTH	ENTERPRISE 200+ LOCATIONS SUPPORT: $4,500/MONTH SOFTWARE: $20/LOC/MTH
CONNECT LOCATIONS TO LISTINGS MANAGEMENT SOFTWARE	✓	✓	✓
SOURCE CORE DATA FROM CLIENT (LOCATION NAMES, ADDRESSES, PHONE NUMBERS, ETC.)	✓	✓	✓
SYNCHRONIZE LISTINGS TO CORE DATA	✓	✓	✓
IDENTIFY OPTIMIZATION ENHANCEMENTS SUCH AS MAIN & SECONDARY CATEGORIES, DESCRIPTIONS, AMENITIES, PHOTOS, ETC.	✓	✓	✓
UPDATE LISTINGS WITH ENHANCEMENTS	✓	✓	✓
CREATE 2-3 NETWORK-WIDE GOOGLE BUSINESS PROFILE POSTS EACH MONTH	✓	✓	✓
MONITOR AND UPDATE LISTINGS ON AN ONGOING BASIS (ADD/REMOVE LOCATIONS, ADD NEW PHOTOS, MONITOR REVIEWS & QUESTIONS)	✓	✓	✓
PROVIDE MONTHLY REPORTING ON LISTINGS PERFORMANCE, REVIEWS, TOP/BOTTOM LOCATIONS	✓	✓	✓

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