SEO MANAGEMENT AND TRACKABILITY INSTRUCTIONS

We consulted with our national internet marketing partner and solicited feedback from our approved internet marketing vendors in order to provide the best SEO strategies for the Local Search program. Below are several ways that you can benefit the SEO for your Premium landing page. Additionally, we have highlighted a few ways that you can track the success of your Core or Premium Program (page 2).

PREMIUM LEVEL ONLY: Landing Page SEO Tools

1. Ability to customize Title Tag city, state for premium landing page

The city, state in the Title Tag is currently populated with the primary city on file for each license (premium level only). Some franchises are located in an area other than the serving area for that license or in an area other than the one they would like highlighted in their title tag. As a result, we have created the ability for you to customize which main city and state in your serving area you would like highlighted in the Title Tag. In order to stay within allowable character limits for best practices/guidelines put forth by search engines, only one city, state will be allowed in the Title Tag (please see Meta Description below to highlight additional cities).

To change the city highlighted in your Title Tag, call WMS at 844-759-7646.

2. Ability to customize city, state for Meta Description for premium landing page

The Meta Description city, state is currently populated with the primary city on file for each license (premium level only). Some franchises are located in an area other than the serving area for that license or in an area other than the one they would like highlighted in their meta description. As a result, we have also created the ability for you to customize which cities you would like highlighted in the Meta Description. Since it is a "best practice" to keep the meta descriptions to a reasonable length, you can include up to 10 cities in one state for your serving area in your Meta Description.

To change the city/ies highlighted in your Meta Description, call WMS at 844-759-7646.

3. Add physical location to premium landing page

If you have a physical location in the area you serve and would like to include it on your Premium landing page, you can enter it in your chemdry.com profile editor. However, to ensure a positive impact, your physical address should match across all your internet properties (Google+, Facebook, website, etc). Do not include PO boxes, addresses in areas outside your serving area, or fake addresses - doing so could have the opposite effect and hurt your SEO rankings.

To add a physical location to your landing page, login to the chemdry.com profile editor to enter the address. You will find the address fields between the Landing Page Image and Google+ review fields in the chemdry.com profile editor. The address will appear in small print at the very bottom of your premium landing page. NOTE - This is not required, so if you do not want the address displayed, leave the address fields blank.

LOCAL SEARCH TRACKABILITY - CORE & PREMIUM

1. Add Google Analytics UA Code to Premium Landing Page (premium level only)

If you would like to be able to review the key metrics for your premium landing page, you will need to enter a Google Analytics UA tracking code into the Chemdry.com Profile Editor in the Google Analytics UA Code field (example code: UA-xxxxxxx-x)

To get a UA tracking code:

i) You will first need to register and set up your own Google Analytics account (or add on to your current account)

ii) Use your landing page URL as the website URL to create a GA account and generate the UA code

iii) Click Get Tracking ID. You will only need the UA Tracking ID code, not the entire code snippet.

iv) This process will have to be completed for each of your landing pages using the URL for that specific landing page.

NOTE – the tracking code is already implemented, all you need to do is supply the tracking ID (UA code) to complete the process. The code will ONLY track data from your single landing page, so your data will not be shared with others.

Below is a screen shot of the Google UA field in the chemdry.com Profile Editor.

Google Analytics UA Code

Set up your landing page URL in Google Analytics to track key metrics. Enter the full UA code (example code:
UA-xxxxxxx-x). If you need assistance, contact WMS at 844-759-7646.

2. Using Google Analytics to Track Referral Traffic to your website (core and premium)

For franchisees who want to track referring traffic from chemdry.com to their website, you just need to set up Google Analytics on your own website and then Google will provide you with information on where your traffic is acquired from, including referral traffic from chemdry.com. When you are inside your Google Analytics account, you will go to Acquisitions > All Referrals and look for chemdry.com.