

FREE PLAYBOOK

The Multi-Location Franchise SEO Audit

The 8-part audit framework. Sister-location benchmarks. The AEO/GEO layer. The 90-day plan.



AI BrandFactory

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Built by AI BrandFactory

The 8-part audit framework for multi-location franchise sites in 2026. Sister-location benchmarking, the service-area page matrix, the AEO/GEO layer, the forensic drop-detection workflow, the consultant deliverable template, and a 90-day implementation calendar. Worked examples throughout from a 7-location lawn care chain.

Who this is for

SEO consultants pitching franchise clients. Marketing agencies running paid plus organic for multi-location brands. In-house marketers at franchisor headquarters. Franchisees who need to audit their own territory before the next quarterly review with corporate.

I have audited 3 multi-location franchise sites in the last 12 months and every one of them was being out-ranked by their own sister-locations. Same brand. Same template. Same domain root. The Atlanta location ate the Charlotte location's lunch on a \$40-CPC keyword for 11 months before anyone at corporate noticed. That is the franchise SEO problem in one sentence: the network is competing with itself before it ever competes with the actual local rival.

This playbook is the audit framework I have been refining across those engagements. Eight parts, 5,500 words, no theory padding. The worked example throughout is an anonymized US lawn care chain with 7 metro locations across the Sunbelt. Substitute your own vertical as you read.

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What is in this playbook

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Part 1, What Is Different About Franchise SEO

If you have ever audited a single-location small business site, your instincts will get you 60 percent of the way through a franchise audit and then quietly betray you on the last 40. Franchise SEO is its own discipline because four conditions exist that simply do not exist on a one-owner site.

The duplicate-content trap

Every franchisee inherits the same template. Same homepage layout. Same about page. Same service descriptions. Same legal footer. The franchisor ships a CMS where the franchisee fills in the city name, the address, and a few photos, and the rest is identical across 40 or 400 locations.

Google's tolerance for this is higher than most consultants assume but lower than the franchisor's marketing team wants to admit. The duplicate-content penalty most people fear is mostly a myth. The real cost is subtler: when 40 pages all say roughly the same thing about lawn fertilization, none of them get treated as the authoritative answer, and the network's rank potential sits permanently in the 8-to-15 SERP zone instead of the 1-to-3 zone.

The audit job here is not to delete the template. It is to find the per-location uniqueness layer the franchisee can ship without breaking the brand guidelines. Local photos. Local case studies. Local team bios. Local service-area expansion. The unique 200 to 400 words per page that move that location out of the duplicate pool.

Sister-location cannibalization

A regional lawn care chain has locations in Atlanta, Charlotte, Birmingham, Nashville, Tampa, Orlando, and Jacksonville. All seven locations rank for "lawn care service" because the brand is the brand. The Atlanta page outranks the Charlotte page on "lawn care charlotte nc" because Atlanta has more backlinks and longer-tenured pages. The Charlotte location is paying franchisor fees and getting beaten in its own city by its sister.

This is the cannibalization symptom every multi-location audit surfaces. The fix lives at the URL structure, the schema, and the internal linking layer. We will get to the diagnostics in Part 4. The point

here is to know it exists before you open the crawl tool.

Franchisor-versus-franchisee control

Maybe the single biggest difference between a franchise audit and a regular audit is the question that comes after every recommendation: who can actually ship this fix?

Schema breakage on the homepage template? Franchisor only. The franchisee cannot touch it.

A new service-area page for a suburb the location actually serves? Usually franchisee, sometimes blocked by a CMS that does not allow custom URLs.

A blog post about local soil conditions? Almost always franchisee, but sometimes flagged by corporate brand review.

The audit deliverable has to tag every recommendation with one of three control flags: franchisee-controllable, requires-corporate-approval, or franchisor-only. Skip this and your beautiful 40-item fix list dies on the franchisee's desk because they have no idea which 12 they can actually ship this month.

Network roadmap collisions

The fourth thing that makes franchise audits different is timing. Corporate is almost always running a parallel project the franchisee may or may not know about. A site redesign. A CMS migration. A new schema rollout. A regional brand refresh. A new booking platform. You are auditing a snapshot that is about to change in ways the franchisee cannot predict and cannot control.

The defensive move on the consultant side: in your kickoff call, ask explicitly. "What does the franchisor have on their roadmap for the next 6 months that affects the website?" If the franchisee does not know, ask them to send a one-line email to their franchise business consultant asking for the roadmap. Half the time you will get nothing back. The other half you will discover that the entire site is being migrated in 90 days and your audit needs to be reframed as the brief for the migration, not a fix list for the current site.

These four conditions shape every part of what comes next.

Part 2, The Site Structure Audit

Start every franchise audit with a structural pass. You are not yet looking at keyword rankings or content quality. You are mapping the site against the network and against the local competition.

The page inventory benchmark template

Pull a page-type count for three sites side by side: your audited location, the strongest sister-location in the network, and the strongest local competitor. The output is a single table.

