



How Franchise Brands Can Use SEO, GEO, and Digital PR to Drive Local Visibility and Revenue

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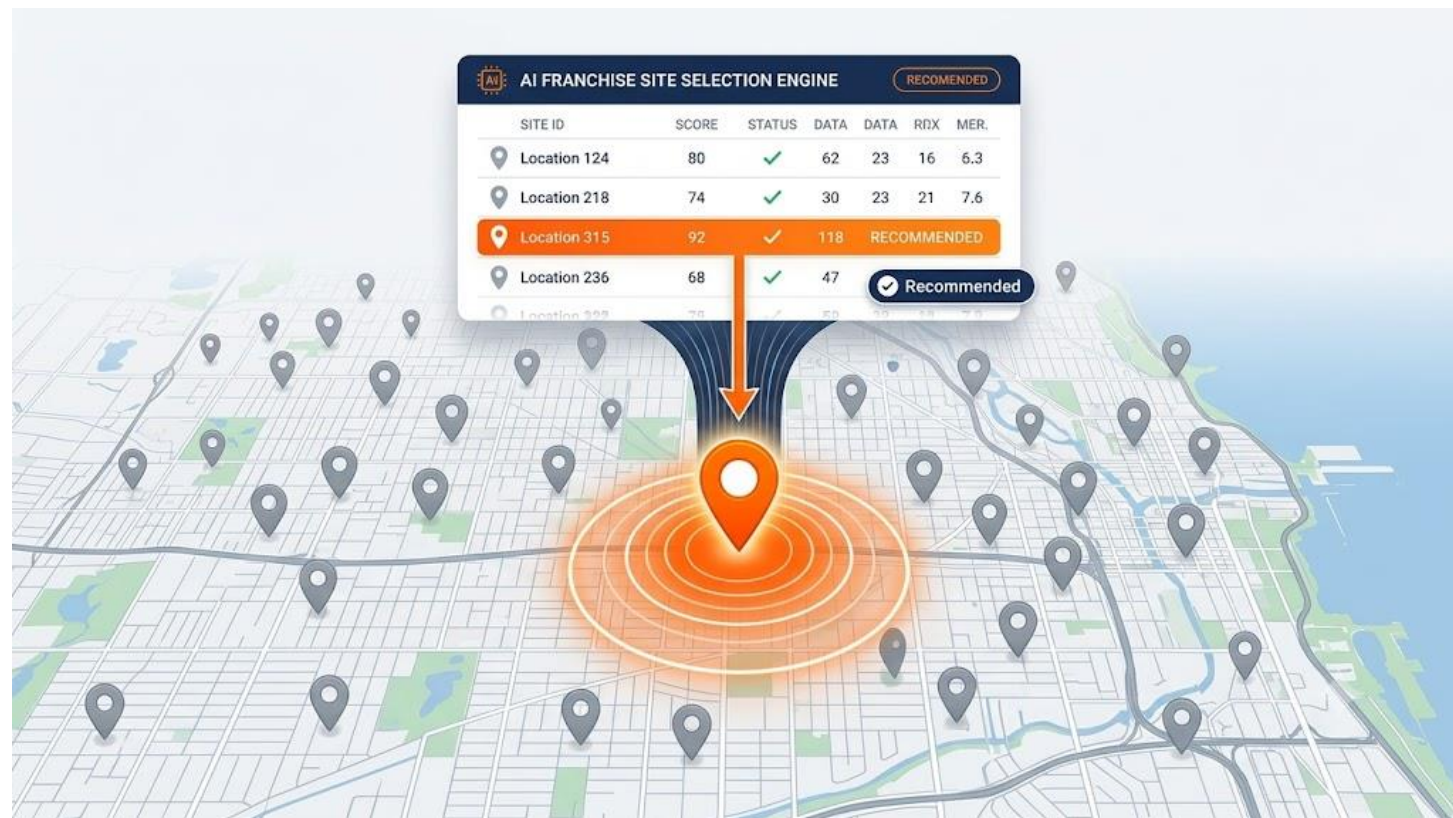
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By the end of this session, you'll know why one location gets found and another doesn't

We'll show you

- What changed
- What AI looks for
- The franchise-wide advantage



Two locations. Same brand. Same market. Different visibility.

Location A

80 recent reviews, active GBP, FAQ content on its page. AI cites it. Customers call.

