



Oneupweb 2008 Franchise 500® Study

For America's Top Franchisors, Search Delivers Exponential
Growth Opportunities. Are the Top Contenders Capitalizing?

Provided by Oneupweb®

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Executive Summary

In July 2008, Oneupweb completed an analysis of the websites and optimization efforts of the top 100 franchises recognized by *Entrepreneur's* 2008 Franchise 500® list. The analysis was conducted to determine what percentage were using the various techniques and strategies of search engine optimization (SEO), and to what degree.

What We Measured

The study evaluated the websites of each of the top 100 franchises and, based on the results of our research, separated the sites into four categories: well optimized, moderately optimized, insufficiently optimized and non-optimized.

The criteria used included title tags, meta tags, alt tags, content, keywords, optimization intent, site architecture, spiderability, link data and local search optimization to determine the comprehensive level of optimization for each site. In addition, search position for each site's relevant keywords and use of local search strategies were evaluated.

The Franchise Landscape

The complex structure of a franchise business creates unique marketing opportunities and challenges online. Unlike a typical online B2C marketer who markets to a single audience (e.g. online retail shoppers or pet owners), franchisors balance two distinct audiences and two marketing objectives. To achieve and sustain successful growth and profitability, franchisors must reach out to end consumers as well as potential franchisees for business development.

When effectively marketing direct to consumers, a franchisor's online marketing initiatives support the growth and development of franchisees and maintain a consistent message for the company—even when franchisees are spread across the country or the globe.



And, with well executed local search strategies, franchisees can get local exposure at a cost much lower than local print, radio or television advertising. Franchisees rely on these marketing initiatives to grow their business and increase profitability. Consistent, uniform and well-planned online marketing initiatives successfully executed by the franchisor will help franchisees grow and prosper. Conversely, poorly executed online marketing initiatives can do a great disservice to franchisees and the company.



Franchise companies marketing directly to potential franchisees online face another unique challenge—in many cases prospective franchisees aren't looking for your brand, they're looking for a business opportunity. Top franchises may rely on name recognition in other areas of their marketing, but when speaking to potential franchisees online, franchisors need to be visible when prospects are searching for your business opportunity and type—not just your name. This means your business has to position well in search results for keywords your potential franchisees are likely to be searching, as well as being listed on various industry vertical search sites where prospects may be researching business opportunities.

Because of the unique structure and two distinct marketing objectives a franchise faces, a franchise's website is a vital element in reaching both consumers and potential franchisees. A franchise business' website can speak to potential franchisees, explain the industry and the business and encourage investment. More importantly, a website can provide much of the information a prospective franchisee might want before moving on to the next level of inquiry, without taxing the time and efforts of your sales force. The website also serves as an ideal tool for marketing to consumers and building brand recognition. Products or services can be featured and explained, listings of franchisee locations can be incorporated and the effectiveness of franchisees' offers or promotions can be improved exponentially with exposure on a properly optimized website.



The State of Franchises Online

Franchisors have seen quite a bit of growth over the past decade, but this is a critical time for the industry. With a lagging economy and a business sector susceptible to economic shake-ups, franchise companies must find creative solutions to continue to grow and protect the interest and investments of their franchisees. A majority of franchise businesses rely on consumer's discretionary spending, and when consumers cut back, franchisors and franchisees need to get creative with their marketing efforts. Companies must take advantage of the opportunities available online if they want to stay competitive. The top 100 franchises are not exempt—they have the experience in, and an understanding of the industry, knowledge of current challenges and the resources to implement online strategies and tactics to support and grow the businesses of franchisees and the company as a whole. *But, are they doing it?*

The Breakdown of the Top 100 Franchises:

RANK	NUMBER OF SITES
Well Optimized	13
Moderately Optimized	35
Insufficiently Optimized	41
Non-Optimized	12

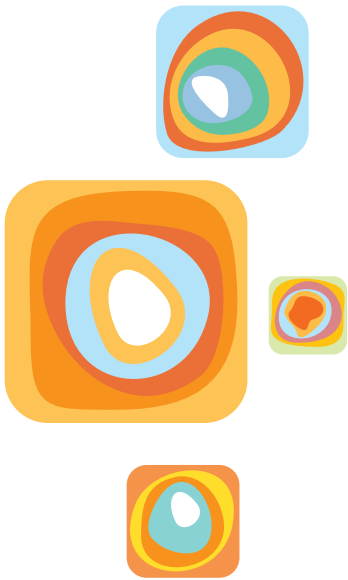
*Total number of sites is 101.
One Franchisor, UPS/Mailboxes Etc., has two distinct sites that were evaluated individually.

RESULTS

Franchisors are overwhelmingly neglecting SEO, missing out on a large chance to boost their franchisees' businesses.

- » **The top franchisors aren't showing their online marketing savvy.** Only one of the Franchise 500® list's top 10 franchise businesses has a well optimized website.
- » **Franchisees are missing out on online marketing benefits.** Only 13 percent of the top 100 franchise companies' websites are well optimized.
- » **The best in the franchise industry are falling behind online.** Six of the top 10 companies listed in the 2008 Franchise 500®— some of the most well-known names in franchising—were insufficiently optimized.