Page Type	Your Location	Sister Location	Top Competitor
Homepage	1	1	1
About / Team	1	2	3
Service pages	4	9	11
Area-served pages	0	18	24
Blog posts	0	47	86
FAQ page	1	1	4
Contact / Locations	1	1	2
Booking / Quote pages	1	3	5

Page Inventory Benchmark

Your location, the strongest sister-location, and the top local competitor side by side.

PAGE TYPE	YOUR LOCATION	SISTER LOCATION	TOP COMPETITOR
Homepage	1	1	1
About / Team	1	2	3
Service Pages	4	9	11
Area-Served Pages	0	18	24
Blog Posts (12 mo)	0	47	86
FAQ Pages	1	1	4
Contact / Locations	1	1	2
Booking / Quote Pages	1	3	5

In the worked example, the lawn care franchise's Tampa location had 8 indexable pages. The Charlotte sister-location had 71. The local Tampa competitor (a regional independent) had 134. That gap is your headline finding. It does not need a chart on slide 47. It needs to be the second sentence of the executive summary.

How to actually pull this data

Three tools, all free or near-free.

Screaming Frog SEO Spider runs a site crawl in 10 minutes and gives you the raw URL list and indexable-status breakdown. The free version handles up to 500 URLs which is enough for most single-location franchise audits.

Google's `site:` operator gives you the indexed page count: `site:lawncareco.com/tampa` for a subfolder structure or `site:tampa.lawncareco.com` for a subdomain structure. Cross-check Screaming Frog's number against this. A big gap (crawled 60, indexed 22) is itself a finding.

A manual SERP scrape against the local competitor: open their sitemap.xml, count the URLs, eyeball the page types. Five minutes per competitor. Do not pay \$300 a month for a tool that wraps this same data with a nicer UI. You will regret it on month two when the audit work is done and the subscription keeps charging.

Content thinness check

Once you have the URL list, run a word-count audit against every page. The 300-word floor is the line under which a service or area-served page basically cannot rank for a competitive commercial query. Pages below 300 words are flagged THIN in your audit.

In the lawn care worked example, the Tampa location's "lawn fertilization" page had 142 words. The closest sister-location's equivalent page had 638 words. That gap is ranking-decisive. The fix is not "write more words." The fix is to write the 400 to 500 additional words of substantive local content the page is missing: which fertilizer schedules apply to subtropical Florida turf, what the spring-summer-fall cadence looks like in the Tampa zone, what the local pricing range is, what HOAs in Tampa typically require, named neighborhoods the team services. The added content is not filler. It is the local-relevance signal Google needs to push the page from rank 14 to rank 4.

The missing page types matrix

The third structural finding lives at the level of page-type coverage. Every franchise vertical has a default set of page types that strong locations have and weak locations skip. For a lawn care franchise, the page-type matrix looks like this.

Service pages, one per service. Mowing, fertilization, weed control, aeration, overseeding, pest control, irrigation. Seven services means seven service pages minimum. The Tampa location had four.

Area-served pages, one per neighborhood or municipality the franchise serves. A 7-suburb service area means 7 area-served pages. The Tampa location had zero. The Charlotte sister had 18.

Service-by-area combination pages, the matrix layer we cover in Part 3. Tampa had zero of these.

Blog posts, ideally one new per week, or 50 per year. Tampa had zero. Charlotte had 47 in 12 months.

FAQ pages, one per major service category, structured for AI inclusion. Tampa had a single generic FAQ. Charlotte had four service-specific ones.

The "missing page types" finding is rarely surprising on a franchise audit. The template gives you what corporate thought was important in 2018. The local competitor figured out by 2022 that the area-served and service-by-area layers were where the rankings lived. That gap is what you are surfacing.

Part 3, The Keyword and Search Coverage Audit

A franchise location's keyword universe splits into four buckets. You audit each separately because each has a different fix path.

The four buckets

Local-intent commercial. "lawn care austin tx", "lawn care service near me", "lawn fertilization atlanta". The buyer is in-market and ready to buy. Highest commercial value. Should map to your service pages and area-served pages.

Network-wide brand. "[brand name] lawn care", "[brand name] reviews", "[brand name] near me". The buyer is searching by brand. Should land on the location-specific page, not the corporate national page. Schema and internal linking get this right or wrong.

Informational long-tail. "when to fertilize lawn in florida", "best time to aerate atlanta", "how often to mow bermuda grass". The buyer is researching, not buying. Maps to blog content. Builds topical authority that lifts the commercial pages.

Comparison / consideration. "best lawn care service atlanta", "lawn care vs landscaping", "[brand] vs [competitor]". The buyer is choosing between options. Maps to comparison pages, "why choose us" pages, and review-rich content.

In the lawn care worked example, the Tampa location was capturing roughly 12 percent of available local-intent commercial volume in its city, near zero of the brand searches (because the corporate page was outranking it on its own brand-plus-Tampa queries), and zero of the informational and comparison volume.

