

STOP LOSING MONEY!

Top Ten Franchise Location Page Mistakes

... and what to do about them!

A Guide To The Most Common Mistakes Franchisors Make On Franchisee Website Pages



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/ Introduction

STOP MAKING COSTLY MISTAKES!

In the 10+ years we've been handling marketing and MarTech for fitness franchisors, we have seen LOTS of location microsites. We've seen what works and what doesn't. This document summarizes the ten mistakes we see most frequently so YOU don't have to lose money by making them!

Hey, I get it: it can be hard to keep everybody happy when running a franchise website. Franchisee's want one thing, franchise sales wants another, marketing wants something else, and so on. With so many cooks in the kitchen, it's easy for things to get out of control and for mistakes to be made with franchisees' microsites.

The good news is that avoiding and/or fixing these mistakes is typically not a difficult task – often, organizations simply need to know it's a mistake in the first place.

In the following pages, I will discuss the top ten mistakes we see most frequently on location microsite pages. We'll discuss the issue, why it's a mistake, and offer solutions.

Because I know everyone's time is valuable, I include a "TL;DR" summary at the beginning of each mistake. Running through each of those is the fastest way to internalize this info. Then you can always go back and read more on any section that you want to go deeper on.

I hope these are helpful!



Eric Oliver, President
Angelsmith, Inc.



/ *Mistake #1*

NOT FOCUSING ON NEW PROSPECTS

tl;dr

Location microsites often try to serve too many purposes, diluting their effectiveness. Instead of trying to be everything to everyone, microsites should focus on:

- Attracting and converting new prospects into a first brand experience or trial.
- Moving solutions for existing customer needs (like account management) to other areas of the site.
- Reserving upselling efforts (e.g., memberships, gift cards) for other marketing channels.

Location microsites are most effective when their primary objective is clear: converting new prospects. This means minimizing distractions and focusing on guiding new users toward actions like booking a free intro session. Existing customer needs, such as scheduling or account management, can be handled via a link in the top-right corner—a familiar and intuitive location. This keeps the microsite focused while ensuring existing customers are not neglected.

Additionally, upselling efforts, such as memberships and gift cards, are more effective when delivered through targeted marketing channels like email, SMS, or in-person interactions. Consider not featuring these on the microsite at all, and instead drive traffic to landing pages specifically for these purposes through ads, organic posts, emails, and so on.

By narrowing the focus of the microsite, franchisors can maximize its impact on lead generation and overall performance.



/ *Mistake #2*

LACK OF A CLEAR CALL-TO-ACTION (CTA)

tl;dr

The absence of a primary action above the fold is a critical oversight. Franchisee websites should:

- Clearly present the desired action (e.g., book a free intro, schedule a consultation).
- Feature a prominent, easy-to-click button above the fold.
- Move all other distractions, promotions, and information below the fold.

Simplify the process to reduce friction and encourage conversions by presenting users with a clear call to action when they first arrive on a location microsite. Without a clear and accessible CTA, potential customers may leave the page without taking any action.

Ensure that the CTA is visually distinct, with concise and action-driven text like “Book Now” or “Get Started.” Avoid cluttering the top of the page with multiple competing messages, as this can confuse users and reduce conversion rates.

By prioritizing one main action, you can guide users smoothly through the sales funnel.

CASE STUDY:

We worked with The NOW Massage experimenting with single versus multiple calls to action above the fold. The single CTA consistently outperforms multiple CTAs.

/ *Mistake #3*

OVERWHELMING THE USER WITH OPTIONS

tl;dr

Giving users too many options on one page can lead to decision paralysis. Focus on:

- Guiding most users to a single, primary CTA (see Mistake #2 above).
- Featuring secondary actions (e.g., class schedules for booking a class) less prominently.
- Structuring the site so that users see one option at a time.

Too many options can confuse users and lead to inaction. For example, asking users to choose between learning more about the location, memberships, gift cards, free intros, paid sessions, a class schedule, merch, etc. all at once can quickly overwhelm them. Instead, identify what the one clear action you want users to take and then design the site to guide the majority of visitors toward that action.

Save secondary actions for less prominent areas of the page. Use clean layouts to avoid overwhelming users, and if you need to present different options, try to structure the site so that users are only seeing one option at a time (only a class schedule, or only a blurb on membership) or consider moving these options to a secondary page.

DATA POINT:

Reducing the number of CTAs to a single one can increase conversion rates by 266%.