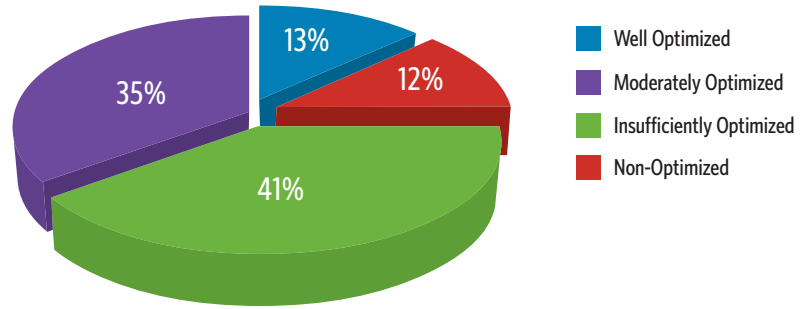
- » **Franchisors aren't capitalizing on the basics of SEO.** 52 percent of the top 100 franchise companies are insufficiently optimized or are not optimized at all.
- » **A well optimized site means top search positions for franchises of all sizes.** Well optimized sites are garnering top search positions for their keywords. All well optimized sites positioned in the top 10 search engine results for at least one of their relevant keywords—often outranking larger, more established competitors.
- » **Non-optimized or invisible?** None of the non-optimized sites positioned in the top 10 search results for any of their relevant keywords.
- » **Local search is a tool for the experienced.** Well optimized franchise businesses understand the benefits of local search as it pertains to franchisees and the company as a whole. Of the well optimized franchise businesses, 46 percent are doing some on-site local search optimization, compared to only 8 percent of non-optimized sites.



SUMMARY

As the benchmark study of Entrepreneur's 2008 Franchise 500® list indicates, franchises that have adopted good SEO practices can often compete online with larger and better known competitors. However, it's also apparent from our research that some of the world's top franchises currently do the least amount of SEO. Franchisors of all sizes must take notice of the opportunity that online optimization presents if they want to stay competitive in this constantly changing market. Franchisees need the support of online visibility to achieve the best returns, and franchisors need to embrace good SEO practices to compete and attract franchisees for sustained growth and profitability. While many of the top businesses listed are well-known, well-financed and large—neglecting to implement SEO strategies to maintain and increase online visibility will leave the door wide open to new and smaller competitors to move ahead in the market.

With only 13 percent of the top franchises taking full advantage of the opportunities online, the question is: *Do franchisors fully understand the extent of the opportunities for growth and return through search?*



*Chart shows the percentages of top 100 Franchise websites, according to the 2008 Franchise 500®, evaluated according to use of SEO.

2008 Well Optimized Franchises Share Top Positions Online

Of the top 100 franchises, only 13 sites demonstrated focused SEO campaigns utilizing effective optimization techniques to improve their search engine results positions. Techniques included title and meta tags unique to each page, indexable content and good use of local search techniques. What distinguished these sites from the moderate category was the amount of indexable, relevant content available to users and search engines as well as the site's overall spiderability.

WELL OPTIMIZED FRANCHISES

F500 RANK

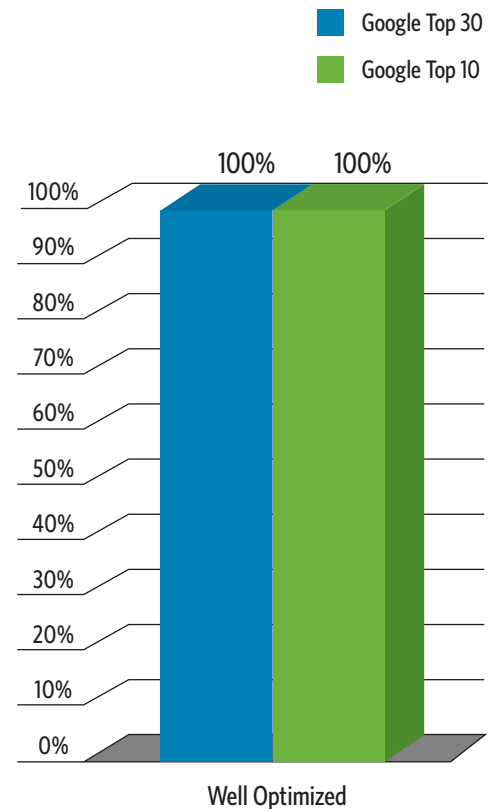
#10	RE/MAX Int'l. Inc.
#11	The UPS Store
#14	Jiffy Lube Int'l. Inc.
#16	Baskin-Robbins USA Co.
#20	Bonus Building Care
#23	Liberty Tax Service
#29	Chem-Dry Carpet Drapery & Upholstery Cleaning
#42	The Maids Home Service
#53	Choice Hotels Int'l.
#65	Merry Maids
#67	Candy Bouquet
#83	Auntie Anne's Hand-Rolled Soft Pretzels
#100	CertaPro Painters Ltd.

* Sites are listed in order of their rank according to the Franchise 500®. Order does not relate to the level of optimization or any criteria of Oneupweb's evaluation. All of the above have been deemed well optimized.

