

FRANCHISE WEBSITE STRATEGIST EXAM

Study Guide

Guidance for earning your Franchise
Website Strategist certification.



SECTION 01

Customer experience and local content

Connect the corporate experience to the local experience

A franchise website connects a national brand promise with a local service experience. The corporate homepage should help visitors understand the offering, find an appropriate location, and take the next step. It may also serve prospective franchisees, job seekers, and existing customers. Give these audiences clear paths without making a customer work through the entire brand story to find help. Aim to help someone arriving on the corporate homepage become a lead or inquiry in as few steps as possible. Carry their location choice forward and avoid unnecessary page hops, repeated selections, or extra clicks before they can call, book, or submit a request.

The location homepage takes the experience one step closer to the customer. It should establish that this particular business serves their area, offers the service they need, and is a provider they can trust. Some visitors arrive directly from search or an ad and never see the corporate homepage, so the local page needs to stand on its own.

Local content should answer local questions: Who will help me? What is available here? Which areas do they serve? When can I contact them? What do nearby customers say? Use accurate services, hours, local contact details, team information, photos, reviews, and eligible offers. A city name inserted into a national page is only a starting point.

The location finder connects these experiences. For a business that visits customers, service territory may matter more than distance to an office. For a studio, proximity and class availability may matter more. Suggest a suitable location, allow visitors to correct the selection, and retain it through forms and booking. Carry that local context into every subsequent step.

Make the first screen useful

“Above the fold” means the portion of a page visible before a visitor scrolls. The fold changes with screen size, browser settings, and device orientation. It is not a fixed pixel line, and people do scroll. The practical goal is to make the initial screen clear enough that visitors know they are in the right place and can act.

On a mobile location page, prioritize the service, the location or area served, and a clear next step. Depending on the business, that might be calling, requesting service, or scheduling an appointment. A readable headline and a usable tap-to-call button often matter more at this stage than social links or a large decorative image. Keep enough supporting detail nearby to make the action credible.

Write clear calls to action and purposeful forms

A call to action should tell visitors what happens next. “Request an Estimate” and “Schedule a Consultation” communicate different expectations. Avoid using vague phrases like “Get Started.” Match the label to the actual flow: a request form should not imply an appointment is already confirmed. Choose a primary action for the page’s purpose, with useful alternatives such as calling when someone needs immediate help. Make actions easy to find and use throughout the page.

Lead forms should collect only the information needed to route the inquiry and follow up. That might include a name, contact method, service ZIP code, and service requested. Add fields when they materially affect qualification or fulfillment. Use clear labels, explain errors, support mobile entry, and confirm what happens after submission. A short form that loses the inquiry or leaves the customer unsure is still a poor experience.

Separate customer requests from franchise-ownership inquiries. They have different audiences, qualification needs, and recipients. Explain which address or ZIP code is required so that someone requesting help for a relative does not enter their own location by mistake.

Give services enough room

A location homepage can summarize its main services and link to dedicated local service pages where customers need more detail. Those pages should explain actual local availability, relevant options, and the next step. Build them around meaningful customer needs. Generating a page for every keyword variation without useful differences creates maintenance work and little value.

Match promotions to participating locations

Store promotion eligibility as location data so an approved campaign appears only where it is available. Eligibility can depend on participation, service availability, or restrictions supplied by the brand's responsible team. A global disclaimer is easy to overlook and still exposes customers to an offer they may not be able to use.

Carry the same eligibility rule into corporate campaign pages, forms, and booking flows. Hiding a promotion on one local page does not solve the problem if the customer can select that location through another route. Central control of the offer and local control of eligibility help teams avoid inconsistent copy.

Recommendation: make local exclusions part of the platform

If a national offer excludes several locations, those locations' pages should reflect the exclusion. Do not settle for showing the same offer everywhere with "not available at all locations" underneath it. Give customers the offer they can actually use, or the normal local service experience when that offer is unavailable.