– Source: WiserNotify

/ *Mistake #4*

ASKING USERS TO CHOOSE A LOCATION DURING CONVERSION

tl;dr

Avoid making users choose their location again after landing on a specific microsite. This adds unnecessary steps and frustrates both customers and franchisees. Ensure that:

- Location-specific pages seamlessly lead to conversion without re-selection.
- Leads generated by individual franchisees remain attributed to their efforts.

Requiring users to re-select a location can derail the customer journey. If users are on a location microsite and click to “Book A Free Intro”, they expect that they are booking directly into that location and that they will head straight into the booking process. Interrupting this flow by asking them to choose a location again introduces friction, causing potential leads to abandon the process.

Additionally, franchisees also risk losing business if leads see a different location and book at it instead. This can create VERY unhappy franchisees: when they notice that potential customers they paid to attract might very well end up at someone else’s location, you can get an earful.

Eliminating the “Choose A Location” step from microsites respects the efforts of franchisees and improves customer satisfaction.

/ Mistake #5

USING GENERIC, BOILERPLATE CONTENT

tl;dr

Using the same template for all locations can make franchisee websites feel impersonal. Localize the experience:

- Include location-specific details, such as a professional exterior photo of the facility.
- Write a tailored lead paragraph that mentions local landmarks, owners, or unique features.
- Optimize for local SEO by incorporating specific geographic keywords.

Boilerplate content (content that is the same on all location pages) often undermines the sense of authenticity that customers seek when choosing a local business. On the other hand, making the content personal can help customers feel more connected to the location.

Assure visitors they're engaging with a nearby, relevant business by including unique details (like "near the Westfield Shopping Mall") and local flavor. Showcase owners, trainers, and/or employees with names and photos. Give the location its own individual face and identity.

In addition to engaging consumers more, these personalized elements enhance search engine optimization (SEO), making the microsites more likely to appear in local search results.

/ Mistake #6

LACK OF SOCIAL PROOF

tl;dr

Effective use of social proof builds trust and generates business. Highlight some or all of the following:

- Star ratings and customer testimonials.
- Links to Google Business and Yelp reviews.
- National or local press mentions, certifications, or memberships.
- Metrics showcasing success (e.g., “6 million minutes of relaxation delivered”).

DATA POINT:

Including testimonials on sales pages can increase conversions by 34%.

– Source: Exploding Topics

Social proof reassures potential customers that others have had positive experiences. Incorporating testimonials from real clients gives people something real to hold on to. Linking to detailed reviews on platforms like Google Business and Yelp further showcases transparency and confidence in the quality of service. Include logos of press mentions, certifications, consumer agency ratings, and trade organizations, as these further reinforce your credibility.

And don't forget that social proof can also take the form of metrics that quantify success – McDonald's used “Over 1 Million Served” as a major form of social proof as part of their growth. You can mention the number of customers served, pounds lost, hours of relaxation, and other metrics that demonstrate your experience providing your unique benefit.

Leverage social proof to generate more leads and business!

/ Mistake #7

FAILING TO INCLUDE A COMPREHENSIVE FAQ

tl;dr

FAQs are often underutilized.

Benefits include:

- Addressing location-specific customer questions and objections.
- Enhancing SEO by including relevant keywords.
- Repurposing content for Google Business and Yelp profiles.

A well-crafted FAQ section anticipates and addresses common customer questions, reducing barriers to conversion. For example, explaining what to expect during a first visit or clarifying parking details can alleviate customer concerns, resulting in more conversions. Talk to your sales people, front desk, and trainers to understand what people most ask you, and answer those questions up-front on the microsite page. Encourage franchisees to update FAQs regularly with insights from customer interactions.

Location-specific FAQs not only enhance the user experience but also improve SEO rankings by targeting locally-relevant queries. By mentioning local landmarks, topics relevant to locals, and other locally-relevant words, you can make your FAQs another way to boost your local search rankings.

Added bonus: Both Yelp and Google Business Profile offer Q&A areas which are used as a ranking factor in search results. Take what you build for the location page, re-post it on Yelp and GBP, and enjoy a bump in traffic.

/ Mistake #8

EMPTY OR INACTIVE CONTENT SECTIONS

tl;dr

Inactive social feeds or blogs can harm credibility. To avoid this:

- Encourage active locations to showcase updates and community involvement.
- Allow franchisees to hide inactive sections.