The service-page-per-keyword-cluster framework

The single biggest content-strategy decision in a franchise audit is how to map keywords to URLs. The default mistake: one service page per service. The strong move: one service page per keyword cluster, where a cluster is a tight group of 8 to 30 keywords that all want to land on the same page.

For the lawn care Tampa example, the "lawn fertilization" cluster includes:

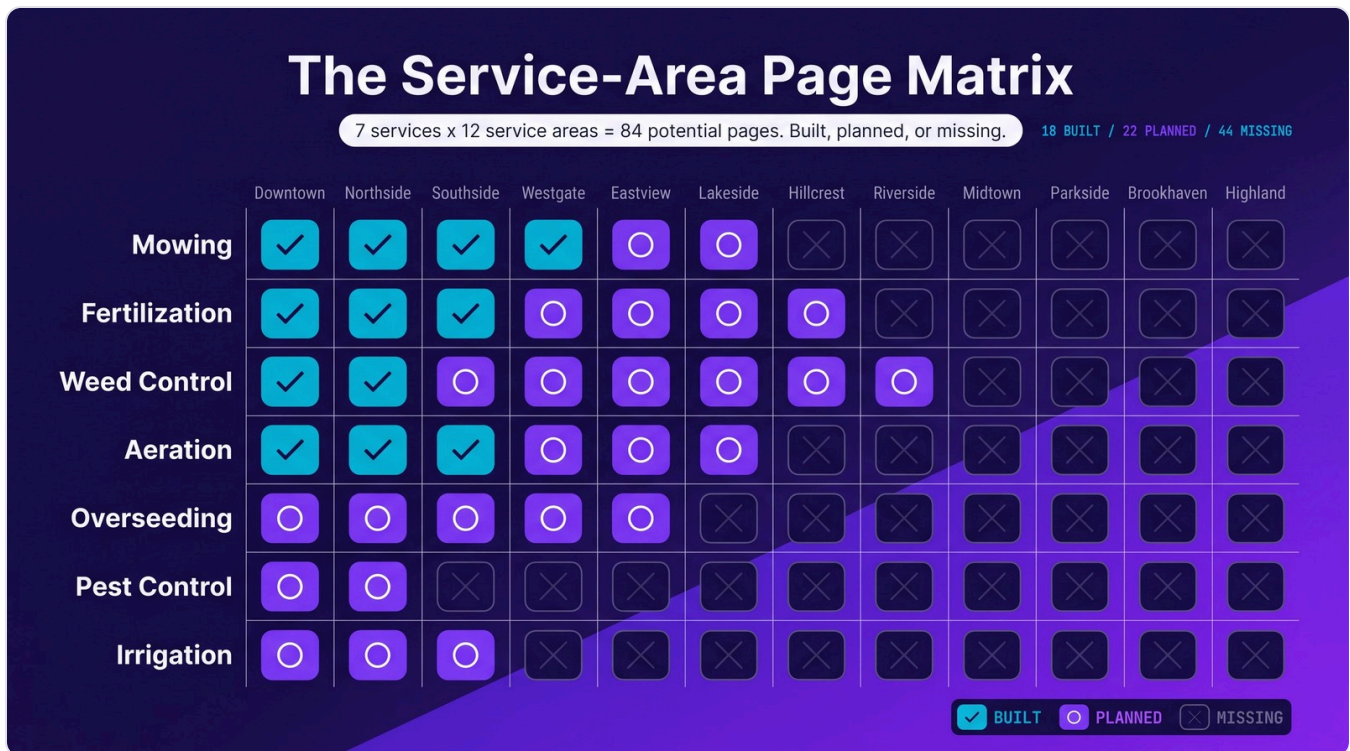
- lawn fertilization tampa
- lawn fertilizer service tampa fl
- best lawn fertilizer tampa
- when to fertilize lawn tampa

- lawn fertilization cost tampa
- organic lawn fertilization tampa
- weed and feed tampa

Seven keywords, one cluster, one page. The page title, H1, intro, body, and FAQ all need to cover the cluster. That is a 600 to 900 word page that ranks for 20-plus long-tail variations on the cluster theme.

A separate cluster for "lawn aeration tampa" gets its own page. Same for "weed control tampa", "lawn mowing tampa", etc.

The math at scale: 7 services x 12 service areas (Tampa's neighborhoods) = 84 potential service-area pages. Most franchises ship 4 service pages and call it done. The strong network ships the full matrix.



The service-area page matrix

The matrix is not 84 separate pieces of bespoke content. It is a templated structure with 200 to 400 words of unique local content per cell. The unique layer per cell:

- The neighborhood name and a one-sentence local hook
- 3 to 5 named local landmarks or HOAs
- Local soil, climate, or grass-type notes specific to the area

- 1 to 2 customer testimonials from that neighborhood (huge if you can get them)
- Local pricing range and any neighborhood-specific service notes
- Internal links to 2 sister-area pages and 2 sister-service pages

That is 200 to 400 unique words per cell on top of a shared template structure. A junior writer can produce 4 cells per day. The full 84-cell matrix is 21 working days of writing, plus QA. That is a 5-week build for a category-shifting ranking lift.

