

## THE STORY

A local 3-store franchise of a national footwear brand was **unhappy with their current web presence**. They weren't getting enough leads, weren't visible in organic search, and didn't have enough control of their marketing message with the site provided by corporate.



## THE PLAN

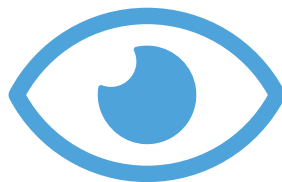
Workshop Digital partnered with a local web design firm to create a **new website for the local franchises**. The site was **optimized by WD** and **fresh content was crafted** to better tell the brand's story.

The franchisee's corporate powers proved to be an interesting obstacle in building local signals. The corporate site maintains ownership of local places pages for each franchise location. These citations generally direct visitors back to the corporate sitelets, not franchisee's sites. Our aggressive local SEO strategy **focused on reclaiming citations** and maintaining a geo-targeted content strategy.



## THE RESULTS

This has resulted in our franchisee's site often out-ranking and out-performing the national sites in search.



**TOTAL TRAFFIC  
INCREASED BY 276%**