As expected, well optimized sites were considerably more successful attaining positions on the first, second or third pages of search engine results. Of the 13 well optimized sites, 100 percent positioned in Google's top 10 results. That's a first page position for each of the well optimized sites for one or more of their relevant keywords. These well optimized sites fell evenly throughout the top 100 franchises on *Entrepreneur's* 2008 list, though only one site recognized within the top 10 of the Franchise 500® is well optimized.

It is interesting to note that among the top 100 companies evaluated, the most well known and largest franchises are notably absent from the list of well optimized sites. This result is likely because in our research, we used relevant keywords but excluded product and branded keywords. The rationale behind this is that when a potential franchisee is looking at business opportunities, he or she is likely searching based on business type and not by company or product name. Relying on branded keyword searches leaves the door open for competitors to establish superior visibility in search results on terms where consumers and potential franchisees would expect to see you.

GOOGLE SEARCH POSITIONS FOR WELL OPTIMIZED FRANCHISE SITES





2008 Moderately Optimized Franchise Sites Maintain Edge on Big Competitors

Oneupweb determined that 35 of the top 100 sites have moderately effective SEO campaigns in place. Sites rated with moderate SEO implementation had unique titles, some unique metas and relevant keyword choices, but lacked indexable content or customized on-page optimization.

83 percent of the moderately optimized sites appeared on Google's first page at least once when Oneupweb conducted searches for their primary keywords. This result is only slightly below that of the well optimized sites. Meaning that sites that fall into the moderately optimized category face a unique challenge. These companies are running close races with well optimized competitors and have only a small margin to pull ahead. In the case of the moderately optimized franchise sites, an integrated and comprehensive online marketing plan is the best opportunity to gain the competitive edge.

MODERATELY OPTIMIZED FRANCHISES

F500 RANK

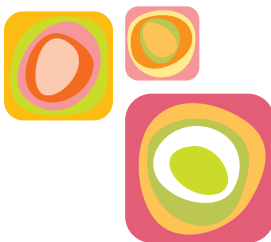
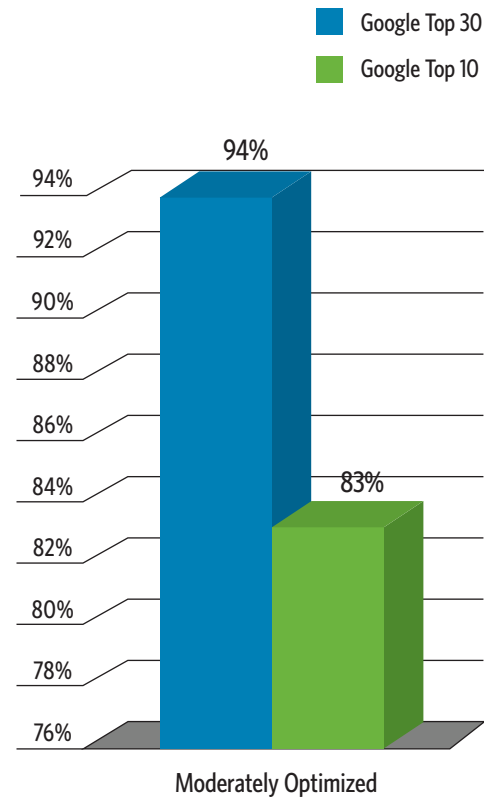
#7	KFC Corp.
#8	InterContinental Hotels Group
#9	Domino's Pizza LLC
#12	Ace Hardware Corp.
#13	Jani-King
#21	Jackson Hewitt Tax Service
#24	Super 8 Motels
#28	Servpro
#30	Matco Tools
#36	Papa John's Int'l. Inc.
#38	Miracle-Ear Inc.
#39	Cartridge World
#40	Midas
#41	GNC Franchising Inc.
#45	Century 21 Real Estate LLC
#46	WSI Internet
#49	Edible Arrangements Int'l
#50	Snap-on Tools
#60	Budget Blinds Inc.
#64	Sylvan Learning Centers
#73	Home Helpers/Direct Link
#74	Sport Clips
#75	Anytime Fitness
#76	ActionCoach
#78	Fitness Together
#81	Molly Maid
#82	Massage Envy
#87	Home Instead Senior Care
#88	Heaven's Best Carpet & Upholstery Cleaning
#90	Cold Stone Creamery
#92	.CiCi's Pizza
#93	Rita's Italian Ice
#95	Maid Brigade
#96	Snap Fitness Inc.
#99	Postal Annex+

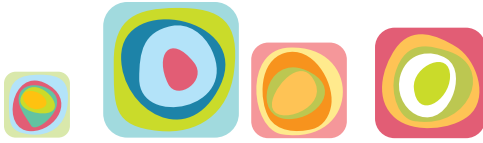
* Sites are listed in order of their rank according to the Franchise 500®. Order does not relate to the level of optimization or any criteria of Oneupweb's evaluation. All of the above have been deemed moderately optimized.

We also see some interesting competitive matchups between the well optimized and moderately optimized sites: Jiffy Lube in the well optimized category with Midas running close behind in the moderately optimized category. Jiffy Lube achieved a top 10 position on either Google or Yahoo! for all of their relevant keywords while Midas positioned in the top 10 results for only one keyword.

