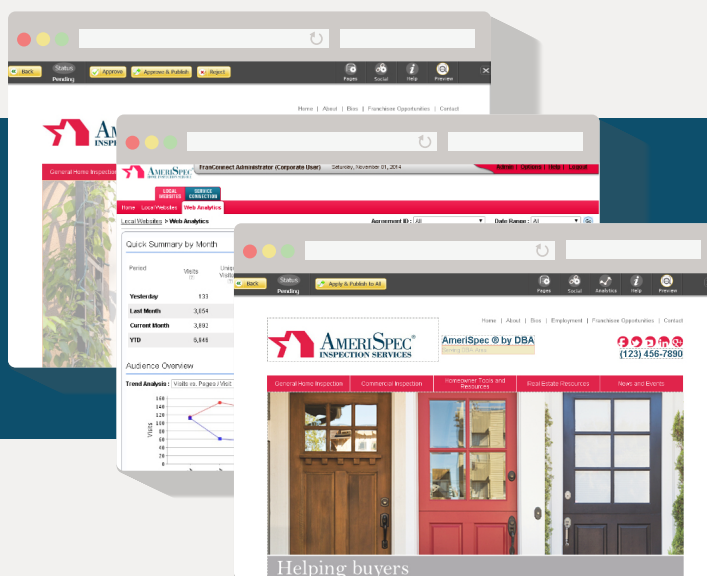


# AmeriSpec Achieves Brand Unity With Zcubator's Franchisee Website Manager

## CHALLENGE

In order to generate leads, individual franchise locations had developed their own websites independently resulting in divergent designs, unapproved content, sporadic lead capturing, and no metrics or ROI measurement.



## FEATURES & BENEFITS



### Consistent Brand Experience

Expanding the power of this national brand, every Franchisee Website has a consistent design on every type of device. Updates may be made globally by the Franchisor and Franchisees may add content from approved selections to enhance local appeal.



### Effective Lead Capture

Data collected from website visitors is fed directly into the Customer Relationship Manager, automating lead generation and boosting revenues.



### ROI Measurement

Sources of traffic, pages visited and time spent on each page are among the many measurements that demonstrate the effectiveness of marketing efforts and organic search rank through the Web Analytics screen within the Franchisee Website Manager.



### Local Search Optimization

Maximizing discovery of the brand in organic searches, Franchisee Websites contain location-specific content.

## SOLUTION: ZCUBATOR FRANCHISEE WEBSITE MANAGER

Since implementing Zcubator's Franchisee Website Manager, **AmeriSpec** has achieved a consistent brand experience, optimized local search ranking, and can now fully evaluate the effectiveness of marketing initiatives.