Active franchisees can use blogs and social feeds to highlight events, promotions, and community engagement, creating a vibrant and trustworthy online presence. As a result, we often recommend that franchisors make these features available to franchisees.

However, not all franchisees make good use of organic content and social channels, which can make these sections seem anemic and sad. Empty sections signal neglect and can drive potential customers away. If some franchisees lack the time or resources to maintain active blogs or social feeds, provide the option to disable these features.

By allowing social feeds and blogs to be enabled and disabled on a location-by-location basis, you can reward active content creators without punishing inactive ones.

CASE STUDY:

For Upgrade Labs, their franchisees can turn on and off the various sections of their location pages. Franchisees love being empowered to control their pages.

/ Mistake #9

INCONSISTENT NAME, ADDRESS, AND/OR PHONE NUMBER

tl;dr

A location's Name, Address, and Phone Number (NAP) are critical to both user interactions and Local SEO. When dealing with NAPs:

- Ensure consistency across the location microsite, Google Business Profiles (GBP), Yelp, and anywhere else they are featured.
- Include a click-to-call phone number.
- Link addresses directly to Google Maps for user convenience.

DATA POINT:

Businesses with complete, optimized location listings receive 52% more clicks from local search.

- Source: Yext

A best practice in Local SEO is making sure that EVERYWHERE your address shows up on the web, it looks EXACTLY the same. That means using abbreviations consistently (you can say "Road" or "Rd", but it should always be the same), using suite numbers consistently (you can say, "Suite", "Ste", "#", etc. but it always needs to be the same), and so on. SEOs believe this has a significant impact on your rankings. There are services that will monitor and fix this for you, which can give you a bump. If you want our recommendations, send me an email at erico@angelsmith.net.

Beyond consistency, you should also think about the user experience. Users often go to a microsite to find addresses, directions, and/or a phone number, so the location's address and phone number should be featured prominently on the microsite. Make sure that the phone number is "click-to-call", meaning that users can simply tap on it to start a phone call (rather than having to copy and paste). And link the address directly to Google Maps to make it easy for people to run directions. These simple steps show that you're thinking about your customers and want to make life easy for them.

/ *Mistake #10*

SETTLING FOR UNOPTIMIZED CONVERSION PROCESSES

tl;dr

Widget-based booking systems can be clunky, slow, and not optimal, resulting in lower conversion rates. Convert more prospects by:

- Replacing widget-based conversion systems with API-powered systems
- Optimize, test, and keep optimizing your conversion process.

When it comes to giving prospects the ability to book a free intro, book a class, schedule an appointment, etc. it is tempting to use the widgets provided by most fitness center software companies. After all, it's cheap and fast - why not?

The problem is that these software companies create the widgets as a one-size-fits-all solution. They need to work

for EVERY customer they have, regardless of branding, specific offerings, etc. What's worse, sometimes these software companies build their widgets focusing more on priorities for their internal software team, rather than the customer. The end result can be less-than optimal user experiences.

In most cases, however, you can build your own API- powered solution. When you build your own API-powered conversion flow, you define your own interface and flow and then use the platform's API to send the information into your back end area. This gives you full control over your customers' conversion experience, including branding, layout, process, and more.

It also gives you the ability to test and improve your conversion flow, allowing you to constantly improve your conversion rates and generate more business. And if you ask any enterprise-level ecommerce organization, they will tell you that conversion rate optimization is a critical part of their business.

Building your own API-powered conversion system can be a big project, but the improvements in conversion rate will almost always justify the effort in the long run.

/ Conclusion

GET MORE OUT OF YOUR FRANCHISE WEBPAGES

Are you making any of these mistakes on your site? If so, don't sweat it - most fitness franchisors are guilty of them at some point. The good news is that most do not require a huge investment to fix. And if you need assistance, help is only a phone call away.

Focus your franchise sites on generating new prospects. Offer a clear call to action. Don't overwhelm the user with options. Pre-select locations during conversions. Use tailored, local content. Include social proof. Use an FAQ. Hide inactive content sections. Make sure your NAPs are consistent. Optimize your paths to conversion.

It isn't rocket science or brain surgery to implement these items, but it's surprising how often these ten simple items can be overlooked.

And if you need help implementing any of these items, or want to discuss how your website, MarTech stack, or marketing campaigns could be more effective for your organization, [schedule a complimentary strategy session with me](#) and I'd be happy to talk it over.

Here's to fitness franchises building more effective pages, making customers happier, and generating more business!



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