Some of the other competitive pairs to watch are: Baskin-Robbins, well optimized and Cold Stone Creamery, moderately optimized; Liberty Tax Service, well optimized and Jackson Hewitt Tax Service, moderately optimized; and, Candy Bouquet, well optimized and Edible Arrangements, moderately optimized. In each of these cases, the businesses and products or services are very similar. To a prospective franchisee, the decision will likely hinge on franchisor support, including marketing. The moderately optimized franchises have the opportunity to pull ahead of the competition with increasingly devoted efforts in SEO; attracting new franchisees and driving consumer sales for franchise locations.

GOOGLE SEARCH POSITIONS FOR MODERATELY OPTIMIZED FRANCHISE SITES





2008 Insufficiently Optimized Franchise Sites Put Big Names in Franchising Near the Bottom of the List

The 41 insufficiently optimized franchise sites made some attempt to utilize title and meta tags, but the size and makeup of this category indicates that complacency in SEO is widespread in the franchise industry—and the opportunity for further growth through SEO exists regardless of company size.

In most cases, the home page had a title and a set of meta tags that was then duplicated throughout the site, resulting in overly repetitive meta keyword and description tags. In addition, heavy use of flash design on many websites in the category made much of the site content practically invisible to search engine spiders—meaning these franchises suffered in search positions. Though Google recently announced that it can now index some flash content, HTML still has significant advantages over flash in terms of indexing and SEO.

* Sites are listed in order of their rank according to the Franchise 500®. Order does not relate to the level of optimization or any criteria of Oneupweb's evaluation. All of the above have been deemed moderately optimized.

INSUFFICIENTLY OPTIMIZED FRANCHISES

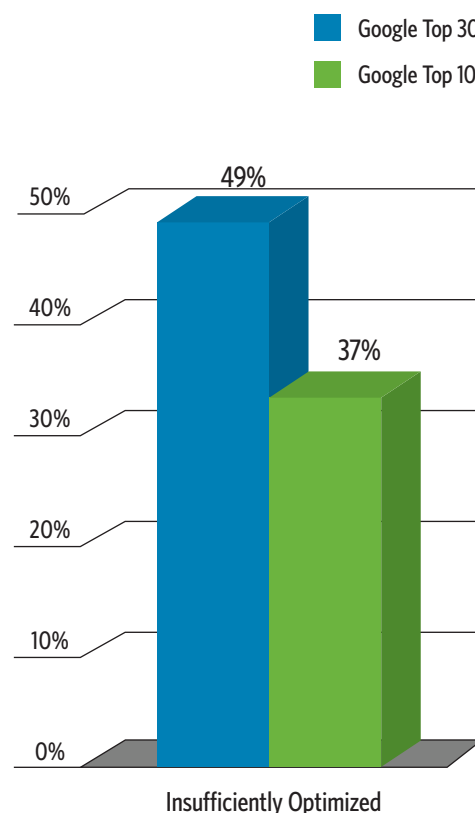
F500 RANK

#1	7-Eleven Inc.
#2	Subway
#3	Dunkin' Donuts
#4	Pizza Hut
#5	McDonald's
#6	Sonic Drive In Restaurants
#11	Mail Boxes Etc.
#15	Arby's
#17	Circle K
#18	Kumon Math & Reading Centers
#19	Great Clips Inc.
#25	Dairy Queen
#31	Days Inns Worldwide
#33	ServiceMaster Clean
#35	ampm Mini Market
#37	Merle Norman Cosmetics
#43	ERA Franchise Systems LLC
#44	Jazzercise Inc.
#47	Denny's Inc.
#48	Coldwell Banker Real Estate LLC
#51	CleanNet USA Inc.
#52	Fantastic Sams
#54	Instant Tax Service
#55	Long John Silver's Restaurants Inc.
#57	Jimmy John's Gourmet Sandwich Shops
#58	Aaron's Sales & Lease Ownership
#59	Papa Murphy's
#61	AAMCO Transmissions Inc.
#62	Hardee's
#63	Vanguard Cleaning Systems
#66	Keller Williams Realty
#71	LA Weight Loss Centers
#72	Brooke Insurance
#77	Express Personnel Services
#79	Hot Stuff Foods LLC
#80	Meineke Car Care Centers
#84	Sign-A-Rama Inc.
#85	Popeyes Chicken & Biscuits
#86	Aussie Pet Mobile
#91	La Quinta Franchising LLC
#99	Comfort Keepers

Even with franchise businesses such as Pizza Hut, McDonald's, Days Inn and LA Weight Loss—with established brand names and often times international recognition—their insufficiently optimized sites performed drastically below the well and moderately optimized franchise sites for positioning on relevant keywords. Of the insufficiently optimized sites, 37 percent positioned on Google's first page of results and 49 percent positioned in the top three pages of Google search results. Though the numbers seem strong, established brands, such as we find in the insufficiently optimized category, are far behind smaller and newer competitors when it comes to taking advantage of the opportunities that search presents. While one particular competitor may not be able to quickly overtake an established brand such as Papa John's moderately optimized overtaking Pizza Hut, poor SEO practices leave the door open for a few competitors to erode market share overtime (e.g., moderately optimized sites such as Papa John's, CiCi's Pizza and Domino's Pizza). Together, these better optimized franchises can quickly steal market share from a larger competitor like Pizza Hut, who is relying solely on brand recognition.

