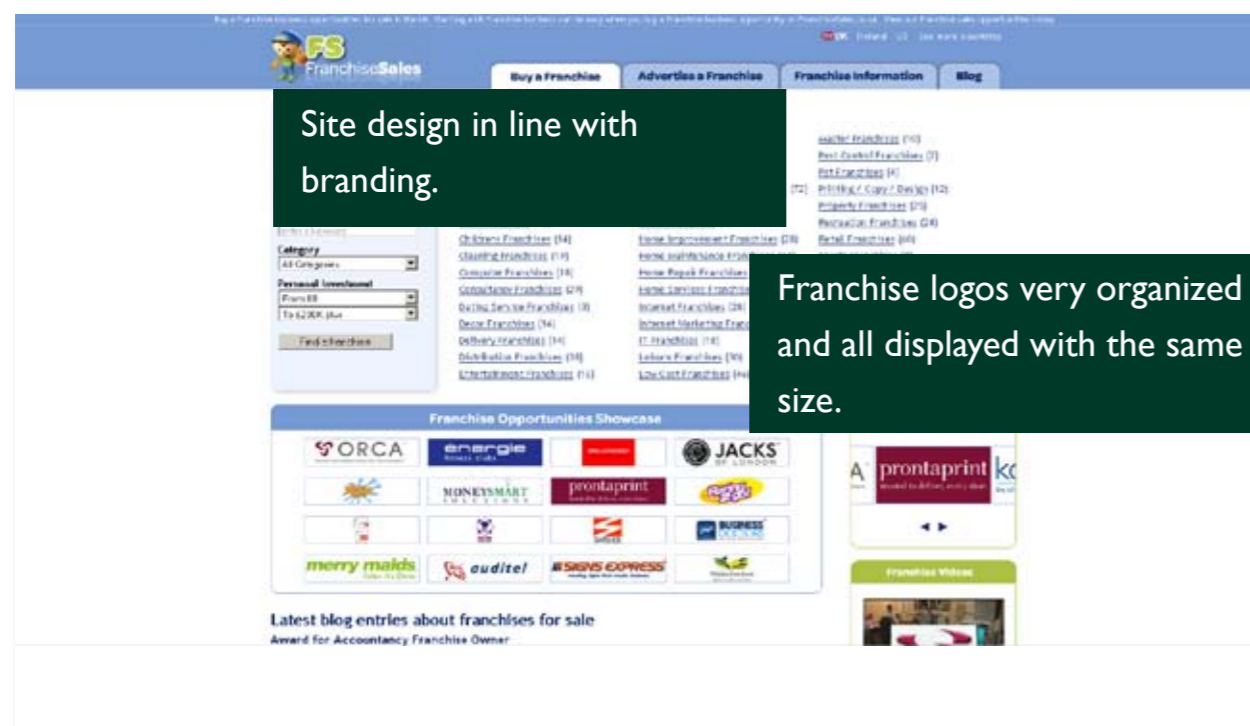
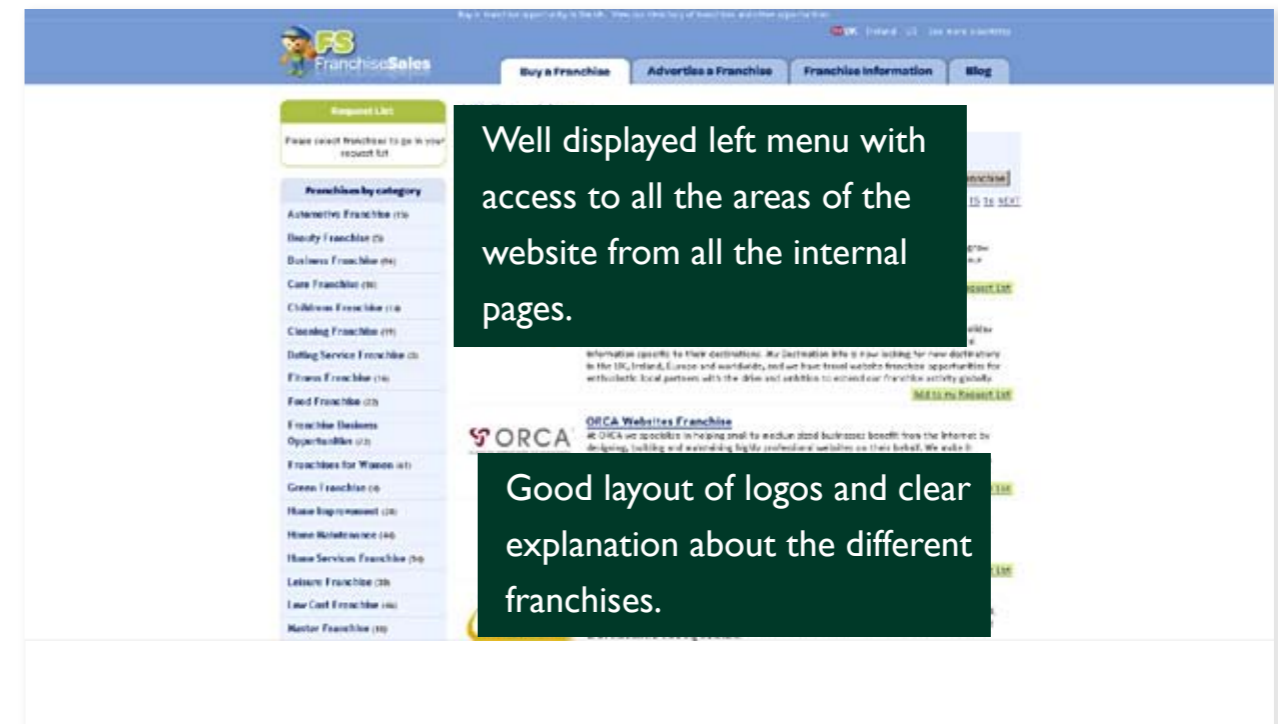
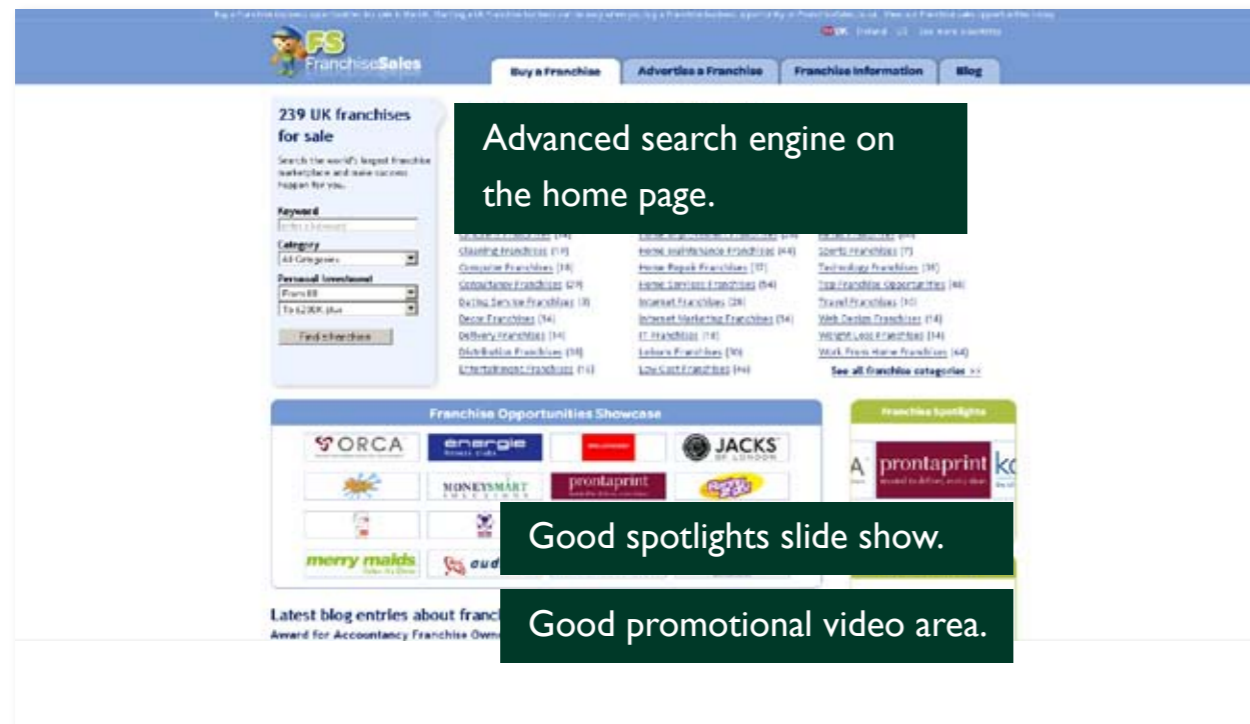