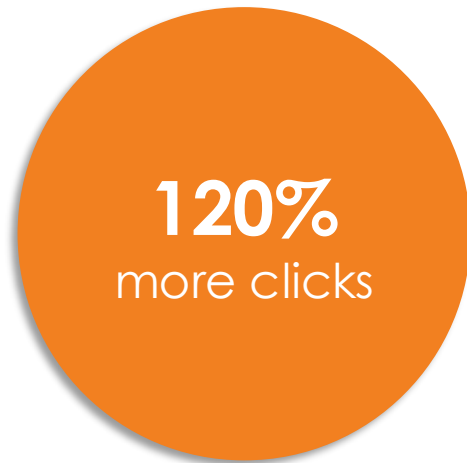
Location B

8 old reviews, stale photos, generic template. Not cited. Not called.

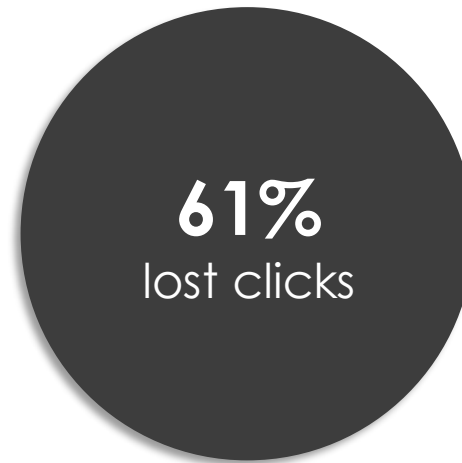
**Multiply that across 200 locations and the gap stops being a search problem.
It's a revenue problem.**

AI isn't ranking businesses. It's recommending them.

Every recommendation creates a visibility gap at the local level.



for brands that AI cites in
response to organic user
queries and prompts

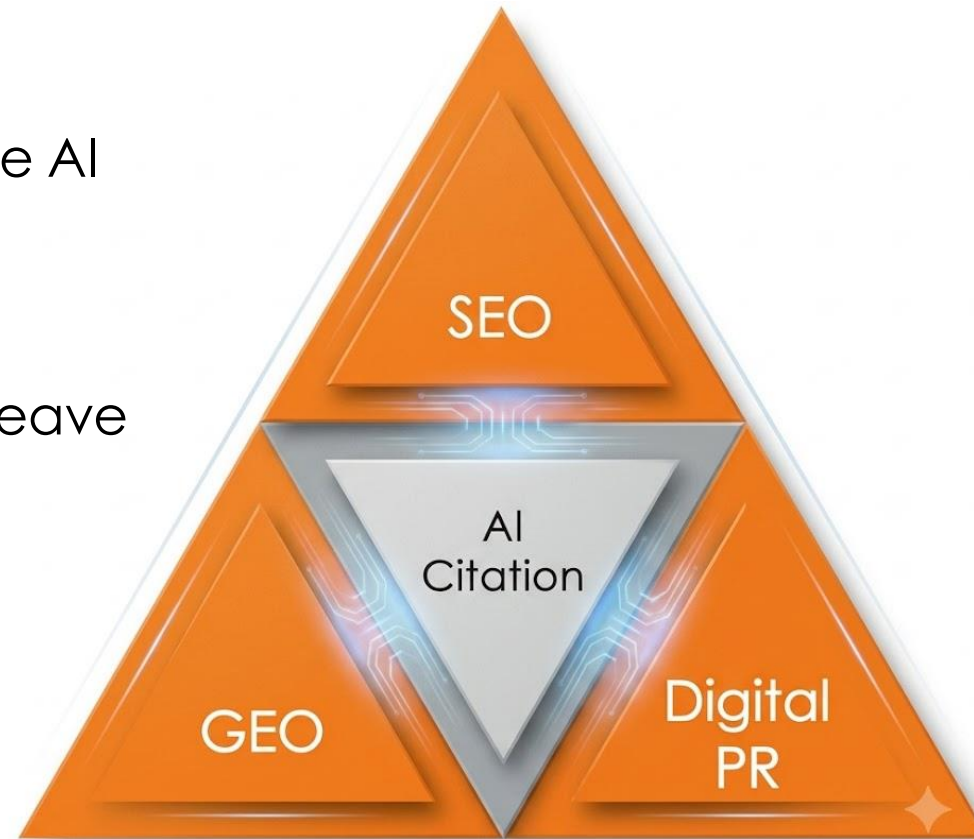


for brands that AI doesn't
cite, even when their
traditional rank holds

SEO, GEO, and Digital PR aren't three different strategies.