Choose a website setup that can apply participation and exclusion rules across hundreds of locations. Corporate should be able to publish approved campaign content once, assign eligible locations, and schedule its removal. Verify the rule on local pages, campaign landing pages, and booking paths. The same capability is useful for regional pricing, services, hours, and other genuine local differences.

Check your own site

- Can a first-time visitor quickly understand the service and find an appropriate location?
- Do mobile buttons and forms lead to the action their labels promise?
- Do local service pages and promotions reflect what that location actually offers?

SECTION 02

Local search and AI discovery

Give each location locally useful, discoverable pages

Each location needs a stable, discoverable URL and enough information to help someone choose and contact it. Depending on the business, useful content can include:

- Services and availability: what this location actually offers, with dedicated service pages where customers need more detail.
- Service area or visiting information: communities served, directions, parking, accessibility details, and whether customers visit an office or receive service at home.
- People: real owner, manager, practitioner, or team bios, with relevant experience and verified credentials.
- Local proof: reviews from that business, genuine team or project photos, and permission-based customer stories or case studies.
- Practical details: local phone number, hours, appointment options, accepted payment or insurance where relevant, and what happens after an inquiry.
- Local FAQs: actual questions about service coverage, availability, preparation, scheduling, or local conditions.
- Local offers and involvement: eligible promotions and relevant community partnerships or events.

Choose the content that helps customers in that category. A plumbing page may need emergency availability and service boundaries; a senior-care page may need care options, team qualifications, and the consultation process. Keep facts current, substantiate claims, and avoid padding pages with interchangeable text. Private addresses or information that should not be public do not belong on the page.

Link local pages from the finder and relevant navigation. For AI discovery, make essential facts available as text and easy to reach. Google's AI search features use existing SEO foundations and do not require special AI markup. Other tools use different retrieval methods, so no setup guarantees a citation. A page that is useful to customers gives search and answer systems clearer information to work with. [1]

Use structured data to clarify visible facts

Structured data is machine-readable information that describes a page's content. LocalBusiness markup can identify a location's business type, address, hours, and other supported details. Choose relevant properties and keep them consistent with the information visitors see. Do not mark every location with the corporate office's address.

Markup can support eligibility for relevant search features, but it does not guarantee an enhanced result or a ranking increase. It also does not replace a Google Business Profile. Treat the page, markup, and business listing as related records that need accurate information. Displaying reviews on your own site does not automatically make that business eligible for review stars in Google results. [2]

Use real local reviews to build local confidence

An important part of localization is showing what customers say about the business they are considering. A national score may demonstrate the brand's overall reputation, but it does not tell someone about their local team. Keep national and location-specific ratings clearly labeled, and tie local reviews to the correct business.

For Google reviews, a verified Place ID connects a location record to its listing. Use a supported integration to retrieve that location's review information, and maintain the mapping when listings change. This avoids relying on a brand-and-city search that may return a different office. [3]

If a location has no reviews yet, omit the section automatically until local reviews become available. Support the page with other truthful information such as team bios and credentials in the meantime. Do not fill the gap with another location's reviews. Keep unavailable review data distinct from a genuine zero-review count.

Show ratings and reviews accurately, identify their source, and follow the provider's display requirements. A display rule based on whether reviews exist should not become a way to disguise negative feedback. Plan who monitors the integration and who handles local review responses so the website remains part of an ongoing reputation program.

Use shared templates with meaningful local details

Common brand language can appear across location pages. A shared explanation of a service does not need to be mechanically rewritten hundreds of times. There is no universal percentage of unique text that makes a location page acceptable. Instead, include useful differences such as actual services, local staff, relevant photos, service areas, and location-specific contact information. [4]

Local information should earn its place by helping a customer. Repeated city names and artificial variations add little. Likewise, two sites for the same location can divide the work of earning links and maintaining accurate content. That is a strategic concern, not an automatic penalty for having a second website.