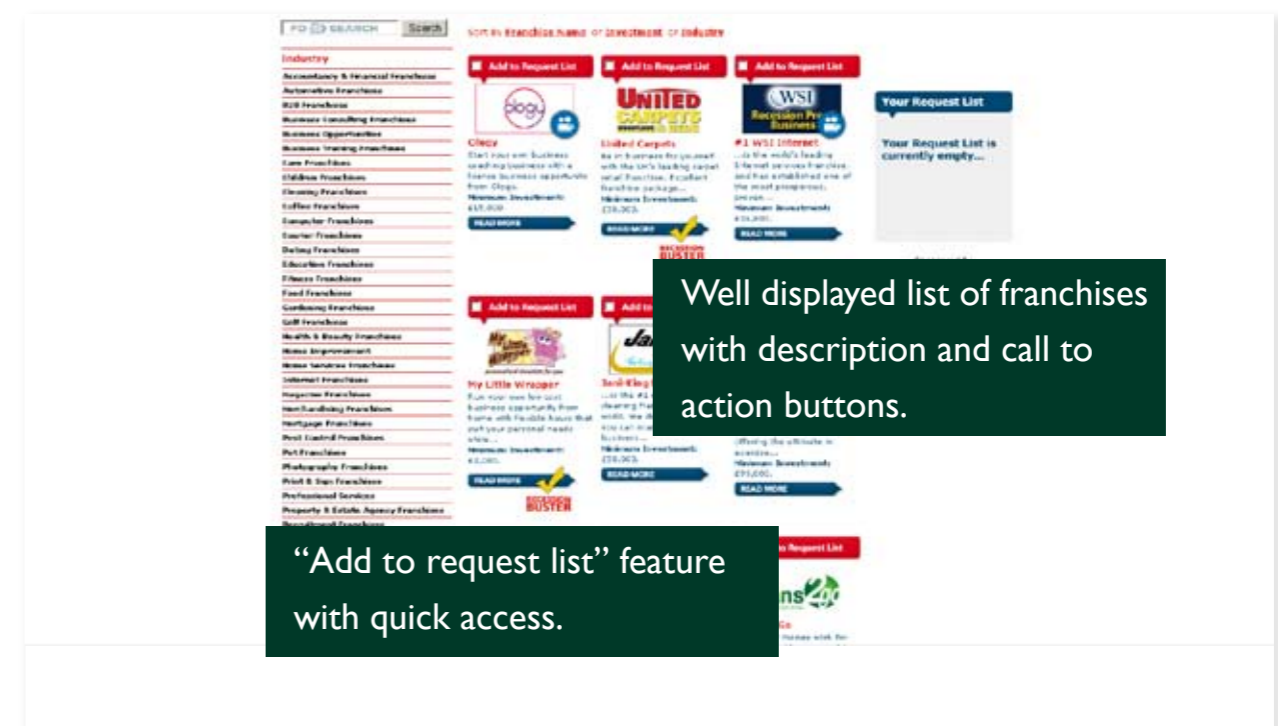
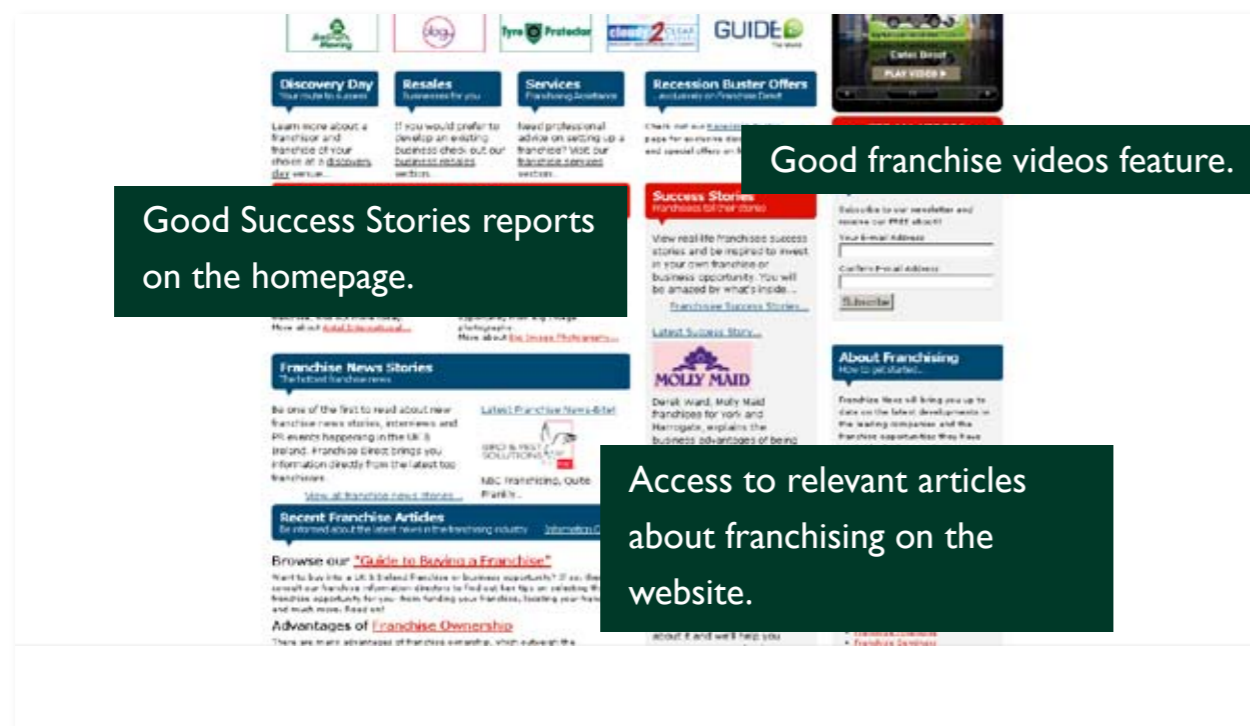
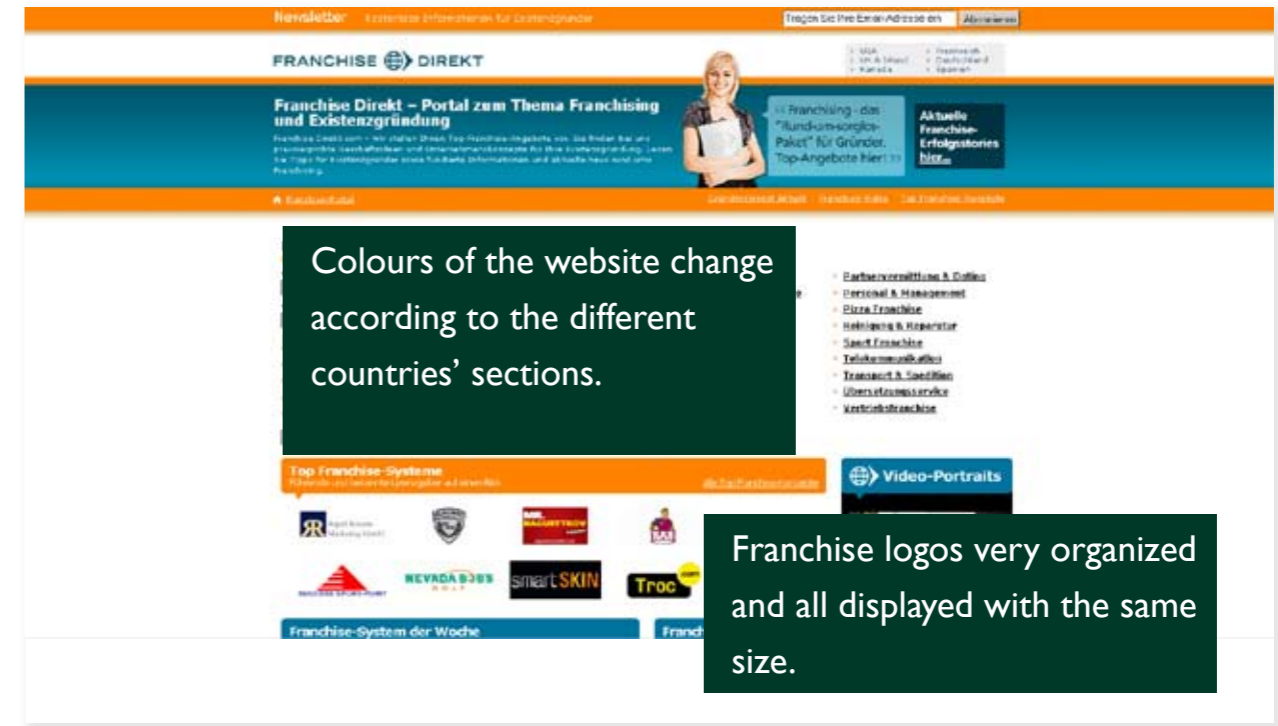