Every one of these feeds the same AI recommendation decision.

Brands that run them separately leave citations on the table.



Most location pages are built for people to read. AI can't cite them.

The Problem

AI can't recommend what it can't understand.

The Solution

FAQ content and schema turn location pages into clear, citable sources.

Location Page A

#1 Local Choice
Lorem ipsum marketing represnd, exaggerated copy. Ut acin commea solismod tempor expagarenti ventan, at laws. Ut moll of ultimate solutionsnd expepitive marketing copy.

Ultimate Solutions
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Unbeatable Quality
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Generic Service Descriptions
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No FAQ content

No structured data

Identical Franchise Template

Location Page B

Structured Answers
Q: Holiday hours?
A: Open 9am-3pm on Thanksgiving.
Q: What are the specific local query?
A: Open 10am-3pm on Thanksgiving.

FAQ

@context: schema.org
"url": "https://www.example.org"

Citable

Map of Denver, CO branch
123 Main St, Denver, CO

Address: Denver, CO
Address: Denver, CO
Hours: M-F 9-5

FAQ content

Schema markup indicators

Photos at actual building

Structured data fields

Build once. Strengthen every location.

Location Pages

Deploy FAQ content and schema at the template level.

Local Signals

Standardize GBP, reviews, photos, and Q&A across the network.

Measurement

See which locations are being cited and which need help.

The advantage is not one optimized location. It is a stronger system.

Your Google Business Profile isn't a listing. It's a live content feed into AI.

The Problem

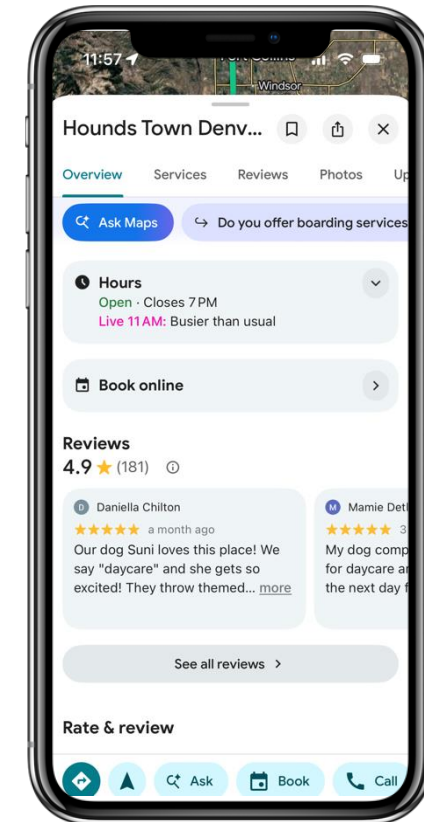
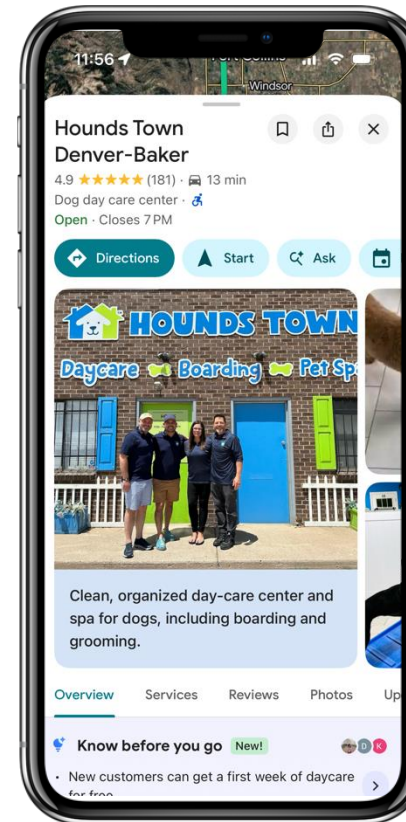
Most franchise systems treat GBP as a listing.

What AI Sees

Photos, reviews, services, hours, posts, and activity.

Franchise Advantage

One standard. Hundreds of locations sending stronger signals.



Who owns Google Business Profile quality across your system today?

