

Integrity Marketing Releases Video Post On Franchise Mistakes

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Lake Elsinore-based franchise marketing specialist offers information on typical franchising mistakes. Tom Johnston is offering his services for free for the first thirty days.

Lake Elsinore CA: Integrity Marketing and Tom Johnston (<http://www.tom-johnston.com/seo/franchise/>) are pleased to announce the launch of their new post on the topic of common errors made by franchisees. The site founder specializes in franchise marketing and is offering his services for free for the first thirty days. The website offers information about the biggest errors that are committed in the setup and operation of franchises. Integrity Marketing provides services related to marketing, particularly for franchise holders.

According to Tom Johnston, speaking on a YouTube video (<https://www.youtube.com/watch?v=essW2Bs9kSk>), there are three common errors committed by entrepreneurs using a franchise model of business. The most significant of these errors is the failure to dominate local markets, through the use of search engine optimization techniques, as well as other methods and practices.

Many franchise owners hurt themselves through the methods that they use. They sign up for the franchise, which gives them their own local regional market rights. They are expected to obtain their own website. Johnston recommends that a franchise website be utilized to strengthen not only the local market access, but the entire franchise organization. The website should identify the local market, county, and even the state, for the franchise operation.

When working to obtain the highest possible rating from Google and other search engines, the franchise must inform Google what the business is and where it is located. In order to obtain the desired results, the franchise owner must ensure that on-page optimization of website content is present. The second step in optimizing the rankings on search engines is link-building. This element refers to links on other sites which brings visitors to the website of the business owner. Improving the ranking on Google shows that the business website has more authority or recognition than competitors in the same industry or product.

For more information about them, visit <http://www.tom-johnston.com>.

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