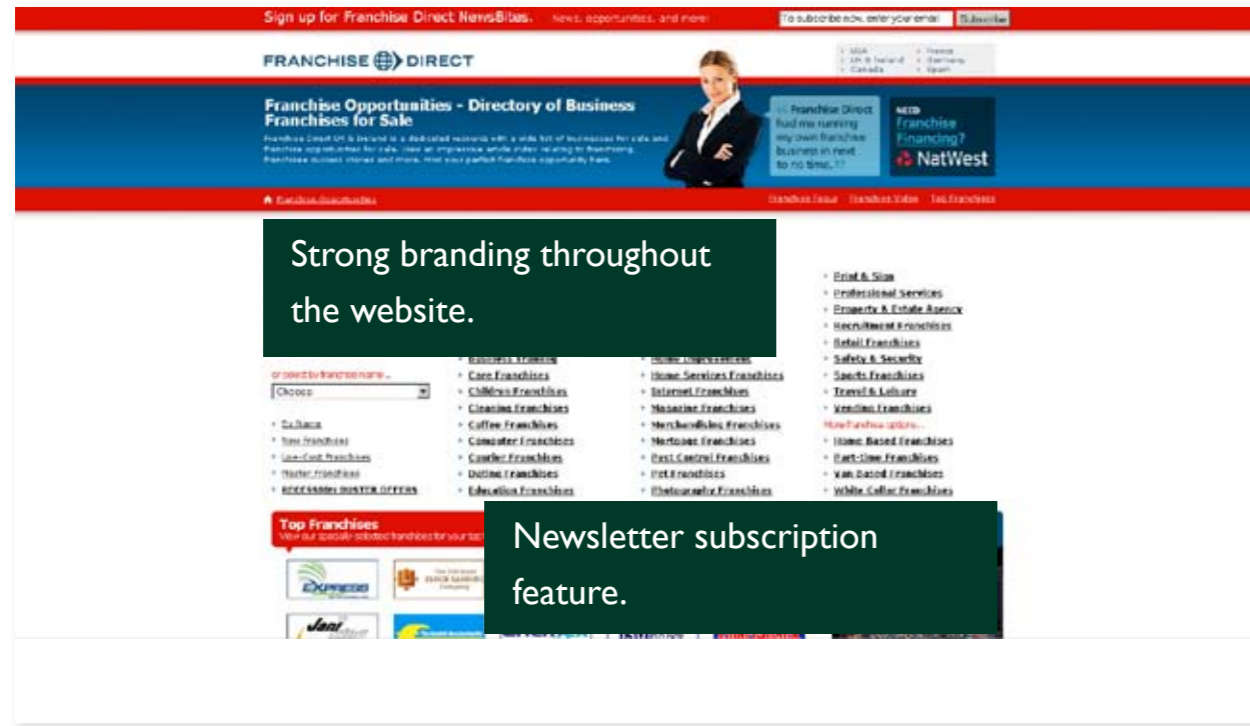
The UK Franchise Directory  
[www.theukfranchisedirectory.net](http://www.theukfranchisedirectory.net)  
Website Review