POLL

- ☐ Corporate Marketing
- ☐ Franchisees
- ☐ Agency/Partner
- ☐ No clear owner

10 reviews from this month outperform 200 reviews from two years ago.

What AI Sees

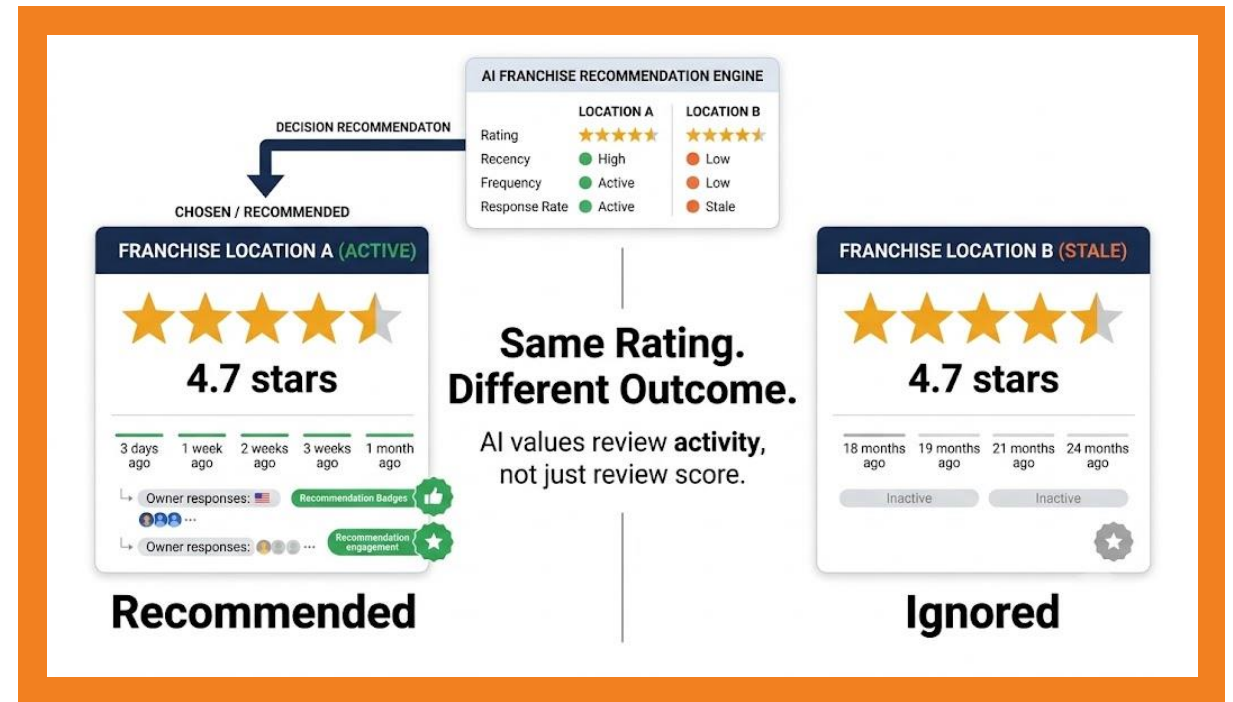
- Review recency
- Review volume
- Response activity
- Ongoing customer engagement

The Opportunity

Locations that consistently generate fresh reviews build a trust advantage that compounds over time.

Franchise Advantage

Create a review-generation process and improve visibility across hundreds of locations.



Four things. This month. Start here.

- ✓ Ask every satisfied customer for a Google review this week.
- ✓ Reply to every existing review, including old ones.
- ✓ Add 15 fresh photos to your GBP
- ✓ Add FAQs to location pages



