



Article Side

Just a Click Away: Tips for an Effective Franchise Website by [Matthew Leanna](#)

Article published on June 18th 2012 | [Internet](#)

With everyone dependent on the Web these days, it's advantageous to have an online presence, especially if you're a franchise business owner. In fact, there's no better way for businesses to reach out to potential customers than by having a website. However, with Internet World Stats reporting that an estimated 77.3 percent of the entire U.S. population being net users as of June 2010, having a website isn't enough—it should be an effective website.

By running an effective website, you can establish your brand, market your business properly, and prove your commitment to your partners and customers by providing them with the latest news and information about your franchise. So what are the secrets behind an effective franchise website? Here are the things to consider:

Your Website Should Be User-Friendly.

Have you ever lost your phone and then borrowed someone else's to make a call, and the phone turned out to be so hard to use that you just went, "Oh, forget about it!"? That's how it's like if you don't have a website that's user-friendly and hard to navigate. If your website is complicated, users will tend to click on unnecessary buttons, going from one tab to another, and they'll be frustrated and close the website.

Your Website Should Be Fully-Functional.

An intro Flash animation is an attractive feature to have, but is it really necessary on franchise websites? Remember that not all Flash animation can run smoothly on all browsers, so be sure to check on this before adding it in. Also, users that visit a website may not have the time to go through all the information. To save them time, make sure to have a search function on your website.

Do Website Optimization.

The world of Search Engine Optimization or SEO brings many wonders especially to business franchise owners. SEO involves customizing franchise websites based on the searches of users on search engines like Google. If your franchise deals with ergonomic furniture, then you can check Google AdWords Keyword f to scout related searches and then have content created based on those related searches.

Make the Site Interactive.

One reason to have a franchise website is to connect with your partners or customers, but customers may also want to connect with other customers. You can include a forum where they can share ideas with other customers. You can also launch a Q&A with a franchise representative who'll answer questions from customers.

Once you get these elements right, your franchise website will help you expand your business and build customer loyalty. Remember that website maintenance is also important to keep the effectiveness of the website intact. For more information, go to free-seo-news.com/more-effective.htm.

Article Source:

<http://www.articleside.com/internet-articles/just-a-click-away-tips-for-an-effective-franchise-website.htm> - [Article Side](#)

[Matthew Leanna](#) - About Author:

If you have questions, please visit us at www.webtreepro.com for complete details and answers.

Article Keywords:

franchise website, franchise websites

You can find more [free articles](#) on [Article Side](#). Sign up today and share your knowledge to the community! It is completely FREE!