June 2009

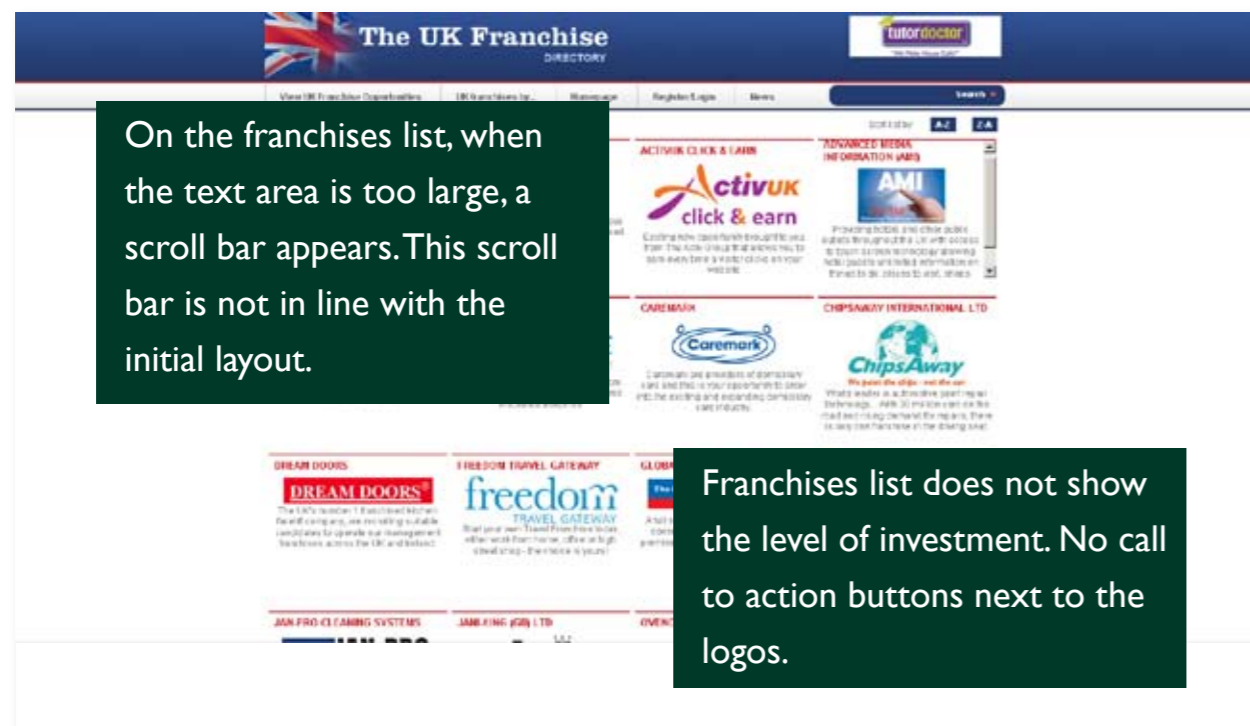
# Competitor Analysis: www.franchisesales.co.uk