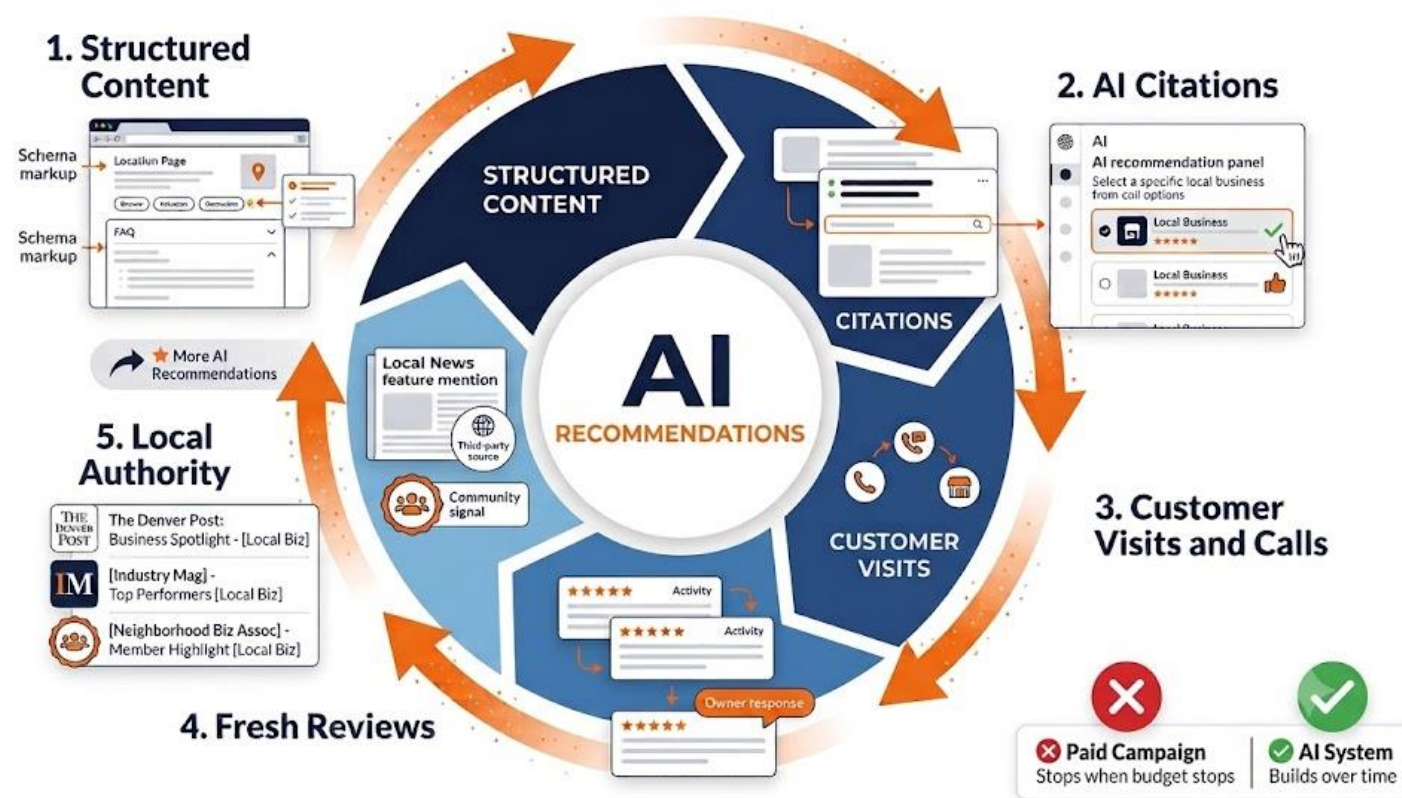
Quick Tip: Check Google Search Console before and after.

AI doesn't trust what you say about yourself.
It trusts what others say about you.