However, these large franchisors in particular have the resources to support franchisees with a comprehensive online strategy. With dedication and focus towards solid SEO practices, the opportunity exists for these already large and well recognized brands to grow even larger. With well executed online marketing initiatives, attracting new franchisees becomes more cost effective practice and direct-to-consumer sales deliver greater returns to franchisees.

GOOGLE SEARCH POSITIONS FOR INSUFFICIENTLY OPTIMIZED FRANCHISE SITES



2008 Non-Optimized Franchise Sites Don't Make The First Page and Less Than 20 Percent Appear on the Second or Third.

Finally, 12 sites were characterized as having no optimization at all. The overwhelming problem with non-optimized sites was that most made little or no attempt to utilize the title and meta tags. Heavy use of flash and text contained within images also made spiderability a major issue for the non-optimized sites.

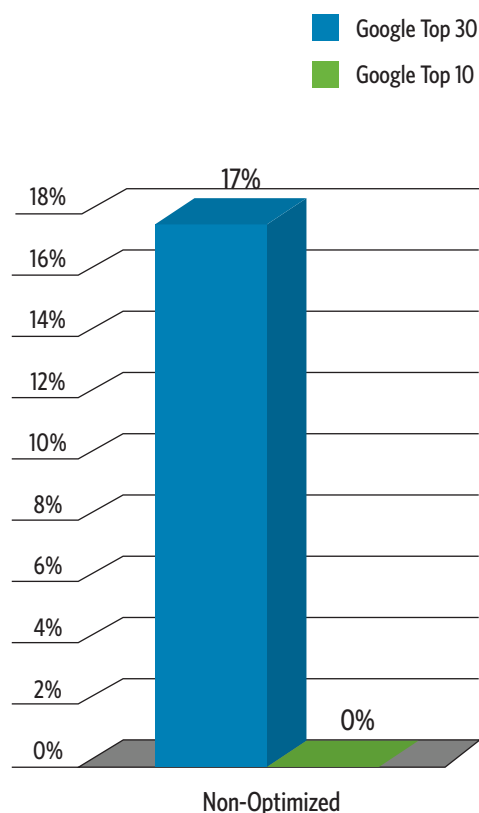
NON-OPTIMIZED FRANCHISES

F500 RANK

#22	Taco Bell Corp.
#26	Jan-Pro Franchising Int'l. Inc.
#27	Blimpie
#32	Hampton Inn/ Hampton Inn & Suites
#34	Supercuts
#56	Carl's Jr. Restaurants
#68	Coffee News
#69	Results! Travel
#70	Minuteman Press Int'l. Inc.
#8	Cost Cutters Family Hair Care
#94	Qdoba Mexican Grill
#98	Yogen Fruz

* Sites are listed in order of their rank according to the Franchise 500®. Order does not relate to the level of optimization or any criteria of Oneupweb's evaluation. All of the above have been deemed well optimized.

