



CHECKLISTS TO KEEP YOU ORGANIZED

Franchise SEO Checklist

An effective franchise SEO strategy helps you drive local visibility, generate more leads, and book more jobs. Use this checklist to make sure you have all the essential franchise SEO basics in place so you can target qualified clients in the right locations.

1. Website structure

- Have one main website for your franchise brand
- Create a dedicated location page for each franchise
- Use clean, consistent URL structures across all location pages
- Create unique title tags, meta descriptions, and page titles for each location page

2. Location pages

- Include location-specific keywords in page content, headings, title tags, and meta descriptions
- Write unique content for each location page
- Ensure business names, addresses, and phone numbers are accurate
- List all services offered at each location
- Add hours of operation and service areas
- Include photos, reviews, and a clear call to action

3. Google Business Profile

- Have a separate, verified Google Business Profile for each location
- Fill in services, hours, photos, and service area
- Link to the location's profile on your website

4. Reviews

- Build an active process for requesting and responding to reviews after every job
- Train individual franchisees to manage reviews for their locations

5. Keywords

- Research and use service keywords for each location
- Include location keywords that combine services and city or town names
- Use buyer intent keywords naturally in page content

6. Content marketing

- Build a brand-level content plan covering services and industry topics
- Create local content that's specific to each market

7. Tracking

- Set up location-level reporting for each franchise
- Review organic traffic, keyword rankings, Google Business Profile views, and leads every month