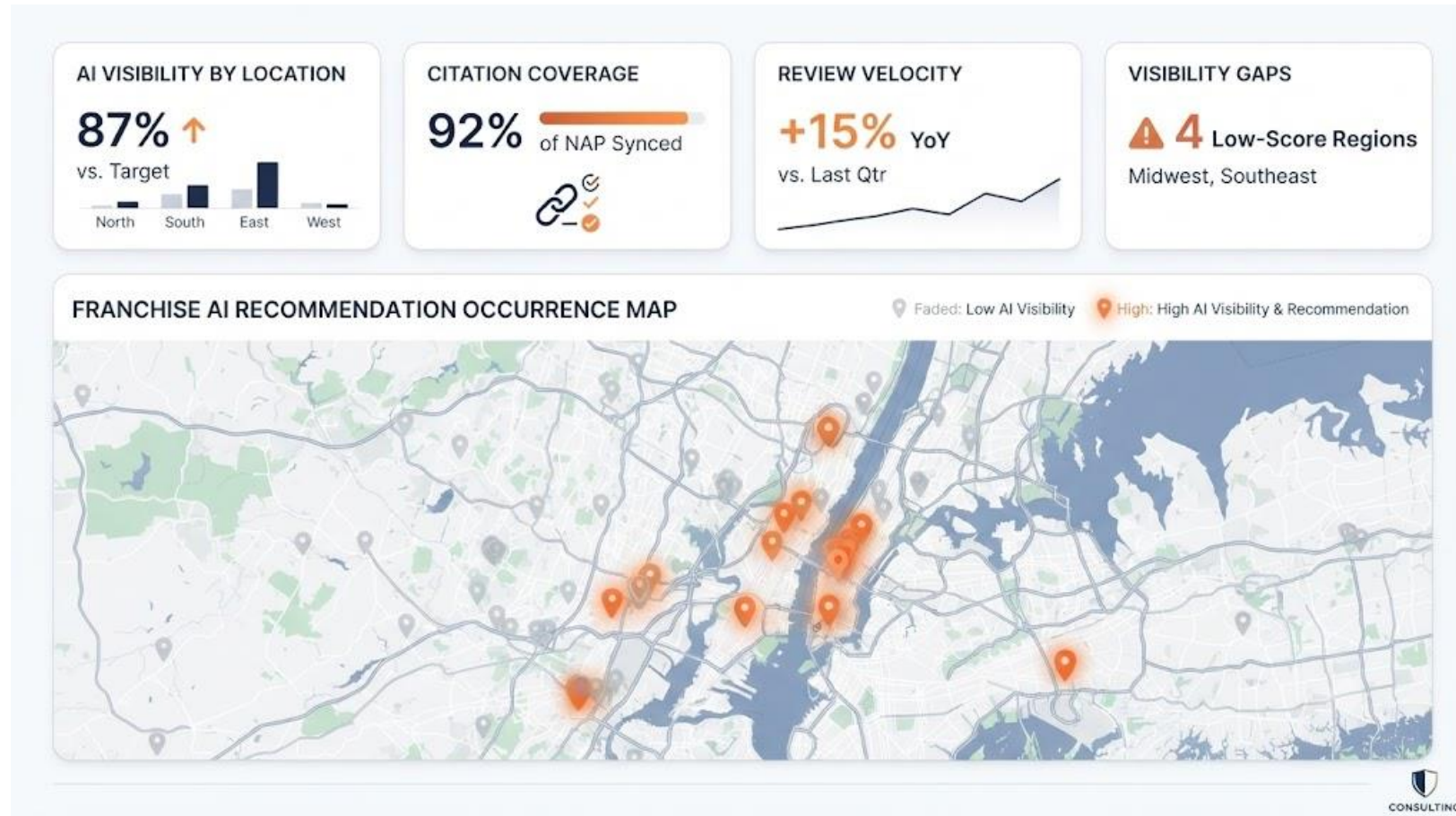
A campaign stops working when the budget stops. This system gets stronger over time.

Every review earned, FAQ indexed, citation won, and authority signal built compounds your visibility advantage.



You can finally see where your AI visibility gaps are.

AI Citation Rate by Location may become the most important new KPI in local search.



The 90-Day AI Visibility Roadmap.

Month 1

Build the Foundation

- Audit location pages
- Assess GBP completeness
- Reviews by location
- Identify visibility gaps

Month 2

Strengthen the Signals

- Deploy FAQ content
- Add schema markup
- Refresh GBP photos and services
- Launch review-generation process

Month 3

Scale and Measure

- Track AI visibility by location
- Identify winning markets
- Build authority signals through digital PR
- Prioritize locations that need help

The brands that move first are building advantages competitors will have to earn location by location.

Ask your team these three questions that will tell you where to start.

Can AI read your location pages and extract a direct answer to a customer question? If you are not sure, the answer is probably no.

Are your franchisees generating recent reviews and maintaining active GBP profiles as a system standard, not a suggestion?

Do you have visibility into which locations are being cited by AI and which are invisible? That gap is your roadmap.



The Local Method.

How we deliver success for our partners.

L**Learn what drives your business.**

We start by understanding your business goals, your locations and where the real growth opportunity lives.

O**Orchestrate a strategy built to perform.**

We build an integrated plan across national and local levels; every channel pointed at your growth targets.

C**Convert browsers into buyers.**

Paid search, social, display, organic, AI Overviews, deployed together to drive real customers and real revenue.

A**Amplify what's earning.**

LOCALACT shows us what's working. We put more behind what's most effective and make sure every dollar is doing its job.

