

# The Franchise Landing Page

## Conversion Checklist

A landing page has one job: turn ad interest into a booked appointment with a qualified candidate. Run any page you're paying to send traffic to against this list. The boxes you can't check are where your booked appointments are leaking.

### 01 The 5-second test (above the fold)

If a candidate can't tell who this is for and what to do next without scrolling, they leave.

- Headline names who it's for and the core promise (not just the brand name)
- Subhead carries the proof or the one thing that sets you apart
- One primary button, visible before any scrolling, on mobile
- Hero image supports the message: a real owner or location, not generic stock
- No top navigation or outbound links that leak the visitor off the page

### 02 Message match with the ad

The page has to finish the sentence the ad started. A mismatch here quietly kills your conversion rate.

- Headline echoes the exact ad that sent them here
- Same offer and same wording as the ad creative
- Speaks to one candidate type (owner-operator vs. semi-absentee vs. investor)

### 03 One offer, one action

The page's only job is to book the call. It is not the place to explain the whole opportunity or pre-sell the FDD.

- A single conversion goal: book a call. Not 'learn more' AND 'download' AND 'apply'
- The same call to action repeats down the page, worded identically each time
- Detail is trimmed to what earns the appointment, nothing more

### 04 The form

The form starts a conversation, it doesn't fully qualify anyone. Every extra field costs you submissions.

- Short form: name, email, phone, and 2 to 3 qualifying questions at most
- Qualifiers that matter: liquid capital range, timeline, and territory or zip
- No financials, SSN, or long essays on first contact
- Mobile-friendly: large tap targets, autofill on, minimal typing
- Confirmation page shows the next step and offers instant calendar booking

### 05 Proof and trust

Franchise candidates are weighing a life decision. Put the reasons to believe right where the decision happens.

- Real franchisee quotes, names, and photos (not stock testimonials)
- Hard credibility markers: number of locations, years operating, awards
- Trust signals sit next to the button, not buried at the bottom
- Earnings language stays inside what your Item 19 substantiates (see note below)

### 06 Speed and tracking

A page that loads slow or doesn't track conversions can't be optimized, and you can't cut what you can't measure.

- Loads in under ~3 seconds on a phone
- Built mobile-first: most franchise traffic arrives on mobile
- Pixel and tag fire a conversion event on form submit and on booking
- Call tracking number and a unique URL if the page is used in print or mail
- Form pushes to the CRM with an instant notification to a human

### 07 After the click (speed to lead)

The page hands off to the follow-up. The first few minutes decide whether the lead ever picks up.

- Auto-confirmation text and email fire within seconds of submit
- Lead is routed to a real person to call inside 5 minutes
- A calendar link is offered immediately, before they cool off

**FTC note worth knowing:** Any earnings or income claim on the page has to match what's documented in your FDD Item 19. A 'franchisees earn \$X' line with no Item 19 backing is a Franchise Rule problem, not just a copy choice.