The keyword research workflow on free tools

You do not need a \$400-a-month tool to do this. The workflow:

Google Keyword Planner (free with any Google Ads account) for local-volume estimates. Filter by metro region. Pull the suggestion list for every service plus every area.

Google Search Console for the location's existing query data. Anything ranking 8 to 25 with non-zero impressions is a low-effort lift candidate.

Google Autocomplete and "People also ask" on the SERPs. Type the seed query, screenshot the autocomplete drop-down, screenshot the PAA box. That is your free informational-cluster seed list.

A free Ahrefs or Semrush trial week, used heavily, to pull competitor keyword rankings and pin down where the local independent competitor is winning that the franchise is missing.

The deliverable from this part of the audit: a single spreadsheet with three tabs. Tab 1, current keyword inventory (what the location ranks for today). Tab 2, target keyword universe (the full local-intent + brand + informational + comparison map). Tab 3, the gap (what the location should rank for but does not).

The full library has more SEO and content frameworks. Adjacent playbooks at aibrandfactory.com.

Part 4, The Competitive and Sister-Location Benchmark

Most agency audits benchmark only against external competitors. A franchise audit needs both: external competitors AND internal sister-locations. The sister-location data is the more useful of the two because it controls for the template and the brand.

How to pull competitor data

Three pulls, run in parallel.

Pull 1, the external competitor crawl. Pick the top 3 local competitors that out-rank your audited location on the priority commercial queries. Run a Screaming Frog crawl on each. Pull the URL list, the meta tags, the H1 structure, the schema, the word counts.

Pull 2, the sister-location crawl. Pick the strongest 2 sister-locations in your franchise network. Strongest means highest organic traffic, most indexed pages, or most service-area pages. Same Screaming Frog process. The output is identical-format data so you can compare cell by cell.

Pull 3, the SERP scrape. For your top 20 priority keywords, manually screenshot the SERP and log the rank-1 to rank-10 results. Note which of those are sister-locations of your client (cannibalization signal) and which are external competitors. This pull is 2 hours of manual work and is non-negotiable. No tool replaces a human looking at the SERPs.

The 7 metrics that matter

The benchmark table compares 7 metrics across your location, the strongest sister-location, and the strongest external competitor.

Metric	Your Location	Sister Benchmark	Competitor Benchmark
Total indexed pages	22	71	134
Service pages	4	9	11
Area-served pages	0	18	24
Service-by-area pages	0	0	56
Blog posts (last 12 months)	0	47	86
Schema types deployed	3	7	9
Internal links per page (avg)	8	22	31
Mobile speed score (PSI)	68	81	88

In the Tampa lawn care example, the most damning row was service-by-area pages: zero versus zero versus 56. The local Tampa competitor had figured out the matrix and shipped 56 of those pages. Both the franchise location AND its strongest sister-location had skipped the entire layer. That single row was the framing for the whole audit: corporate had not figured out the matrix, the sister-locations were not modeling the matrix, the local independent had eaten the matrix for breakfast.

The metric that often surprises operators: internal links per page. The strong competitor sites are running 25 to 40 internal links per page on average. The weak franchise locations sit at 6 to 10. That 4x gap silently kills the page authority distribution that lifts service pages from page 2 to page 1.

The benchmark conversation

When you walk the franchisee through this table, you are not selling them on hiring you. You are showing them, in their own data, that their location is being out-shipped by their own sister-locations and out-ranked by a single local independent. The next question they ask is "what do we do?" and that is the consulting engagement starting itself.

If your benchmark table is honest and specific, it sells the engagement before you even open your slides.

Part 5, The AEO/GEO Layer for 2026

The 2026 audit cannot stop at traditional SEO. The shift to AI-mediated search means a meaningful share of buyer queries never produce a click. The user asks ChatGPT, Perplexity, or Google AI Overviews "best lawn care in tampa" and reads the synthesized answer. If your franchise location is not in the cited sources, you do not exist for that query, regardless of where you rank in the blue links below.

The AEO/GEO layer of the audit checks whether your location is structured to be cited.

The schema gaps that block AI inclusion

AI engines parse structured data more aggressively than traditional crawlers do. Three schema types are non-negotiable for a local franchise location:

LocalBusiness schema with full property coverage. Name, address, phone, hours, geo coordinates, payment types accepted, areas served, services offered. The most common gap is empty

`addressRegion` or missing `geo` block. Both are easy fixes and both move the needle.

Service schema on every service page, with `areaServed` referencing the location's service area. This is the schema layer that tells AI engines what services are available where.