L**Level up, then do it again.**

We compound your gains over time, raising the bar every month, every quarter, every year.

LOCALACT

by Location3

The proprietary platform that makes scale possible without sacrificing local precision or brand control.

Unified visibility

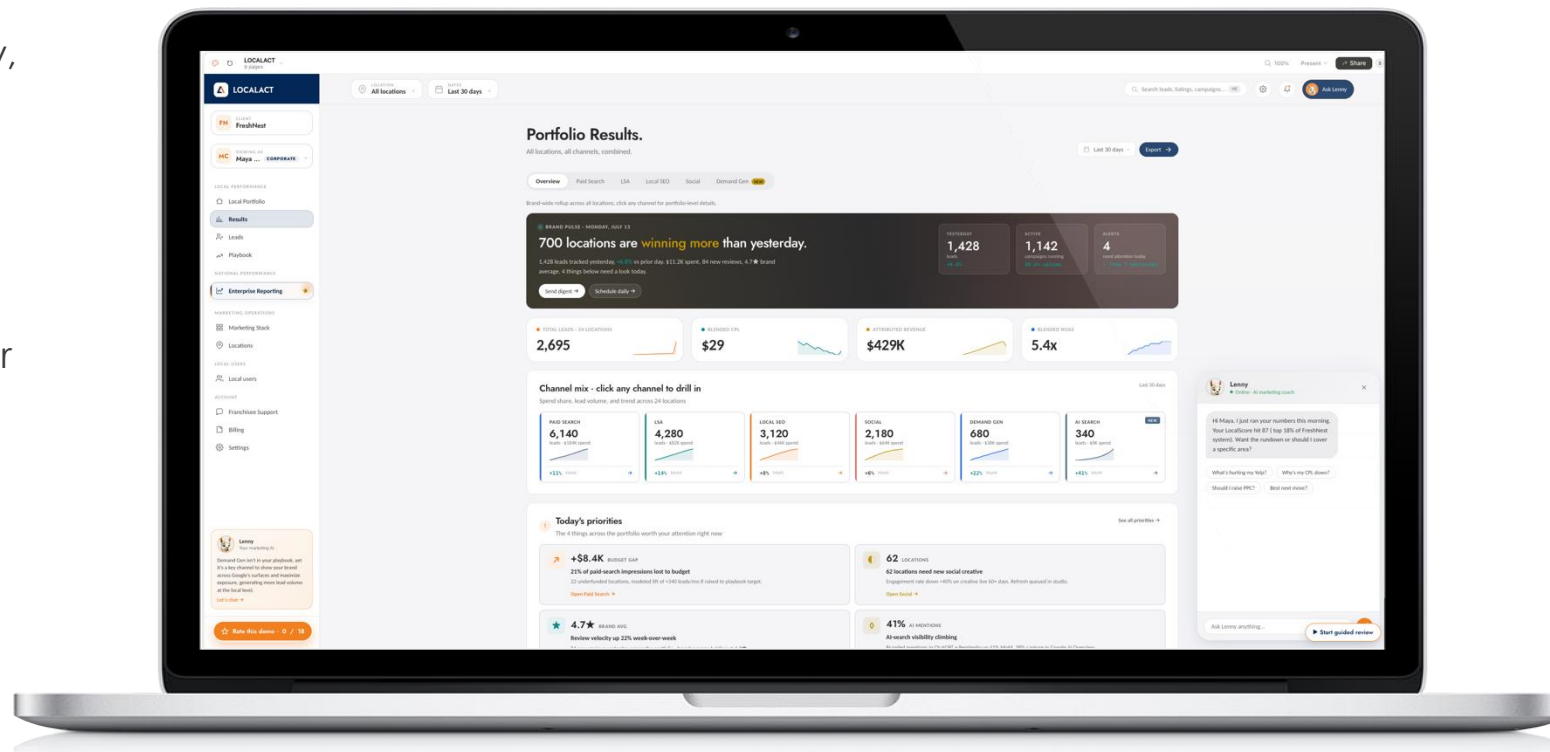
One dashboard shows every location's search visibility, paid performance, and local rank, updated daily. Franchisors see the whole network. Franchisees see their location. Same data, right view.

Data connected to action

When a location underperforms, LOCALACT doesn't just show you the number. It surfaces the specific lever to pull. Not a report. A recommendation.