Understanding E-E-A-T

E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness. Google describes these as qualities associated with helpful, reliable content; E-E-A-T itself is not a specific ranking factor or public numeric score. Trust is central. [5]

While it is typically applied to resources such as long-form articles, these principles also apply to local pages where customers choose a provider or book a service. Google gives particular weight to reliability for topics that can significantly affect health, safety, or finances, often called Your Money or Your Life (YMYL). Healthcare, senior care, financial services, and some home-services or fitness topics can involve these stakes; the topic and potential harm matter, not the industry label alone. [5]

A customer inviting someone into their home or choosing care wants evidence of who is responsible and why they are qualified. Apply the framework to the local page: identify real providers, explain relevant experience, substantiate credentials, describe services accurately, and provide clear contact information. These are practical ways to communicate trust, not a guaranteed ranking checklist.

For example, review a senior-care page as a family member would. Can you identify the local team, understand which care services are available, verify important qualifications, and see how the consultation works? A polished national brand message does not answer those questions by itself.

Use AI with editorial responsibility

AI can help organize local information, draft copy, or suggest FAQs. Supply accurate source material and have an accountable person review the result. Do not invent employee experience, customer testimonials, licenses, service coverage, or local knowledge.

Publishing large amounts of generic material primarily to influence rankings can create a scaled-content-abuse concern, regardless of who or what wrote it. Establish review standards for accuracy, originality, and relevance. A traffic decline requires investigation; it does not prove AI content caused the change. [6]

Example: two offices in one city

A home-services brand has two offices in the same metropolitan area. Each page uses a verified Place ID and an accurate service area. Reviews remain tied to the correct office, and service descriptions reflect genuine differences. Shared brand content stays consistent. This is more dependable than generating cosmetic variations and guessing which listing belongs to which page.

Check your own site

- Can search systems reach each location's URL and read its essential details?
- Do visible content, structured data, listings, and review mappings agree?
- Does local content help customers rather than merely increase the number of pages?

SECTION 03

Lead flow and measurement

Route the inquiry according to the service need

Lead routing sends customer inquiries to the right franchisee or team based on service location, territory, and service availability. It delivers the lead's details to the appropriate CRM or inbox for follow-up, with a fallback when no location can handle the request.

Use the territory definition that applies to the service. When territories are ZIP-based, a service ZIP entered by the customer can be matched to the approved territory map. This may happen in the website platform, CRM, or a connected routing service. The important requirement is that the same authoritative rules govern the handoff.

A visitor's current physical location is not necessarily the service location. Someone arranging care for a parent in another state should be routed according to where care is needed. Device location and IP-based estimates can help suggest a starting point, but should not override an explicit service address. More complex territories may require address-level boundaries rather than ZIP codes alone.

Plan exceptions: overlapping coverage, unsupported ZIP codes, inactive recipients, and integration failures. Provide a corporate fallback or approved covering location, record the assignment, and make failures visible. Silent loss is a more serious problem than an inquiry needing manual resolution.

Keep lead flow aligned with location changes

Location openings, transfers, territory changes, temporary pauses, and closures all affect who can serve a customer. Treat these as operational changes with a website checklist. Update contact information, forms, call destinations, booking availability, CRM assignment rules, and notifications together.

When a franchisee's authorization ends, promptly remove them as a recipient and route new inquiries to an approved covering location or corporate. Confirm that the recipient can respond, and test the handoff. A changed biography or email address in one system may leave other channels delivering leads to the former operator.

Decide page treatment according to what happens next. The business may continue under new ownership, receive temporary coverage, or close permanently. Update the local experience to reflect reality, preserve useful content where appropriate, and apply relevant redirects when needed. Assign an owner to coordinate these changes rather than relying on separate teams to discover them.

