

Quality Organic Franchise Leads Up by 106% Due to Franchise SEO Strategy

EXECUTIVE SUMMARY

Ignite Visibility transformed underperforming organic traffic into a high-converting franchise acquisition channel, significantly increasing both lead volume and quality for our **Quick Serve Food & Beverage Franchise (QSR)** client.

CHALLENGE

- Low-quality inbound leads despite strong traffic
- Underperforming website conversions
- Organic traffic not translating into real franchise growth

CAMPAIGN STRATEGY & TACTICS

- Targeted high-intent SEO keywords
- Optimized conversion pathways on-site
- Built investor-focused content strategy
- Prioritized lead quality over vanity metrics

PLATFORMS, TOOLS & TECH STACK

- SEO tools and keyword intelligence platforms
- Google Search Console for performance insights
- CRO tools for on-site testing and optimization

RESULTS & BUSINESS IMPACT

- **+106%** in quality leads
- **+40%** in organic conversions
- **+29%** in total lead volume, expanding pipeline growth
- **+35% of franchise awards from website leads**

FINAL THOUGHTS

Traffic alone doesn't drive growth, conversion does. If your franchising website isn't your best organic lead source, work with Ignite Visibility to turn it into a high-performing acquisition channel.

RESULTS & BUSINESS IMPACT

SUMMARY



+40% Increase in Organic Conversions



+106% Increase in Quality Leads



35% of franchise awards from **website leads**