Accountability at every level

LOCALACT creates a single standard of performance across the network, giving both franchisors and franchisees the visibility they need to execute at the level the network expects.



What sets Location3 apart from the rest.

One system built to grow businesses and scale multi-location brands.

Our People

Franchise specialists,
not generalists who
adapted a playbook.
We know the category
before the first call.

Our Platform

We built LOCALACT
exclusively for multi-
location marketing. No
other agency offers this
and it's what makes
managing 34,000
locations feel like
managing one.

Our Performance

We walk the walk and
here's the proof:
37,000+ campaigns.
\$218M+ in managed
spend. Delivering results
at scale is in our
business DNA.

27

Years focused on multi-location growth

70+

Multi-location brands served

34,000+

Locations activated

\$218M+

Managed media spend

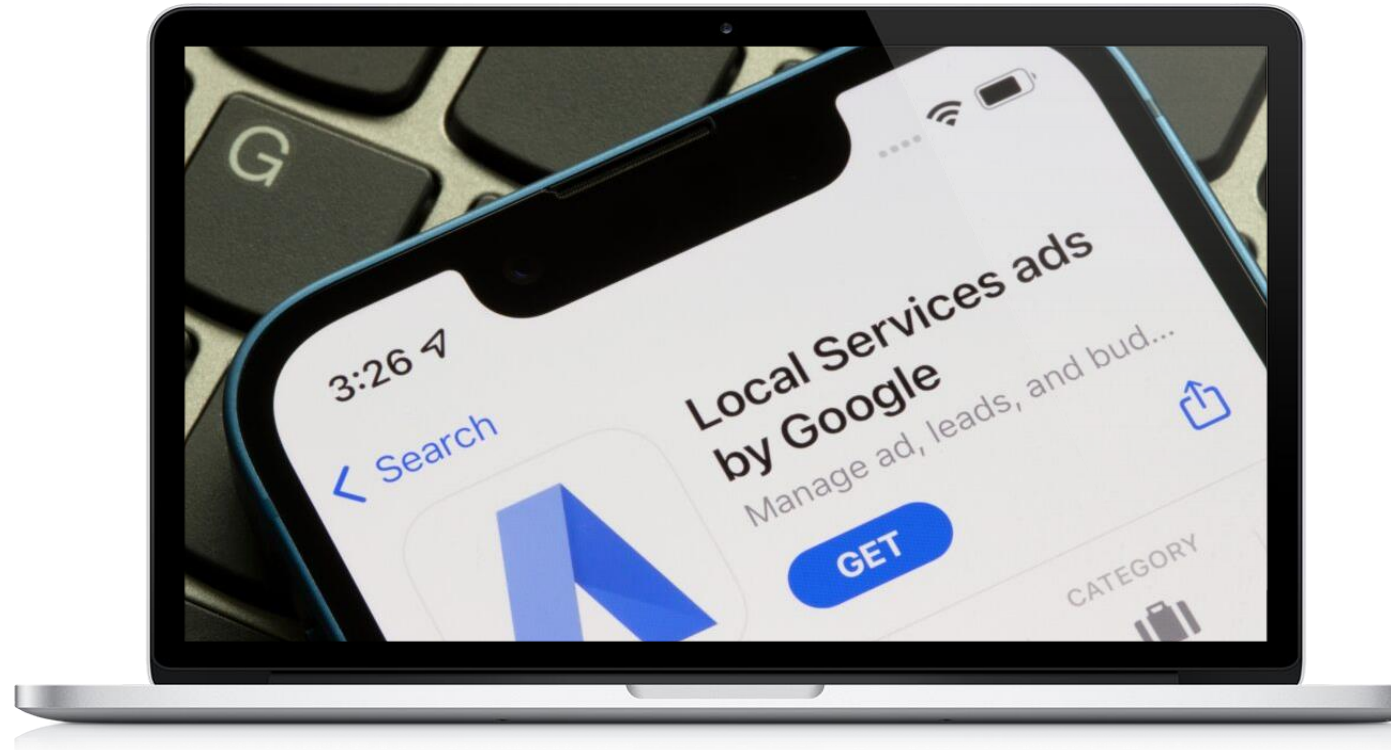


BONUS Industry Update

Google just retired the Local Services Ads dashboard.

Google LSA moves into Google Ads as a Performance Max campaign type.

Make sure to export your historical LSA data before your migration date!





[Location3.com](https://location3.com)

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