GOOGLE SEARCH POSITIONS FOR NON-OPTIMIZED FRANCHISE SITES



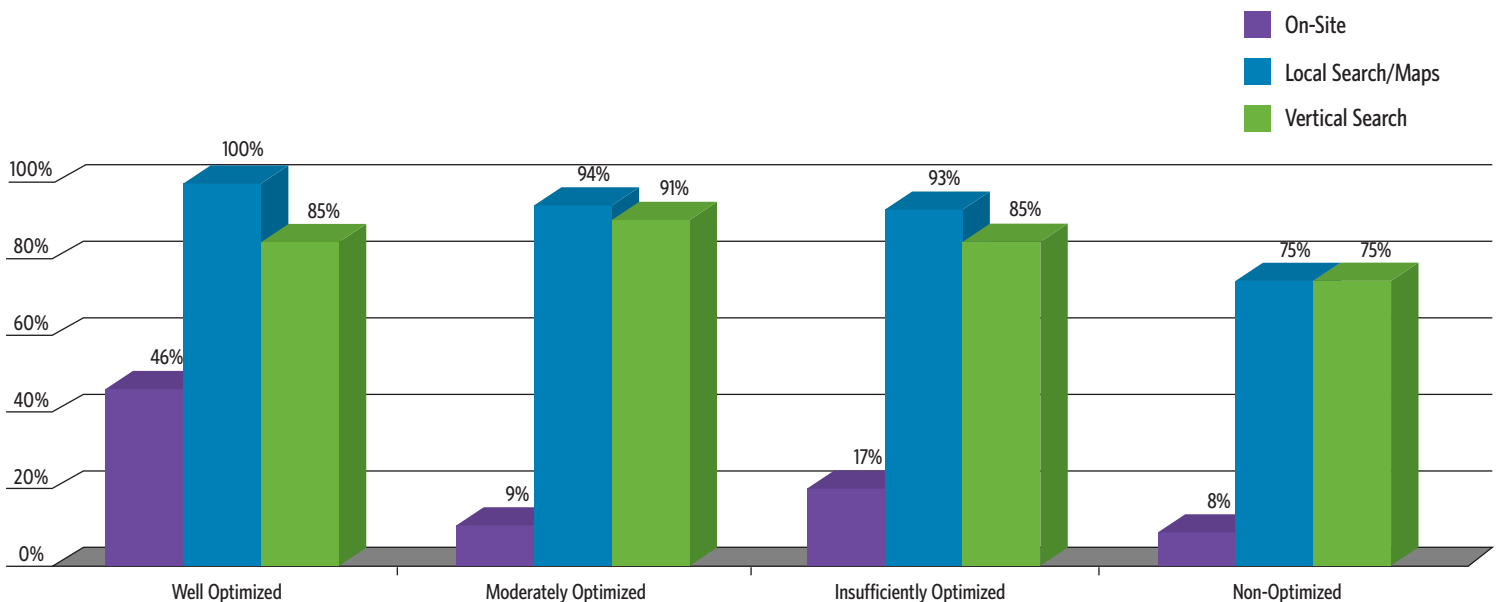
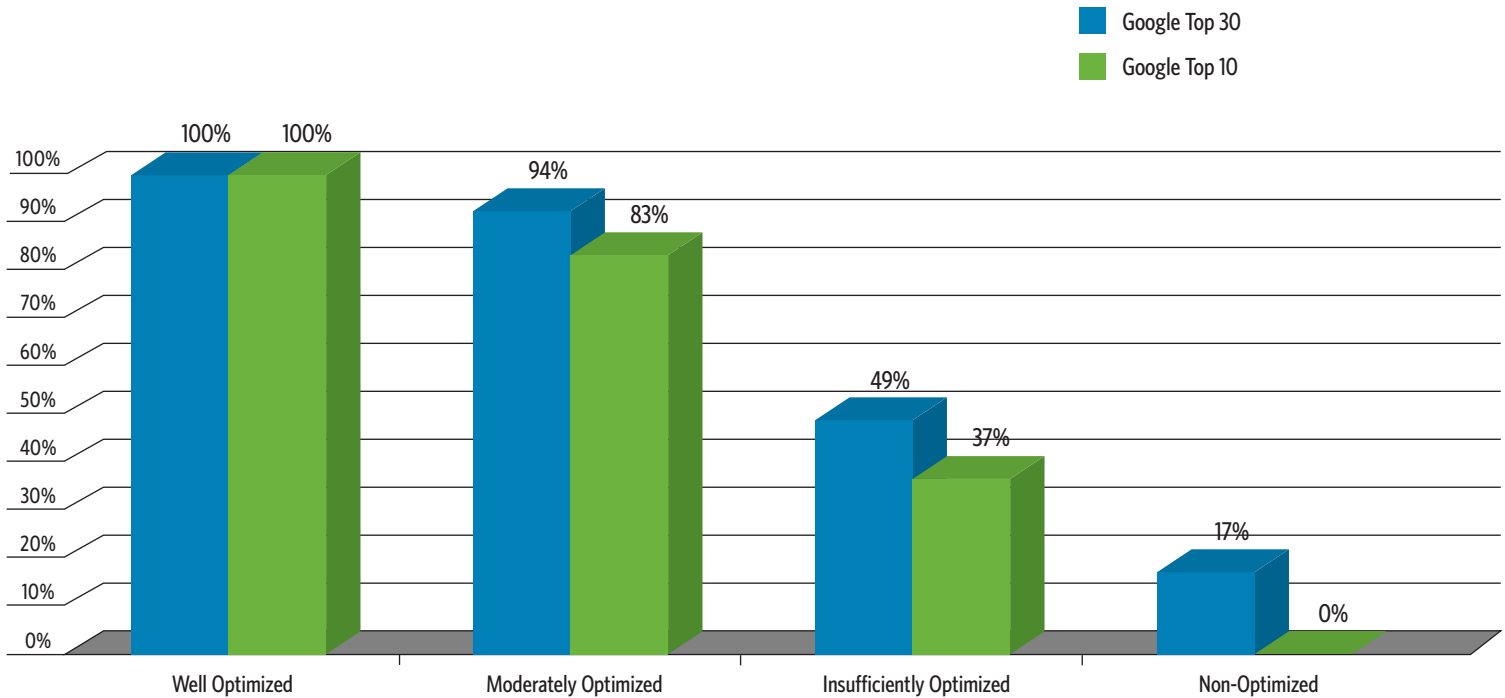
Of the non-optimized sites, none can be found on Google's first page and only two can be found on Google's second or third page results for their relevant keywords. These franchises have a long way to go to compete with well optimized competitors online, where by comparison, 100 percent are positioning on Google's first page for relevant keywords. However, with a dedicated SEO and online marketing strategy that addresses the weaknesses and capitalizes on these opportunities; there is a great deal of room for improvement.

The small percentage of non-optimized sites indicates that, though franchise businesses may not have universally adopted solid SEO practices, recognition of online optimization does exist in the industry.

Google Search Positions

Compared Across Optimization Categories

Franchise Businesses Show Large Gap in Search Position Between Well Optimized and Non-Optimized Franchise Sites—There's Plenty of Room to Improve.