Understanding first-touch and last-touch attribution

First-touch attribution credits the interaction that initially introduced a person to the business. Last-touch attribution credits the final eligible interaction before conversion. A customer might discover the brand through a nonbrand ad, return through a branded search, and then submit a form. Looking only at the final interaction can hide the earlier campaign's role.

Neither view explains the entire journey. Agree on what counts as a touch, how long attribution is retained, and what happens when identifiers are missing. CRM source fields and analytics reports can use different definitions. Before reducing a campaign's budget, confirm whether the reporting captures discovery as well as the final visit.

Where appropriate and permitted, pass source information, campaign parameters, entry page, and location identifiers into the CRM alongside the lead. Keep original and most recent source values separate. Connect reporting to lead quality, appointments, and revenue where possible: a channel generating many inquiries may still generate few suitable customers. Cross-device visits, consent choices, and deleted cookies mean some journeys will remain incomplete.

Make booking and measurement work together

A booking flow should retain the selected location and let customers complete the task with as little repetition as possible. An integrated local experience can pass the location into the scheduling system and report a confirmed booking event to the measurement system. Record successful completion, not just a click on "Book Now."

Integration is a set of capabilities, not a guarantee attached to the word "native." Confirm location selection, conversion events, source handling, consent, and CRM delivery. An iframe can support these through vendor-provided messaging or events; placing it on the page does not provide them automatically. Cross-domain measurement can connect a journey across sites, but does not remove a repeated location-selection step. [7]

Avoid treating UTMs on an internal booking handoff as a substitute for preserving acquisition data. Depending on the setup, those parameters can obscure reporting about the original campaign. Test the complete journey from acquisition through confirmed booking and CRM receipt.

Recommendation: test the lead journey through follow-up

Test common journeys from different entry points: an ad to a local page, a corporate form with a service ZIP, a call from mobile, and a booking request. Confirm the assigned location, customer confirmation, recipient notification, CRM record, and available source data. Also test an unsupported area and an unavailable recipient.

Track delivery failures, response time, and whether leads become appointments or customers. Give someone responsibility for investigating exceptions and coordinating with franchisees. Correct routing creates the opportunity; dependable follow-up turns it into a customer experience.

Example: a returning customer prospect

A customer discovers a cleaning brand through an ad, returns later through branded search, selects a local office, and books. The booking flow carries the office selection forward. The CRM receives the correct location and the available source history, while analytics receives the completion event. Marketing can assess both the introductory campaign and the final interaction.

Check your own site

- Does routing use where the service is needed, and is there a fallback for exceptions?
- Could you stop all lead delivery to a departing franchisee promptly?
- Can you trace a booking from its source through completion and CRM delivery?

SECTION 04

Franchisee access and growth

Give franchisees a role in their local presence

Franchisees know their customers, teams, and markets. Giving them local editing access lets them put that knowledge to work and take ownership of how their business is represented. They can keep information current and respond to local needs without sending every routine change through corporate.

That access helps pages feel like real local businesses. Franchisees can highlight services and offerings specific to their location, local pricing and eligible promotions, team bios, genuine photos, and customer proof such as reviews and project examples. Customers get a clearer picture of what is available nearby and why they should choose that team.

Pair that empowerment with clear boundaries: approved fields, brand standards, and review requirements for sensitive claims or pricing. Corporate provides the structure; franchisees contribute the local knowledge that makes each page useful.

Use fallback content to avoid location launch delays

Giving franchisees brand-safe access to manage their local details is smart, but launching a new location on your website should not depend on a franchisee submitting custom photos and bios. Use approved brand content where a truthful fallback is available. Franchisees can replace it with local material later.

Distinguish optional personalization from required operating facts. A generic brand image can stand in for a local team photo. Another location's phone number, service area, reviews, or personnel cannot. Confirm required location details before launch, and omit optional sections that would otherwise imply information you do not have.

Match permissions to responsibility

Role-based permissions give users access appropriate to their work. Franchisees might edit local hours, approved offers, and team information, while corporate controls design, shared legal text, tracking, and core templates. Sensitive changes can require approval before publication.