FAQPage schema on every FAQ page, with each question-answer pair structured cleanly. AI engines pull FAQ-schema-marked content into answer summaries at high rates. Pages with FAQ schema get cited 3 to 5x more often than pages without it.

In the lawn care Tampa worked example, the location had LocalBusiness schema but with `addressRegion` empty and `geo` missing. The Service schema was deployed but with no `areaServed` property. There was no FAQPage schema anywhere. Three fixes, all franchisee-controllable through the CMS, all shippable in a week. Estimated AI-citation lift: substantial within 60 to 90 days.

FAQ pages structured for answer engines

The shape of an answer-engine-friendly FAQ matters as much as the schema markup. Three rules:

Rule 1, question phrasing matches voice search and natural query language. Not "Lawn fertilization timing in Tampa." Yes "When should I fertilize my lawn in Tampa?". The query phrasing is the question text, verbatim.

Rule 2, the answer paragraph leads with the answer. The first sentence of the answer block IS the answer. Subsequent sentences add context. AI engines often pull only the first 1 to 3 sentences. Frontload the value.

Rule 3, one question per topic, not 18 questions stuffed onto a page. The strongest FAQ pages have 8 to 12 well-targeted questions, not 30 generic ones. Quality over coverage.

Voice search alignment

"Near me" queries account for a meaningful chunk of local commercial volume and they are increasingly handled by voice assistants. The optimization layer is mostly schema and content phrasing. Make sure your content uses natural near-me phrasing in headers and intros where it makes sense. Make sure your LocalBusiness schema has clean geo coordinates so the assistant can identify you as proximate. Make sure your hours data is current and complete.

What ChatGPT, Perplexity, and Google AI Overviews actually pull

In 2026, the cited sources for local queries skew toward four types of pages:

1. The top 3 organic SERP results (still, traditional SEO matters)
2. Pages with strong FAQPage schema and answer-first content

- 3. Pages with clear LocalBusiness or Service schema and consistent NAP data
- 4. Pages with structured comparison tables, pricing data, and process explanations

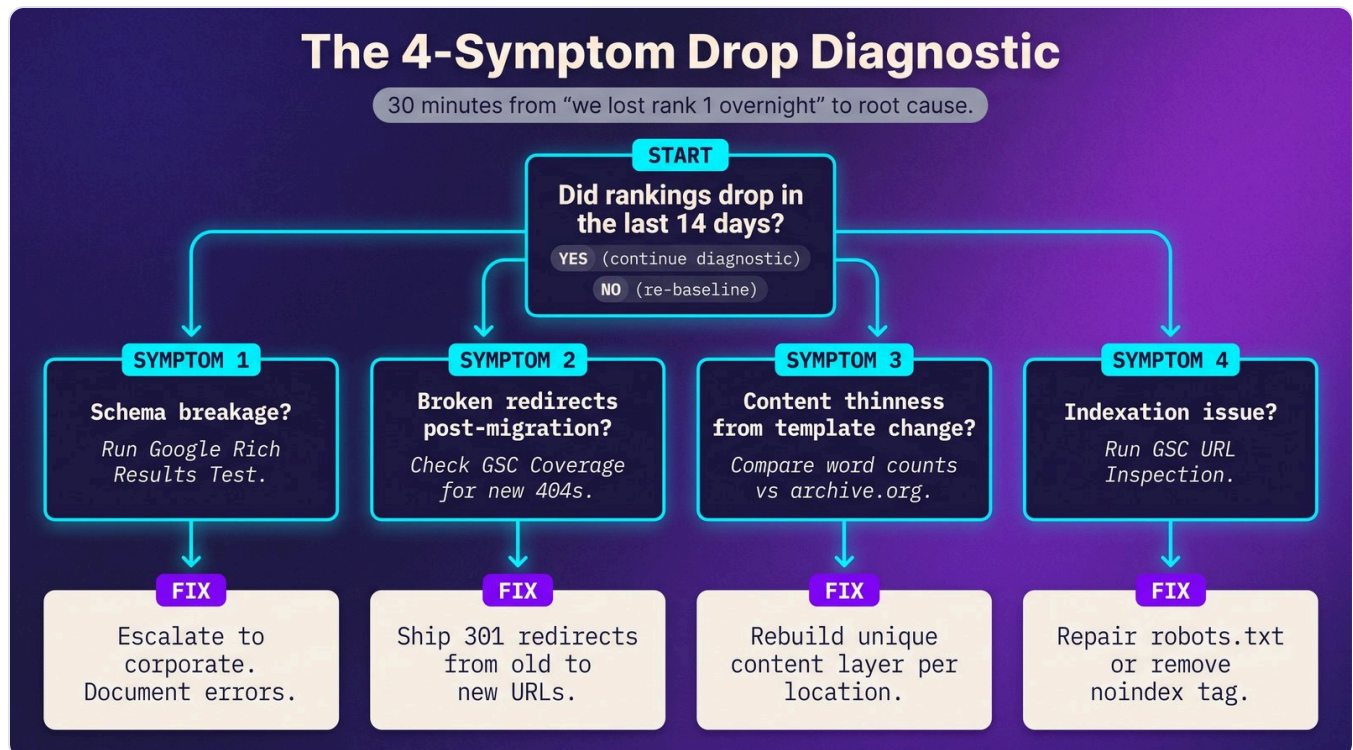
The audit job: for each of your top 20 queries, run them through ChatGPT or Perplexity and see what gets cited. If your location is missing from the cited sources, the gap is almost always one of those four categories. Fix the gap and re-test in 60 days.