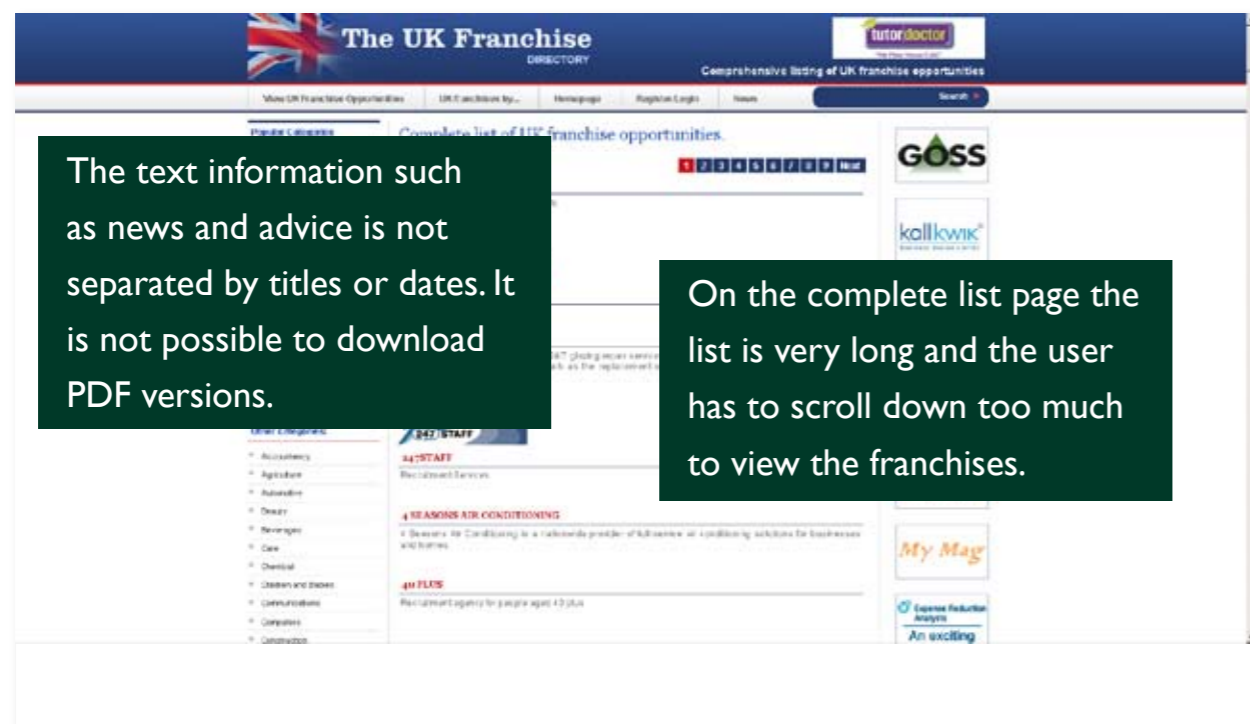
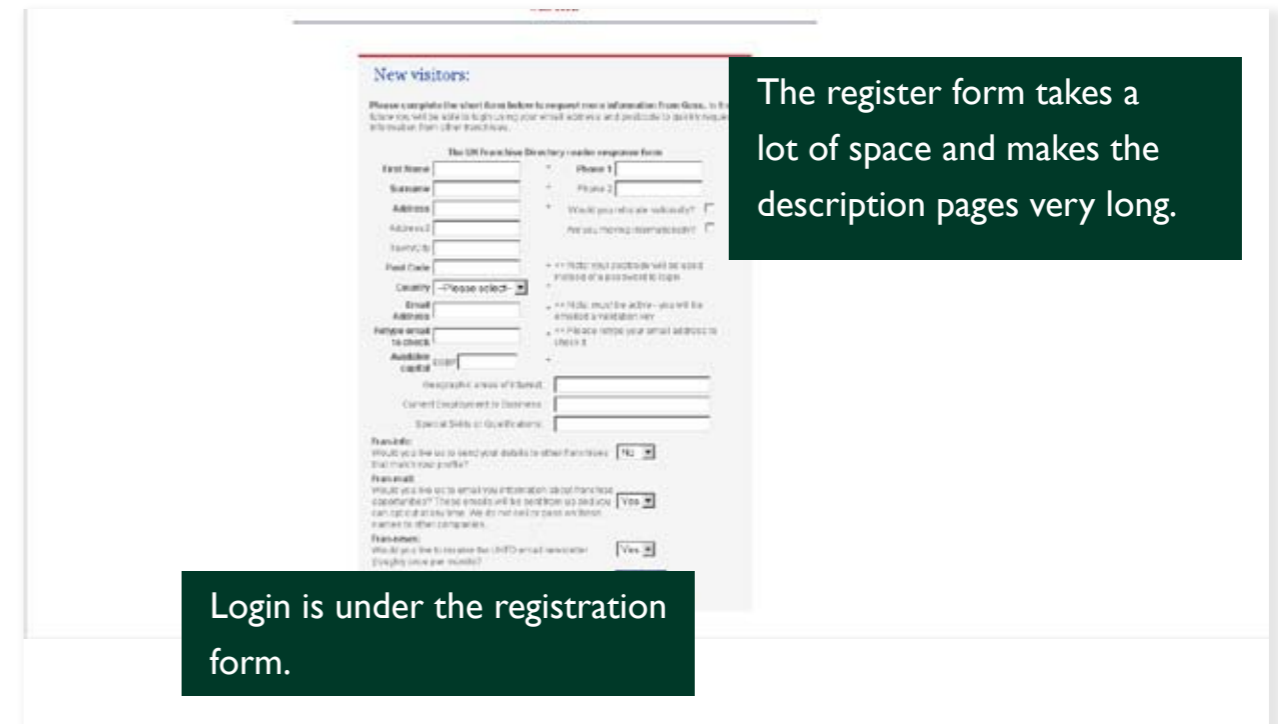
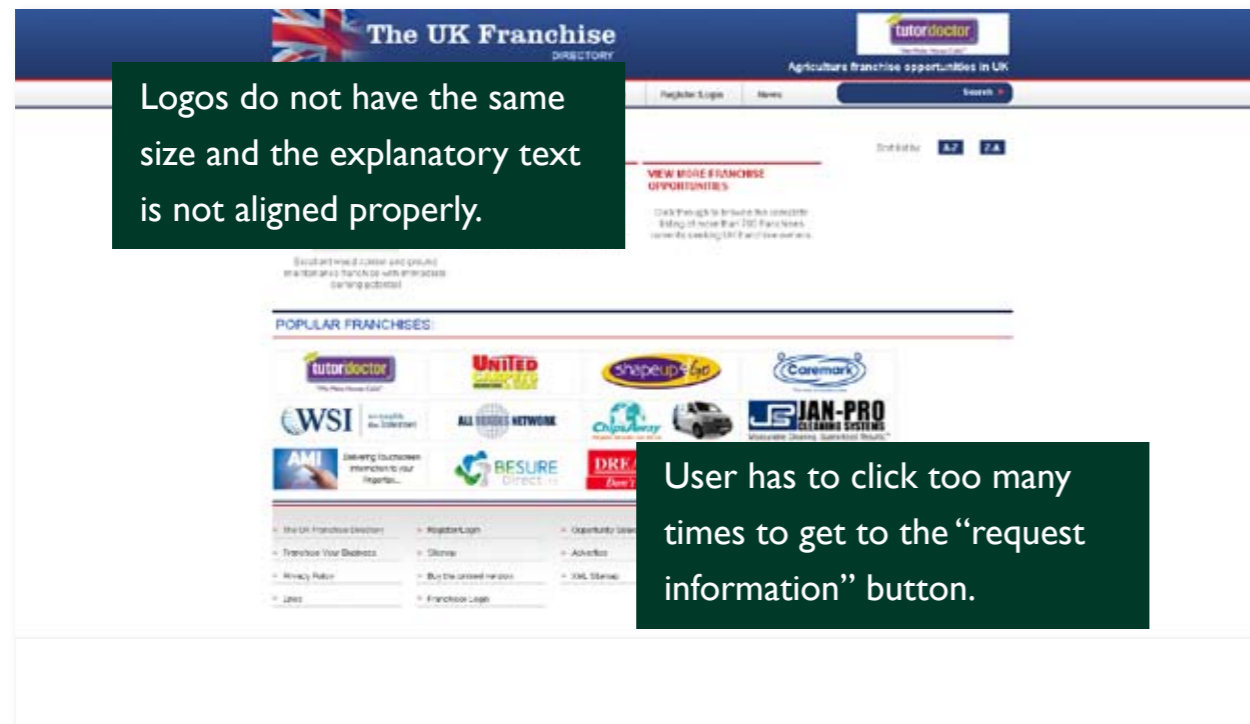
# Competitor Analysis: www.franchisedirect.co.uk



