

43% of Signed Franchise Deals Originated from Organic Traffic

EXECUTIVE SUMMARY

Ignite Visibility transformed organic search into the top-performing acquisition channel for a **Health and Wellness franchise**, driving nearly half of all signed deals.

CHALLENGE

- Organic search was underutilized as a revenue driver
- Over-reliance on paid and external lead sources
- Needed a sustainable, high-intent lead channel
- Difficulty converting traffic into actual franchise deals

CAMPAIGN STRATEGY & TACTICS

- Built a full-funnel SEO strategy targeting investor intent
- Focused on high-converting, non-branded keywords
- Optimized site for lead generation and conversion paths
- Aligned SEO efforts with franchise development goals (not just traffic)

PLATFORMS, TOOLS & TECH STACK

- Google Search Console
- SEO & content optimization tools
- Website analytics platforms
- CRM + lead tracking systems

RESULTS & BUSINESS IMPACT

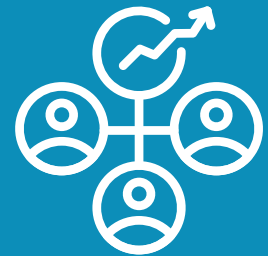
- 43% of all signed deals came from organic leads
- +10.21% increase in organic leads YoY
- +8.21% increase in new site visitors YoY

FINAL THOUGHTS

Ignite Visibility helps you build an organic growth engine that doesn't just drive clicks, it converts them to franchise sales. Partner with Ignite Visibility to capitalize on your SEO strategy.

RESULTS & BUSINESS IMPACT

SUMMARY



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