

Advanced Web Ranking Report



The Visibility Score Report is an overview of Search Engine page rankings displayed naturally or organically by the three major search engines. The total Visibility Score is compiled from the most searched franchise related keywords and keyword phrases as determined by Wordtracker and Trellian Keyword Discovery. Following is the list of the most searched generic keywords and targeted franchise related keywords used for this web ranking report.

franchise opportunities
franchise
franchises
franchise for sale
franchise business
business franchise
franchise opportunity
best franchises
top franchises

franchises for sale
franchising
home based franchises
food franchises
automotive franchises
best franchise
small business franchise
cheap franchises

health and wellness franchises
tutoring franchises
men's franchises
women's franchises
green franchises
advertising franchises
health care franchises
home improvement franchises

staffing franchises
tax franchises
children's franchises
low cost franchises
retail franchises
pet franchises
home services franchises
coffee franchises

fitness franchises
buy a franchise
cleaning franchises
kids franchises
computer franchises
senior care franchises
top 10 franchises
top franchise



Websites	Visibility Score	Visibility %	First Place	In Top 3	In Top 5	In Top 10	In Top 20
www.franchisegator.com	2984	81	22	69	82	103	112
www.franchisedirect.com	2924	79	5	45	75	103	113
www.americasbestfranchises.com	2364	64	12	27	45	71	97
www.entrepreneur.com	2114	57	26	33	45	67	83
www.franchisesolutions.com	1773	48	-	2	15	51	77
www.franchise.com	1771	48	5	12	19	47	77
www.franchiseopportunities.com	1444	39	4	12	24	47	57
www.bison.com	1382	37	1	8	14	40	62
www.franchising.com	888	24	1	3	12	20	38
www.franchisegenius.com	748	20	1	7	10	20	32
www.redhotfranchises.com	621	17	-	1	2	12	30
www.franchise.org	597	16	-	2	5	13	27
usatoday.franchisesolutions.com	594	16	-	2	3	14	24
www.bizbuysell.com	580	16	-	-	-	11	28
www.franchiseforsale.com	511	14	6	7	8	14	22
www.franchiseexpo.com	485	13	2	2	5	10	24
www.azfranchises.com	470	13	-	-	4	8	22
www.franchiseworks.com	466	13	-	1	2	7	20
www.bestfranchiseopportunities.com	427	12	-	1	3	8	21
www.franchisebusinessreview.com	231	6	-	1	1	3	11
www.franchiseadvantage.com	217	6	-	-	2	4	8
www.businesssmart.com	207	6	-	-	-	1	9
www.franchisehelp.com	134	4	-	-	-	1	6
www.franchiseonline.com	134	4	-	-	-	-	7
www.franchiseleader.com	119	3	-	-	-	-	8
www.findafranchise.com	74	2	-	-	-	-	4
www.worldfranchising.com	54	1	-	-	1	1	3
www.franchise1.com	19	1	-	-	-	-	1
www.franchiseharbor.com	-	-	-	-	-	-	-

The Visibility Score

To calculate the visibility score, AWR first assigns a number of points to each of the first 30 positions, as follows:

- Position 1 = 30 points
- Position 2 = 29 points
- Position 30 = 1 point
- Positions below 30 = 0 points

The visibility score is the sum of the points given to a URL by each search engine. The visibility percentage is given by the sum of visibility scores from all the search engines divided by the maximum number of points that the search engines can provide.

Example: 3 search engines give 3 x 30 = 90 points. If you have a URL that has the following positions:

- Search engine 1: Position 1 = 30 points
- Search engine 2: Position 10 = 21 points
- Search engine 3: Position 32 = 0 points

The visibility score is 51 points. The visibility percentage is $51/90 = 0.5666 = 56.66\%$ which approximates to 57%.

*This report contains search engine keyword rankings for organic/natural visibility only.

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Presented By:



Chris Marxmiller
chris@americasbestfranchises.com
 770.627.2072

ADVERTISING INFORMATION

