



FRANCHISE LEAD CONVERSION STRATEGY

All Points PR led a web project to increase conversions on the company's franchise development site. The efforts included a full audit that identified SEO improvement opportunities as well as needed copy and layout updates. In the process, we uncovered a critical issue that had gone unnoticed: every page, blog, and press release on the website was not optimized. This discovery allowed us to implement thoughtful solutions after the audit, including ongoing blog work focused on building authority through planned content schedules. Within a few months, results showed significant growth in both website leads and organic traffic.



Optimized metadata, headers, and CTAs to drive qualified lead conversions.



40%
**INCREASE IN
WEBSITE LEADS**



Refreshed priority pages and blog content with content focused for mentions in AI-generated answers as well as traditional search engine results pages.



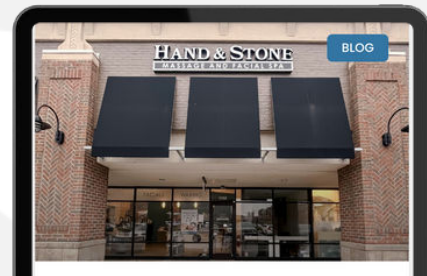
257%
**YOY WEBSITE
TRAFFIC
INCREASE**



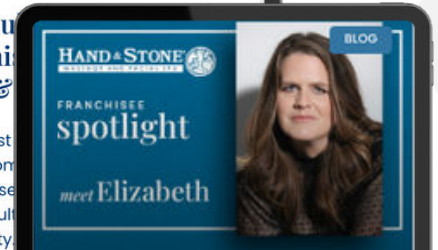
Pinpointed high-impact content gaps and tested new tactics to drive monthly traffic.



15k+
WEBSITE VISITS



Why Mu
Franchi
Hand &
The highest
receive from
they choose
Stone's multi
opportunity



**From Tech Professional
to Spa Owner: Elizabeth
Whitby's Franchisee
Spotlight**

"As the proud owner of six Hand & Stone Massage and Facial Spa locations, my journey from a tech professional to a thriving franchisee

THE MAIN POINT:

Our account team successfully implemented website improvements that optimized for AI search and traditional SEO using clear descriptions, internal and external links, and content formatting for enhanced readability, authority and accessibility.