The AEO/GEO layer is the single highest-ROI section of the 2026 franchise audit because almost no franchise sites are doing it right and the gap between "doing it right" and "ignoring it" is widening every quarter.

Part 6, The Forensic Diagnostic When Rankings Drop

A different type of audit. Not the comprehensive structural audit. The 30-minute drop-detection workflow you run when a franchise client calls and says "we lost rank 1 on our money keyword overnight."

Four symptoms cover 90 percent of sudden rank drops on franchise sites.



Symptom 1, schema breakage

The most common cause of an overnight drop on a franchise site is a schema deployment from corporate that broke the location's existing structured data. Run the page through Google's Rich Results Test. If it throws errors that were not there last week, you have the cause.

The fix path is escalation to corporate. The franchisee cannot patch this. Document the error, screenshot the rich results test, send it to the franchise business consultant with a one-line explanation of the rank impact.

Symptom 2, broken redirects post-migration

The second most common cause is a CMS migration or URL restructure that broke the redirects from old URLs to new. The page that used to be at /services/lawn-fertilization is now at /lawn-care/fertilization, and the 301 redirect was not configured.

Diagnostic: open Google Search Console, check the Coverage report for new 404s in the last 14 days. Cross-reference against your old top-ranking URLs. Any matches are your culprits.

The fix is either a 301 redirect from old to new, or restoring the old URL. Both usually require corporate involvement on a franchise site.

Symptom 3, content thinness from a corporate template change

Corporate ships a new template that simplifies the page layout. The new template strips out 200 words of content per page in the name of cleaner UX. The pages drop in rank.

Diagnostic: archive.org or your own crawl history will show the page word count from before and after the template change. If you see a 30 to 60 percent drop in indexable text, you found it.

The fix is to rebuild the unique-content layer on top of the new template, ideally as a per-location content block the franchisee can edit.

Symptom 4, indexation issues

A robots.txt change, a meta noindex tag accidentally deployed, or a canonical pointing to the wrong URL can all wipe a page out of the index overnight.

Diagnostic: Google Search Console > URL Inspection on the dropped URL. Check the indexed status. Check the canonical. Check the robots.txt for the path. Check the page source for any meta noindex.

The fix is usually a one-line change to the page or the robots file. Often franchisee-controllable.

Worked example

The Tampa lawn care location ranked 1 for "lawn care tampa" for 8 months. On a Tuesday morning, it dropped to rank 14 overnight. The diagnostic sequence:

- 9:00 AM: Run Rich Results Test on the homepage. Schema is clean. Symptom 1 ruled out.
- 9:08 AM: Check GSC Coverage for new 404s. Two new 404s appeared on Monday from URL changes corporate shipped over the weekend. Symptom 2 confirmed as a contributing cause.
- 9:15 AM: Check page word count on the homepage via cached version. 412 words today, 689 words last week. Corporate stripped a content block in the redesign. Symptom 3 confirmed as the primary cause.
- 9:25 AM: Run URL Inspection on the homepage. Indexed correctly, no noindex, canonical correct. Symptom 4 ruled out.

Total diagnostic time: 25 minutes. Root cause identified: corporate template redesign over the weekend stripped key content. Fix path: rebuild the missing content block as a per-location editable section, get corporate to ship it.

This 30-minute workflow saves 4 hours of speculation per drop incident. Run it every time.

Part 7, The Audit Deliverable Template

The audit is only as useful as the document the client actually reads. Most consultant audits fail at this step. They are 67-page PDFs the franchisee skims for 10 minutes and then files. The deliverable here is built to be acted on, not filed.

The executive summary, 3-paragraph format

Paragraph 1, the headline finding. One sentence on the structural gap, one sentence on the keyword gap, one sentence on the AEO gap. No more.

Paragraph 2, the business-impact framing. What this is costing in lost organic traffic. Estimate ranges only, not false precision. "Roughly 600 to 900 missed monthly visits in the lawn care category" beats "847.3 missed visits per month."

Paragraph 3, the recommended action. The single highest-impact move (the one fix that, if shipped first, unlocks the rest). Plus the 90-day shape of the engagement.

Three paragraphs. The franchisee reads the entire executive summary in 90 seconds and understands what is broken, what it costs, and what to do.

The findings table format

After the executive summary, every finding lives in a single table. Five columns.