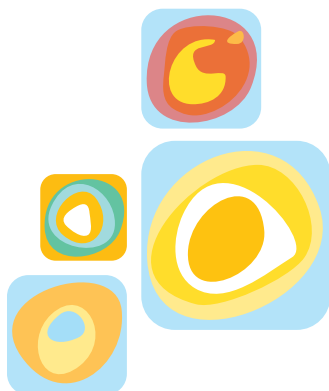


Franchisors Can Solve the SEO Problem

Franchisors are balancing marketing budgets that potentially include hundreds—even thousands—of franchisees.

With a tight budget in a rough economy, there's no room for initiatives that can't show a calculable return. Management and C-level executives need to see potential results as hard, quantifiable data before making the investment in SEO. Franchisees also want to see that their contribution will show reward. Oneupweb's Natural Search Lead Opportunity Calculators will help you determine your potential with search marketing, and show how a small increase in traffic and conversions has a big impact on lead generation and sales. These leads could be potential franchisees that can help grow and expand your business, or consumers directed to local franchise locations whose business will boost the bottom line.

Use the charts on the following page to calculate the opportunity for your current or future SEO campaigns. See what a big difference a small boost in conversation rate makes with the Natural Search Lead Opportunity Calculator.



Natural Search Lead Opportunity Calculator

You've seen how many top franchisors have neglected to take full advantage of online opportunities.

Now is your chance to calculate your ability to surpass the competition and perfect your strategy to stay ahead of the game.

Natural Search Lead Opportunity Calculator	Average Conversion Rate of Site Traffic*		
Site Traffic <i>Unique Visitors (per month)</i>	1	2	3
	4% *	5%	6%
	Leads	Leads	Leads
0	0	0	0
6,000	240	300	360
12,000	480	600	720
18,000	720	900	1,080
24,000	960	1,200	1,440
30,000	1,200	1,500	1,800
36,000	1,440	1,800	2,160
42,000	1,680	2,100	2,520
48,000	1,920	2,400	2,880
54,000	2,160	2,700	3,240
60,000	2,400	3,000	3,600

* Marketing Sherpa, Search Marketing Benchmark Survey, July 2007.

Understanding Lead Opportunity Calculator Conversion Rates

1. The first conversion rate is the average conversion rate for 2007, according to MarketingSherpa, measuring the connection between site traffic and lead generation.
2. The second and third conversion rates show trends slightly higher than the average, demonstrating the major benefit of a small increase in conversion rate and traffic.

The percentages expressed here are conservative and stem from industry research and reports. Depending on the industry, brand position in the marketplace and other variables, your results may vary. This tool is meant to be a prediction of possible results—not a guarantee.



Franchisees can achieve a top position in search results and capture the most qualified leads economically with local SEO.

Local Search Solutions for Franchisors

For franchisors, local SEO is often the key to conquering the very specific challenges that come with their unique marketing needs. Our research has shown that all of the well optimized websites in the top 100 of the 2008 Franchise 500® are utilizing some of the basic tools of local search. You've seen the results, now we want you to know why local search is an ideal strategy for the franchise industry.



Q: How can franchisors use SEO to streamline the sales process and make sure they're found where qualified leads are looking?

A: Local search optimization. A big part of finding qualified leads is finding someone in the right location. For example, if you're a restaurant franchisor looking for potential franchisees to operate in St. Louis, you need to position well in search results for region-specific searches. With some adjustments to the content on your website, you can optimize your site for local search and see more qualified leads for you and your franchisees. An online marketing partner can help you make these modifications and ensure they deliver maximum results.

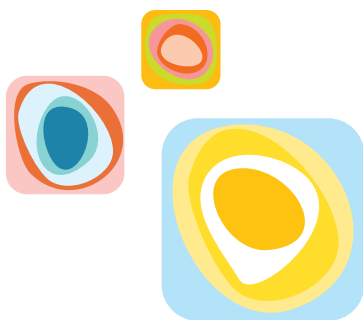
Q: How can franchisors advertise to consumers and give franchisees a positive, equitable return on their marketing investment?

A: With the right local SEO strategies, there's no need for franchisors to juggle budgets to accommodate the cost discrepancies of traditional media. Franchisees can achieve a top position in search results and capture the most qualified leads economically with local SEO. And, because there's little or no investment and no variation in cost based on location, franchisees will get an equitable return no matter where they are located.

Q: How can franchisors show franchisees tangible evidence of a return on their marketing investment, and track leads for potential franchisees through the long qualification process that often begins online and concludes offline?

A: The answer here's simple: you have to be able to track leads online and off, regardless of the length of the sales process. An advanced tracking system, like Oneupweb's ROI trax®, will track your leads from initial online contact through on or offline sale—letting you see detailed information about your sales process, including conversion rates, average sales, length of sales process, cost per lead and more.

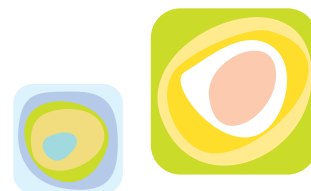




Those franchises that are utilizing good SEO practices are closely rivaling their competition, and are poised to surpass them.