Effective permissions combine scope and workflow. Limit each user to authorized locations, define which fields they can change, and provide revision history or recovery. Train users on the permitted tasks and give them a clear support route. A faster corporate ticket response helps, but it does not remove the bottleneck when every routine change still requires corporate publishing.

Build growth around templates and location data

A dynamic template draws information from structured location records. Corporate updates a shared component once, while each page displays its own hours, services, contact details, and eligible offers. This reduces repeated work and supports more consistent launches.

When growth creates backlogs, examine the workflow before blaming headcount. Common constraints include building each page manually, changing promotions page by page, sending basic edits into development queues, and withholding local editing access. Templates, centralized data, bulk publishing, and scoped permissions address different parts of that problem.

Automation still needs accurate inputs and quality checks. A wrong value in a central record can spread quickly. Define who owns the data, how changes are validated, and what must pass before a location is published.

Understand portfolio complexity and vendor dependency

A parent company operating several website platforms may need separate implementation, testing, and release work for a shared requirement. Reusable policies do not automatically make the underlying technical work reusable. Inventory the platforms, integrations, and responsible teams before estimating a network-wide change.

Different platforms can be appropriate for different brands. The decision is whether those differences justify the extra operating effort. Standardizing parts of the stack may simplify support while allowing each brand to retain its identity.

An all-in-one provider can simplify coordination. The structural concern arises when replacing an underperforming service also requires rebuilding the website or moving unrelated services. Assess independent reporting, account access, asset ownership, export options, contract terms, and the ability to replace individual capabilities. Bundling alone does not prove poor performance or lock-in.

Recommendation: make adoption part of the rollout

Plan franchisee onboarding around the tasks users need to complete. Provide short training, documentation, a content-readiness checklist, and a clear support path. Offer additional help to groups that need it, including multi-unit operators and users who are less comfortable with the system.

Plan for locations whose operators will rarely log in. Required information still needs an owner, approved fallback content, and a review process. Track successful local updates, launch readiness, support requests, and recurring confusion. Adoption should make the network easier to manage while giving franchisees a useful local presence.

Example: a network-wide campaign

Corporate launches a seasonal campaign while opening several new locations. The approved campaign is published centrally; location records determine participation. New pages use a standard launch process and verified operating data. Franchisees update permitted local fields. The team reviews exceptions instead of reproducing the same work on every page.

Check your own site

- Which launch requirements are essential, and which can use approved fallback content?
- Can franchisees complete routine local updates within controlled permissions?
- Can you publish a shared change once, and replace a vendor capability independently?

SECTION 05

Architecture and migration

URL architecture: subfolders vs. subdomains

A frequent debate in franchise website architecture is whether to use subfolders (brand.com/locations/boston) or subdomains (boston.brand.com) for location pages. Google supports crawling, indexing, and ranking both, and its official guidance is to choose the structure that makes sense for the business. For most franchise networks, subfolders are the stronger default for centralized operations and a coordinated SEO strategy. [4]

Subfolders bring corporate and local pages into one connected website. Links earned by locations support that site through its internal linking structure, making it easier to build on the brand's search presence. This avoids spreading content and link-building efforts across separately managed local sites.

They also simplify governance. Shared templates, tracking scripts, Tag Manager configurations, GA4 tagging, and security settings can be maintained across one website, reducing the work and inconsistency that can arise when hundreds of subdomains operate independently.

Keeping the customer journey on one hostname also simplifies analytics and reduces opportunities for inconsistent tagging or cookie settings to disrupt attribution. Accurate lead attribution still requires properly configured measurement and CRM handoffs. Together, these benefits make subfolders the recommended starting point for a growing franchise network.