Issue	Evidence	Impact	Effort	Priority
LocalBusiness schema missing addressRegion	Screenshot of JSON-LD with empty field	Medium	Low	P1
0 area-served pages vs 18 at sister-location	Crawl data, see Appendix A	High	High	P1
Homepage word count 412 vs 689 last week	Archive.org diff	High	Medium	P1
Service schema missing areaServed property	Schema markup audit	Medium	Low	P2
Mobile speed 68 vs 88 at competitor	PageSpeed Insights output	Medium	Medium	P2

The franchisee can skim this table and understand the entire audit. The detailed evidence lives in appendices the franchisee can ignore unless they want to dig.

Prioritized fix list using ICE scoring

ICE = Impact x Confidence x Ease. Each scored 1 to 10. Multiply for a total score. Sort descending. Ship in order.

Issue	Impact	Confidence	Ease	Total
Build 7 service-area pages for top neighborhoods	9	8	6	432
Add FAQPage schema to FAQ page	7	9	9	567
Fix LocalBusiness schema empty addressRegion	6	9	10	540
Add Service schema areaServed to all service pages	7	8	8	448
Restore stripped homepage content block	8	7	5	280
Build informational blog cadence	7	7	5	245
Build full 84-cell service-by-area matrix	9	7	3	189
Add 8 more questions to FAQ page	5	8	8	320

ICE Scoring Worksheet

Impact x Confidence x Ease. Sort descending. Ship in order.

ISSUE	IMPACT (1-10)	CONFIDENCE (1-10)	EASE (1-10)	TOTAL SCORE
Add FAQPage schema to FAQ page	7 at 90%	9 at 90%	9 at 90%	567
Fix LocalBusiness schema empty addressRegion	6	9	10	540
Add Service schema areaServed to all service pages	7	8	8	448
Build 7 service-area pages for top neighborhoods	9	8	6	432
Add 8 more questions to FAQ page	5	8	8	320
Restore stripped homepage content block	8	7	5	280
Build informational blog cadence	7	7	5	245
Build full 84-cell service-by-area matrix	9	7	3	189

The ICE list is the single most useful artifact in the audit. The franchisee can take it directly to the next franchise business consultant call and have a real conversation about which items they need corporate's help on.

The 90-day implementation calendar template

A simple week-by-week table mapping ICE items to weeks. Items the franchisee owns get assigned to franchisee weeks. Items requiring corporate get tagged "blocked: corporate" with a date for the next escalation. KPI checkpoints land at week 4, week 8, and week 12.

The full calendar is in Part 8.

The sales-cycle role of the deliverable

If you are a consultant pitching new franchise clients, the audit deliverable doubles as your portfolio piece. A three-paragraph executive summary, a clean findings table, an ICE-scored fix list, and a 90-day calendar is a more persuasive sample than any pitch deck. Anonymize one or two and use them as your case studies.

The full library has more consultant deliverable templates. Adjacent guides at aibrandfactory.com.

Part 8, The 90-Day Implementation Plan

The execution closer. Twelve weeks from audit delivery to measurable ranking lift, in four phases.

Days 1 to 15, the schema and redirect cleanup

Goals: every schema error resolved, every broken redirect fixed, every indexation issue cleared.

The fastest-shipping wins live here. Schema fixes are usually 30 minutes per page. Redirect fixes are 15 minutes per URL once you have the mapping. Indexation issues are usually one-line robots.txt or meta tag changes.

Week 1 deliverables:

- Run the schema audit across every page using Google's Rich Results Test
- Fix LocalBusiness schema (addressRegion, geo, hours, payment types)
- Add or repair Service schema with areaServed property
- Add FAQPage schema to existing FAQ page
- Document any schema fixes blocked by corporate template, escalate

Week 2 deliverables:

- Pull 14-day GSC Coverage report, identify all new 404s
- Map 404s to old URLs, build the redirect mapping
- Ship redirects (franchisee-controllable through CMS or via corporate)
- Re-submit affected URLs for crawling via GSC URL Inspection

- Verify mobile speed baseline, identify the 2 to 3 highest-impact speed fixes

KPI target by day 15: zero schema errors in Rich Results Test, zero broken redirects in GSC, mobile speed score above 75.

Days 16 to 45, the missing pages build

Goals: the highest-priority missing service-area pages built and indexed.

This is the heaviest content-production block. A 30-day push to ship 7 to 12 new pages.

Week 3 to 4 deliverables:

- Pick the top 7 service-area combinations from the keyword gap analysis
- Build the page template (shared structure, unique-content slots)
- Write the unique 200 to 400 words per page (junior writer, 4 cells per day)
- Internal linking pass: 2 sister-area links and 2 sister-service links per new page
- Schema (Service + areaServed) on every new page
- Submit each new page to GSC via URL Inspection

Week 5 to 6 deliverables:

- Build the next 8 service-area pages following the same template
- Add 4 to 6 new questions to the FAQ page based on PAA harvesting
- Restore any content blocks stripped by corporate template changes (if the franchisee has CMS access)
- Begin first-pass internal linking audit, raise per-page link counts toward the benchmark

KPI target by day 45: 12 to 15 new pages built and indexed, internal linking density above 18 per page.