# Design Issues: The UK Franchise Directory



# Design Issues: The UK Franchise Directory



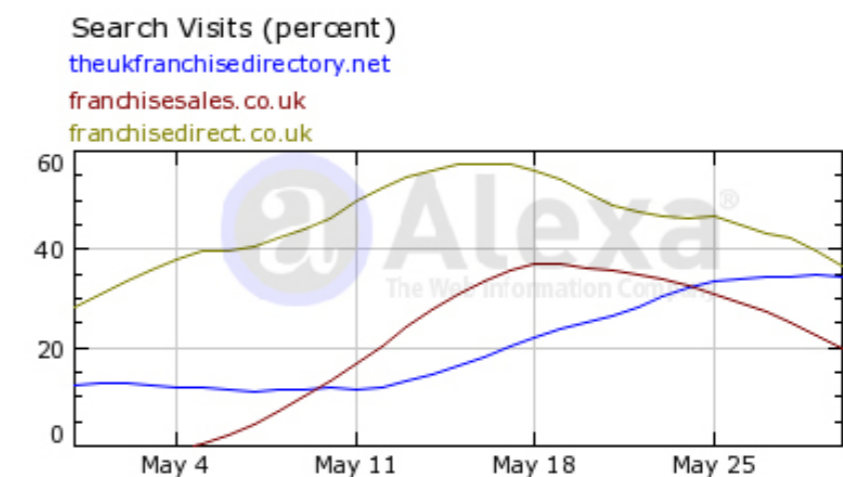
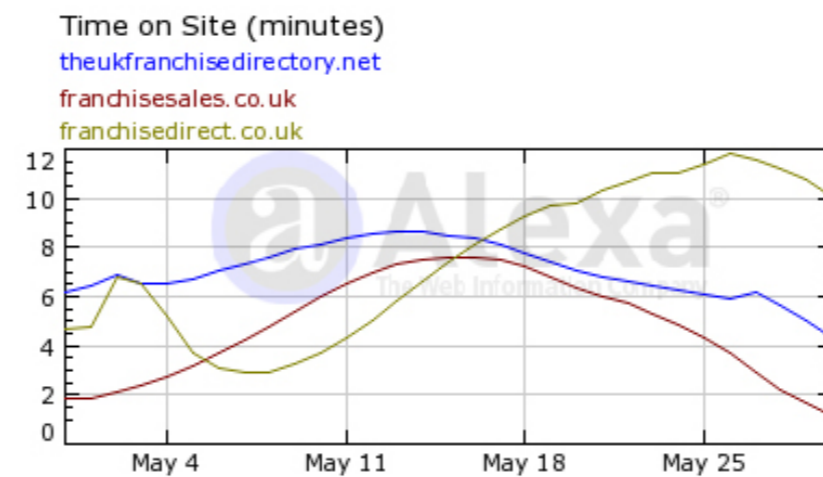
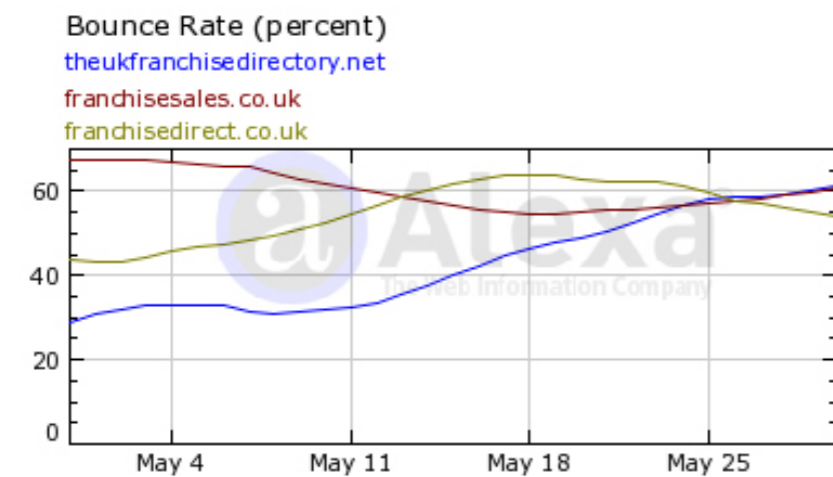
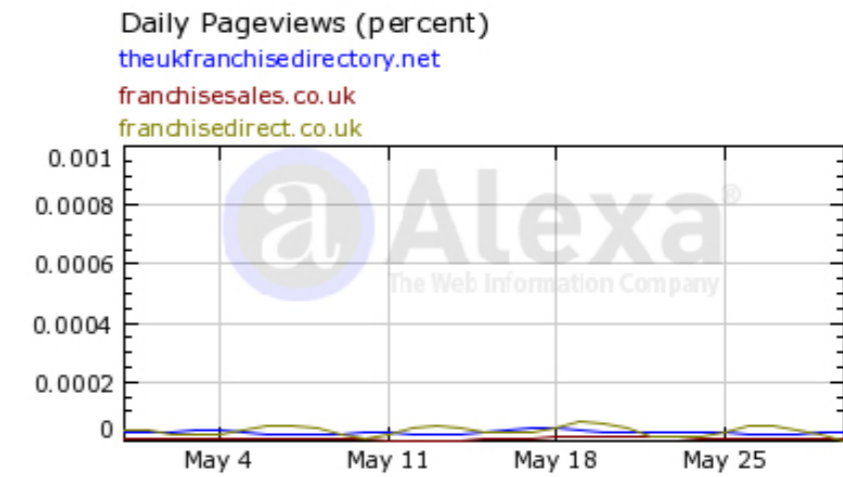
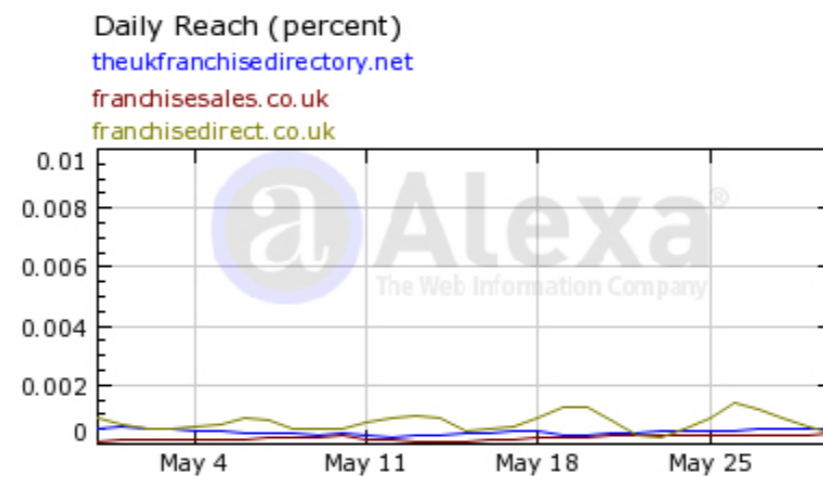
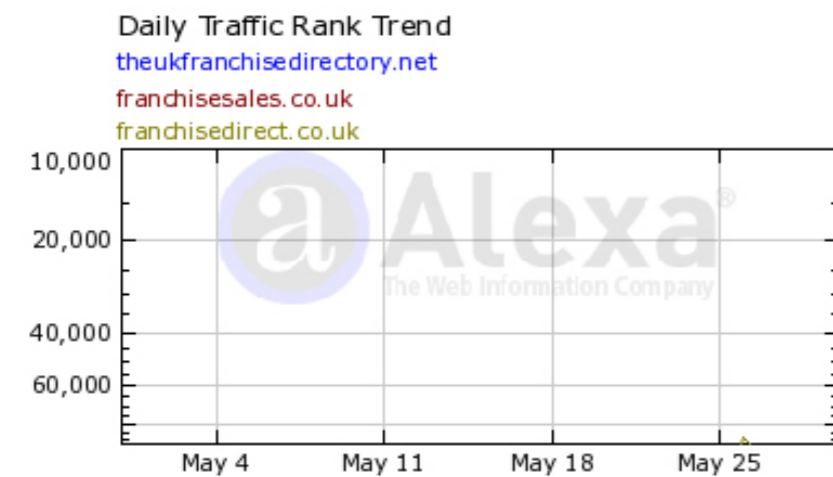
# Search Engine Visibility

| <a href="http://www.theukfranchisedirectory.net">www.theukfranchisedirectory.net</a> | <i>"Franchise"</i> | <i>"Franchise Opportunities"</i> | <i>"Franchises"</i> | <i>"UK Franchises"</i> | <i>"Franchising"</i> |
|--|--------------------|----------------------------------|---------------------|------------------------|----------------------|
| Google   | Not in top 100     | Not in top 100                   | Not in top 100      | 1                      | Not in top 100       |
| Microsoft Live   | Not in top 100     | Not in top 100                   | 40                  | 2                      | Not in top 100       |
| Yahoo  | Not in top 100     | Not in top 100                   | Not in top 100      | 1                      | Not in top 100       |
| <hr/>  |                    |                                  |                     |                        |                      |
| <a href="http://www.franchisesales.co.uk">www.franchisesales.co.uk</a>               |                    |                                  |                     |                        |                      |
| Google   | Not in top 100     | Not in top 100                   | Not in top 100      | 14                     | Not in top 100       |
| Microsoft Live   | Not in top 100     | 55                               | Not in top 100      | 27                     | Not in top 100       |
| Yahoo  | Not in top 100     | Not in top 100                   | Not in top 100      | 16                     | Not in top 100       |
| <hr/>  |                    |                                  |                     |                        |                      |
| <a href="http://www.franchisedirect.co.uk">www.franchisedirect.co.uk</a>             |                    |                                  |                     |                        |                      |
| Google   | Not in top 100     | Not in top 100                   | Not in top 100      | 4                      | Not in top 100       |
| Microsoft Live   | 85                 | Not in top 100                   | 29                  | 7                      | Not in top 100       |
| Yahoo  | Not in top 100     | Not in top 100                   | Not in top 100      | 38                     | Not in top 100       |