The Year Ahead for the Franchise 500®

Supporting the marketing and branding efforts of both the franchisor and franchisees is vital to the kind of growth and success necessary to be included in an elite group such as the Franchise 500®. The best-of-the-best, the top 100, should excel in creative and cost-effective marketing directed to recruit potential franchisees and support the continued success of existing franchisees. What we have seen from our research is that over half of those top 100 franchises are only making miniscule efforts in SEO—if at all. Those franchises that are utilizing good SEO practices are closely rivaling their competition, and are poised to surpass them. Strong, well-executed integrated marketing plans which include SEO, local search and other online strategies need to be implemented to stay ahead of the competition.



Oneupweb will be conducting this study for Entrepreneur's 2009 Franchise 500®, looking again at the SEO and other online practices of the top 100 franchises. There are two primary elements we expect to influence the franchise industry in the year ahead:

1. *Economic fluctuations will cause problems for the franchise industry, creating a greater need for innovation and cost-effective marketing strategies to support franchisees.*
2. *The growth and widespread adoption of online marketing strategies will create a need for already well optimized franchise businesses to distinguish themselves online with new tools and technologies.*

What We Expect To See in 2009:

In an unpredictable economy, franchisors will likely put greater effort into their online presence to support the growth of the company and increase profitability of franchisees. With increased efforts, we expect to see a greater number of well optimized franchise websites. A shift in rankings for some of the closely rivaling moderate and well optimized franchise websites will likely result as franchises step up efforts for 2009. Finally, in our next Franchise 500® study, we expect to see a great improvement in the use of local search amongst these top franchises. To continue to grow and

profit when consumers are tightening budgets and cutting back on spending in many franchise areas (convenience services, fast food and lodging), franchisors will likely put some focus on local search because it offers a cost-effective strategy for reaching the most qualified audience for individual franchisees.

Can the franchise industry prove their online savvy and provide their franchisees with the benefits of a good SEO strategy? Will the SEO practices of franchise businesses improve for 2009?

Stay tuned.





Methodology

Oneupweb analyzed the corporate sites of the first 100 companies listed in *Entrepreneur's* 2008 Franchise 500® to determine the level of optimization of a franchise's corporate website and to provide an analysis of the industry's utilization of online optimization techniques.

Oneupweb looked at title tags, meta tags, alt tags, content, keywords, optimization intent, site architecture, spiderability, link data and local search optimization to determine the comprehensive level of optimization for each site. Oneupweb also examined and considered whether the franchise was running a paid search campaign. To be credited with running a paid search campaign, companies needed to show a paid ad result on Google or Yahoo! for at least one of their respective keywords.

In addition, Oneupweb examined the correlation of where companies' keywords positioned within the first three pages (results 1-30) on Google and Yahoo!, with regards to levels of optimization. Keywords were chosen from the keyword meta tag present on a company's homepage. Where no keyword tag was present on the home page, keyword tags on other top-level pages were included. In the event that no keyword tags appeared anywhere on the site, Oneupweb chose keywords that would be considered relevant to the particular franchise.

All criteria were examined for each site, and site optimization levels were determined based on the results of the franchise's site optimization evaluation and search position results.

Sites were divided into four categories, briefly described below:

Well Optimized: Meta tags were unique and relevant to page content, alt tags were optimized, there were large amounts of indexable content throughout the site and search positions on keywords reflected a high level of optimization.

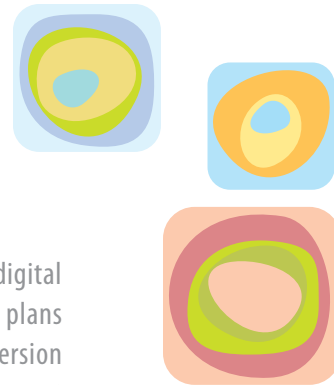
Moderately Optimized: Unique meta tags were used, sites utilized low-to-moderate amounts of copy, minor site architecture problems were present and search positions reflected a moderate level of site optimization.

Insufficiently Optimized: Only homepage title and meta tags were optimized, little indexable content was available, keywords on the homepage were copied throughout the site, there were moderate to major site architecture problems and search positions on keywords reflected a low level of site optimization.

Non-Optimized: SEO wasn't evident at all on the site; titles were functional—describing company name or page theme only, major site architecture problems existed and search position reflected an absence of optimization efforts.

Based on the categorizations, aggregate data was compiled.

It is important to note that search engine results are in constant flux. Companies revise their sites, competitors enter or exit the marketplace, search engines modify algorithms, etc. Oneupweb's research is based on the search engine marketplace from June 23rd through July 3rd, 2008.



ABOUT ONEUPWEB | Oneupweb has been an innovator in digital marketing for more than a decade, creating integrated online marketing plans that include natural search optimization, paid search marketing, conversion improvement, podcast production, social media marketing, media placement and search marketing consultation for in-house marketing teams. Oneupweb was recently named a Top 20 Search Marketing Agency by Advertising Age, and CEO Lisa Wehr is recognized as an Ernst & Young Entrepreneur of the Year. The company publishes an award-winning blog and podcast entitled StraightUpSearch. Oneupweb is a privately held company located in Traverse City, Michigan. For more information on Oneupweb, please call 231.922.9977 or visit OneUpWeb.com.