Inventory pages before moving them

Before migration, identify existing URLs and assess their purpose, traffic, rankings, links, conversions, and useful local content. Include interior pages such as service descriptions, staff biographies, and local articles. A low-traffic page can still have customer value, seasonal relevance, or important links.

Retain valuable pages, improve those with a clear purpose, and consolidate overlapping material where appropriate. Remove pages that have no continuing purpose. Avoid both extremes: copying everything unchanged and deleting all interior pages because some are weak.

Redirect to relevant replacements

When a page moves, use a permanent redirect to its relevant replacement. A local service page should generally point to the corresponding service page, not automatically to the brand homepage. Where several pages are genuinely consolidated, the combined page may be a suitable destination. [8]

Keep control of old domains and maintain the redirects. Domain registration alone is insufficient: the redirect service and necessary certificates must continue working. Google advises retaining redirects for at least a year and as long as practical; keeping them longer can help people following older links. [8]

Do not redirect every deleted page to a location homepage solely to avoid errors. If there is no relevant replacement, a correct 404 or 410 response may be appropriate. An irrelevant redirect can be treated as a soft 404. Relevance matters more than making every old URL land somewhere. [8]

Verify the full migration

Test redirects, navigation, forms, routing, booking, analytics, structured data, and mobile behavior. Remove development-only indexing restrictions when the site goes live. Update internal links to their final destinations, provide a current sitemap, and monitor search visibility and conversions after launch. Ranking fluctuations can occur even during a well-managed migration.

Recommendation: define launch readiness before cutover

Agree on who approves content, location data, redirects, lead routing, booking, and measurement before launch. Build a representative test group that includes different brands, service types, and unusual territory cases. Record current search and lead performance so post-launch comparisons have a baseline.

Confirm control of domains, accounts, content exports, and required vendor access early. Define how the team will respond if forms fail or location data is wrong, including a rollback or temporary fallback where feasible. A migration is complete when customers and teams can use the new system reliably, with clear ownership of monitoring and support.

Example: preserving a useful service page

A fitness location has an older class page that generates inquiries and several abandoned blog posts. The class page receives an appropriate new equivalent. Blog posts are reviewed individually: useful material is retained or consolidated, while obsolete content without a relevant replacement is removed. The migration follows the value and purpose of each URL rather than applying one rule to every interior page.

Check your own site

- Does the URL structure support centralized management and useful local pages?
- Have you assessed valuable interior pages before deciding what to remove?
- Are redirects relevant, maintained, and tested alongside the conversion journey?

SECTION 06

Privacy and performance

How cookie consent works

Cookies are small pieces of data stored in a visitor's browser. Some support essential website functions; others help measure activity or personalize advertising. A cookie consent banner explains these uses and lets visitors accept, decline, or adjust optional categories.

The banner must connect to the site's tracking tools so the visitor's choices actually control cookie storage and data collection. Accepting an optional category allows the associated tools to operate as configured; declining it should prevent the cookies covered by that choice. Visitors should be able to change their preferences later.

When someone declines analytics cookies, GA4 should not store those cookies. Depending on the Consent Mode setup, Google tags may be blocked entirely or send limited measurements without cookies. Eligible reports may use modeling to estimate gaps, so analytics can provide an incomplete or partly modeled view of visitor activity. Essential functions such as submitting an inquiry should still work. [9]

Understand Core Web Vitals and why they matter

Core Web Vitals are Google's measures of three aspects of page experience: loading, responsiveness, and visual stability. They help teams identify friction that visitors experience even when the site looks attractive. [10]

For a local customer, performance affects the task at hand. Slow content can delay finding a phone number. An unresponsive button can make booking feel broken. A shifting layout can move a form or call button just as someone tries to tap it. At franchise scale, a shared problem can affect many local journeys at once.