# Page Ranking

|  | Homepage | Site map | Franchises |
|--|----------|----------|------------|
| <a href="http://www.theukfranchisedirectory.net">www.theukfranchisedirectory.net</a> | unranked | unranked | 3/10       |
| <a href="http://www.franchisesales.co.uk">www.franchisesales.co.uk</a>               | 3/10     | 2/10     | unranked   |
| <a href="http://www.franchisedirect.co.uk">www.franchisedirect.co.uk</a>             | 6/10     | unranked | 3/10       |

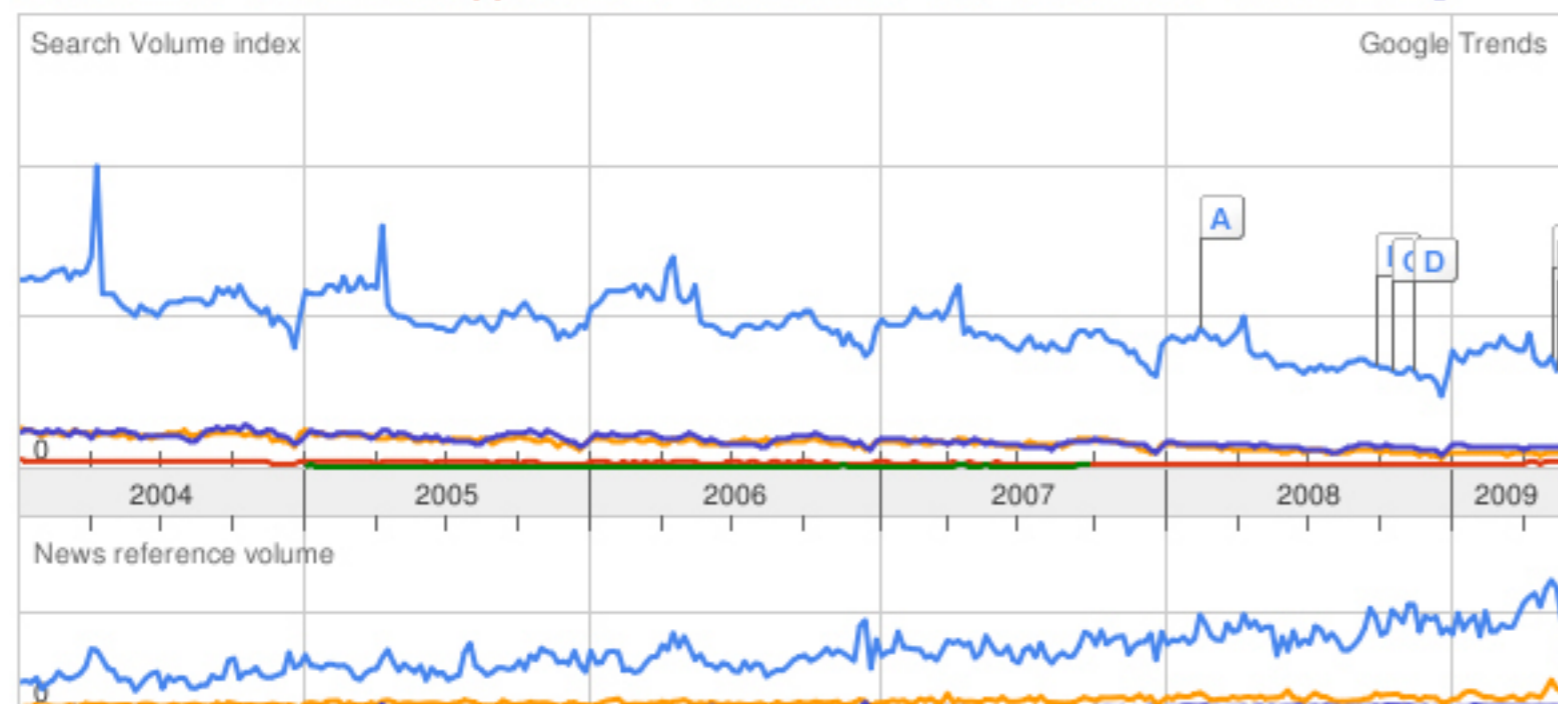
# Statistics



# SEO Trends

Searches [Websites](#)

● franchise ● franchise opportunit... ● franchises ● uk franchises ● franchising



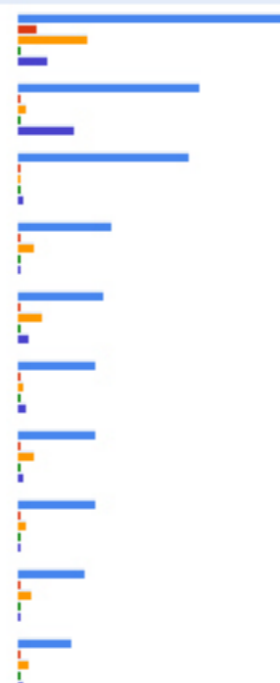
Rank by

- A** [Colts place franchise tag on Clark](#)  
KUTV - Feb 20 2008
- B** [NZ Football rejects franchise approach](#)  
Marlborough Express - Sep 29 2008
- C** ["Saw" horror franchise faces test with 5th movie](#)  
Reuters Canada - Oct 21 2008
- D** [Fit-to-be-tied Bengals make franchise history](#)  
KFVS - Nov 17 2008
- E** [Fox Motors in Charlevoix to lose GM franchise](#)  
UpNorthLive.com - May 15 2009
- F** [Quiznos Launches Microloan Initiative to Expand Opportunities](#)  
PR-Inside.com (Pressemitteilung) - May 19 2009

[More news results »](#)

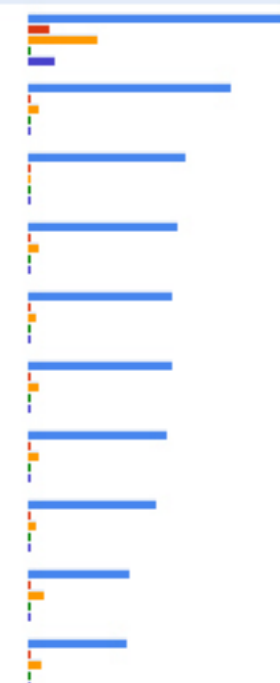
## Regions

1. [South Africa](#)
2. [Philippines](#)
3. [Indonesia](#)
4. [United States](#)
5. [Australia](#)
6. [India](#)
7. [New Zealand](#)
8. [France](#)
9. [Canada](#)
10. [United Kingdom](#)