Days 46 to 75, blog cadence and FAQ depth

Goals: a sustained content cadence that builds topical authority and feeds the AEO layer.

Week 7 to 8 deliverables:

- Set the blog cadence at one post per week minimum (4 posts in the month)
- Each post targets a specific informational keyword cluster from the audit
- Each post links to 2 service pages and 2 area-served pages

- Each post includes a structured FAQ block (with FAQPage schema if standalone)

Week 9 to 10 deliverables:

- Continue blog cadence (8 posts now live)
- Build out service-specific FAQ pages (one per major service category)
- Run the AEO check: re-test the top 20 queries through ChatGPT and Perplexity, see if the new content is being cited
- Begin sister-location coordination: share the highest-performing new content templates with other locations in the network (this is how you become the franchisee corporate showcases)

KPI target by day 75: 8+ blog posts live, 3+ service-specific FAQ pages live, measurable AI citation lift on at least 3 of the top 20 queries.

Days 76 to 90, re-crawl, measure, report

Goals: prove the lift, build the next audit cycle.

Week 11 deliverables:

- Run a fresh Screaming Frog crawl, compare against the day-1 baseline
- Pull GSC ranking data for the priority keyword set, compare against day-1 baseline
- Pull GSC traffic data, calculate organic visit lift percentage
- Re-test SERPs for cannibalization (is the audited location now outranking sister-locations on its own city queries?)

Week 12 deliverables:

- Build the 90-day report: what was shipped, what moved, what is next
- Schedule the next quarterly audit cycle
- Sketch the next 90-day plan based on what the data shows

KPI targets at day 90:

- Indexed page count up by at least 50 percent versus baseline
- Top 20 priority keywords averaging 4 positions higher than baseline
- Organic traffic up by 25 to 40 percent versus baseline (the realistic range; anyone promising more inside 90 days on a franchise site is selling)

- AI citation lift on 5 to 8 of the top 20 queries

Sustaining cadence past day 90

The audit is the start, not the finish. The maintenance cadence past day 90 looks like this:

- Weekly: ship one new blog post, log GSC ranking changes, check Rich Results Test for new schema errors
- Monthly: build 2 to 4 new service-area or service-by-area pages, run a sister-location benchmark refresh
- Quarterly: full re-crawl, full re-audit against the original framework, refresh the ICE-scored fix list

A franchise location that sustains this cadence for 12 months will compound past most local independents in its city. The math is not subtle. Ship the boring work consistently and the rankings follow.

Go ship it

The audit framework is durable. The execution is what makes it real. Get the structural pass right, get the keyword matrix right, get the AEO layer right, ship the 90-day plan, and the franchise location moves from being out-ranked by its own sister to being the network's showcase. The fastest path through is the boring path. Twelve weeks. Eight parts. One spreadsheet, one ICE list, one calendar.

You do not need a new tool. You need a Tuesday morning and the discipline to start.

The rest of the AI BrandFactory library builds on patterns like this. See the full set at aibrandfactory.com.

What to read next

Adjacent playbooks:

- **How to Launch a Teaching Subscription (P38)** for the recurring-revenue mechanics that pair with consultant retainers.
- **Edgy Content That Converts (P36)** for the polarizing-content formats that surface franchise SEO gaps to prospects.

- **The Multi-Agent Playbook (P09)** for the AI workflows that draft service-area content and FAQ pages without losing local specificity.
- **253 Legendary Copywriting Swipes (P39)** for the headline patterns that make every service page convert harder.

Full library: aibrandfactory.com. New playbooks ship monthly.

Built by AI BrandFactory

This playbook is part of AI BrandFactory's open toolkit. Production-grade systems, frameworks, and templates for founders, agency operators, marketers, and developers shipping AI-powered businesses in 2026.

What else is in the library

50+ playbooks across content, copy, ads, SaaS, agency operations, AI systems, and more. All free, all production-grade, all packaged for solo operators.

Browse the full set: files.aibrandfactory.com/playbooks

What we built it for

We ship lead magnets that beginners can use and pros can adapt. Every playbook in the library follows the same standards: no AI fluff, no consultancy speak, real source attribution, working code or templates where applicable, and beginner-friendly explanations layered with operator-grade depth.

How to use this

- Read it through once
- Pick the 1 to 2 things that apply to your project right now
- Ship them this week
- Come back for the next layer when you are ready

License

Free to use with attribution. Adapt freely. Cite back to AI BrandFactory when you publish, train, or remix.

Stay in touch

aibrandfactory.com for new playbooks every week.

github.com/AI-BrandFactory for the open-source repos.

Questions, feedback, or you have shipped something cool with this?

piyush@winmassiveimpact.com.

Built with care by the AI BrandFactory team.