Google uses Core Web Vitals in its ranking systems, but passing does not guarantee higher rankings. Treat them as part of useful, reliable customer experience alongside relevant content and functioning conversion paths. [11]

Know what each metric tells you

- Largest Contentful Paint (LCP): how quickly the largest visible content element appears. The good threshold is 2.5 seconds or less.
- Interaction to Next Paint (INP): how quickly the page responds visually to interactions. The good threshold is 200 milliseconds or less.
- Cumulative Layout Shift (CLS): how much visible content moves unexpectedly. The good threshold is 0.1 or less. [10]

A passing assessment meets all three thresholds at the 75th percentile of visits, with mobile and desktop evaluated separately. In plain language, the goal is for at least three-quarters of measured visits to meet each threshold. [10]

Measure the network, then prioritize the causes

Use real-user data to understand actual experience and controlled tests to diagnose problems. PageSpeed Insights and Search Console can help, but a one-off test or headline performance score is not the complete Core Web Vitals assessment. [10]

Review representative local homepages, service pages, and booking paths. Compare shared template problems with page-specific additions such as large images and widgets. Device and network differences also matter. Prioritize problems that affect important customer tasks or many pages, assign the fix, and retest after changes. Performance should be a maintained standard rather than a launch-only check.

Manage technical debt as the network grows

Technical debt is accumulated complexity that makes a system harder to maintain or change. Unmanaged plugins, duplicate tracking tags, old custom code, and extra scripts can slow pages or introduce conflicts. Growing from 50 to 120 locations does not inherently overwhelm a root domain or impose a universal CMS page limit.

A slower site warrants investigation. Review image sizes, scripts, integrations, caching, database behavior, and hosting capacity. WordPress and other general-purpose platforms can perform well when maintained properly. The issue is how the system is built and operated; an increase in locations alone does not establish the cause.

Create performance standards for local uploads and approved integrations. Optimize images, reserve space for visual elements, review third-party scripts, and monitor representative pages. Combine performance evidence with conversion and task-completion data to prioritize improvements.

Recommendation: govern what gets added to local pages

Set standards for image dimensions, file sizes, and approved widgets. Optimize uploads automatically where possible, and require review before adding third-party scripts. Record what each integration does and who owns it so outdated tools do not accumulate.

Check representative pages after template changes, new integrations, and large campaigns. Separate shared problems from local exceptions, and give franchisees a clear way to report issues. Maintain a working backlog of improvements based on customer impact, reliability, and effort.

Example: one template, different results

Two locations share the same design. One has an optimized image and approved booking integration; the other has a very large photo and an extra chat widget. Compare their assets and script behavior, then retest after changes. Also check whether the reports use comparable devices, periods, and real user samples. This establishes a cause more reliably than assuming every page with the same template must perform identically.

Check your own site

- Have you tested tag behavior after both accepting and declining consent?
- Do you understand LCP, INP, and CLS, and monitor more than the homepage?
- Are local assets and third-party additions governed by performance standards?

PUT YOUR KNOWLEDGE TO WORK

Ready to take the exam?

Put your franchise website knowledge to the test. Earn a certification you can share on LinkedIn and a printable certificate to recognize your achievement.

[Take the Franchise Website Strategist Exam](#)

Sources and further reading

These primary sources support the technical distinctions in this guide. Practical franchise examples and recommendations are applications of those principles.

- [1] [Google Search Central: AI features and your website](#)
- [2] [Google Search Central: LocalBusiness structured data](#)
- [3] [Google Maps Platform: Place IDs](#)
- [4] [Google Search Central: SEO Starter Guide](#)
- [5] [Google Search Central: Creating helpful, reliable, people-first content](#)
- [6] [Google Search Central: Guidance on generative AI content](#)
- [7] [Google Tag Platform: Measure activity across multiple domains](#)
- [8] [Google Search Central: Site moves with URL changes](#)
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- [10] [web.dev: Web Vitals](#)
- [11] [Google Search Central: Understanding page experience](#)
- [12] [Google Analytics: Get started with attribution](#)
- [13] [Google Maps Platform: Places API policies and attribution](#)