## Cities

1. Johannesburg, South Africa
2. Sacramento, CA, USA
3. Jakarta, Indonesia
4. San Diego, CA, USA
5. Pleasanton, CA, USA
6. Irvine, CA, USA
7. Los Angeles, CA, USA
8. San Francisco, CA, USA
9. Dallas, TX, USA
10. Richardson, TX, USA



# Our Recommendations

| ISSUE  | WHY IT'S A PROBLEM  | OUR RECOMMENDATION   |
|--|---|--|
| Logo does not link back to the homepage.   | Some users may find this inconvenient if they wish to access the homepage many times.   | <b>The logo in the sub pages should always link back to the homepage of a website.</b>   |
| There is no advanced search displayed on the homepage.   | The user might want to do an advanced search straight away instead of just entering a keyword.                                    | <b>Since your website contains many categories and information it is relevant to have an advanced search field that can be easily accessed on the homepage.</b>            |
| No use of images on the whole website.   | The website is text heavy and the user might give up reading.   | <b>Images are a very powerful selling tool. Use imagery relevant to the theme to improve your website.</b>   |
| Top banner not in line with the rest of the layout. Having two logos on the header makes the main brand not stand out.                 | By advertising another logo on the header the main website branding does not stand out.   | <b>Align the top banner with the right hand side banners. The website logo should always stand out more than a banner with some advertising.</b>                           |
| The left hand side menu is too long. Navigation is not very well thought through.  | The navigation experience is not very engaging if the user has to scroll down too much to see all the categories of the menu.     | <b>Restructure the navigation by creating a drop down menu or remove the listing from the left and build other area for the various categories on the homepage.</b>        |
| On the franchises list, when the text area is too large, a scroll bar appears. This scroll bar is not in line with the initial layout. | Having scroll bars in the center of the screen looks amateurish.  | <b>Rethink the layout or reduce the lines of text on the description of the franchises.</b>  |
| Franchises list does not show the level of investment. No call to action buttons next to the logos.                                    | Users have to click too many times to get all the information they want to know. They are also not invited to take the next step. | <b>Display the appropriate information next to the logos and add call to action buttons such as "request information" or "add to list" to the franchises' description.</b> |

# Our Recommendations

| ISSUE  | WHY IT'S A PROBLEM  | OUR RECOMMENDATION   |
|--|---|--|
| The space for keywords on the search field is not very clear since it does not display the space to type.                      | The user might not see it.  | <b>The search should have a white text field. Alternatively it could have the word "keyword" in the text field.</b>  |
| The printed version for sale does not stand out anywhere on the website.   | The user might not notice the chance to buy the hard copy online since the button to buy it is only displayed on the bottom of the website. | <b>Have a call to action button next to the picture of the hard copy directing the user to "buy it now".</b>   |
| Logos do not have the same size and the explanatory text is not aligned properly.  | Bad layouts look unprofessional.  | <b>Create a layout with a specific image size and text alignment and apply it to every franchise logo and explanatory text.</b>  |
| User has to click too many times to get to the "request information" button.   | The user might give up looking for more information on that particular franchise.   | <b>Have call to action buttons next to each franchise logo.</b>  |
| The register form takes a lot of space and makes the description pages very long.  | This makes the page text heavy and with too much information.   | <b>Have separate pages for the various steps the user has to take to get the information required.</b>   |
| Login is under the registration form.  | The user might want to login but can not see the login and password fields.   | <b>The login should be on top of the registration form just in case the user has a login name and password already.</b>  |
| The text information such as news and advice is not separated by titles or dates. It is not possible to download PDF versions. | The user is not able to save the information on his computer.   | <b>Create PDFs of the important documents so the user can download them and have a better look at them. Separate the text by titles and display the titles only with the text hidden so the user can chose which one he wants to read.</b> |

# Our Recommendations

| ISSUE  | WHY IT'S A PROBLEM   | OUR RECOMMENDATION  |
|--|--|---|
| On the complete list page the list is very long and the user has to scroll down too much to view the franchises. | The user might give up scrolling down if he can not find what he is looking for. | <b>Divide the franchises in several pages instead of having them listed just in one.</b>  |
| There is no printer friendly feature.  | The user might want to print some of the text.                                   | <b>Add a printer friendly option to your website.</b>   |
| There are no clients' testimonials or case studies on the website.   | The user is not assured that the investment is going to work.                    | <b>Case studies help the sales because they assure the user that the investment will work. They also make the user wish for something similar to happen to him.</b> |

# Next Steps

We hope you have enjoyed this review and found its findings useful.

Obviously we would love to help you remedy the shortcomings we've identified so here is a little bit of information about ourselves.

## About Byte Art

Formed over twelve years ago in 1997 we are a leading new media agency with offices in London, Bristol, Manchester, Guernsey, Jersey, The Isle of Man, and Dubai. Our turnover for 2008 as a group will exceed £1.2million.

We offer a wide range of top quality web design and interactive services including:

- Web design
- Intranet development
- Content Management
- E-commerce
- Online marketing
- Mobile development

## Award Winning

In 2001 we won the "E-business of the Year" award for our work on the highly successful Cnames.com web site. We were runner up for the 2002 Cable & Wireless Innovation in Business award and production director Simon Bone won the CGI Entrepreneur of the Year award for 2003.



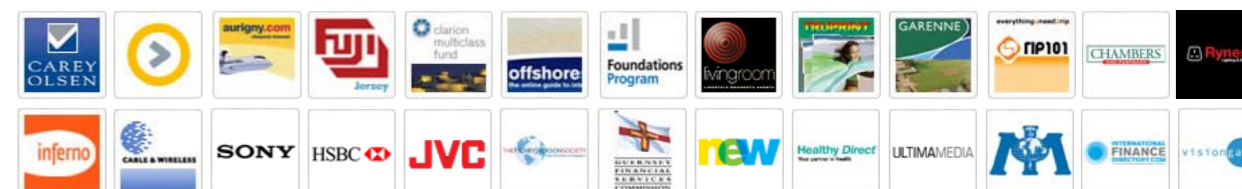
## Certified

We are one of the few agencies that is both Microsoft and Oracle certified through examination. We have also attained Google Ad Word professional status and are ISO 9001 certified.



## Clients we've worked with

We've been privileged to work with a wide range of amazing clients through the years. From large to small and in a wide range of industry sectors, here is a small selection:



## Let's get's things fixed!

For a free, confidential, no obligations chat on how we can help you with any issues revealed in this report please contact:

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Tel. 0207 566 0044

Mobile 07917 272 616

email [simon\\_bone@byteart.com](mailto:simon_bone@byteart.com)