

Leading Franchise Publisher Sees Rapid Growth Online

Submitted by: inPress Online

Wednesday, 1 October 2014

For immediate release.

For further information please contact:

Jamie Gavin

inPress Online

0208 289 1172

07900 36 7775

jamie@inpressonline.com

www.inpressonline.com

Leading Franchise Publisher Sees Rapid Growth Online

London, UK, Wednesday 1st October 2014: The UK Franchise Directory (UKFD), published by Franchise Development Services, has seen a sharp increase in website traffic during the past 5 months. The market leading publication has been established in print since 1981, and serves as the UK's number one destination for franchise business listings across sectors.

Upward Trend

The total number of visits to the UKFD website grew from 11,815 in May to 19,153 in September, an increase of 62.1%. During this period the number of visitors also grew by 64.1%, with the number of pageviews up 63.4%.

Mobile traffic was up 67.3% and now accounts for 21.8% of total website traffic.

Growth in Traffic to the UK Franchise Directory

May 2014 – Sept 2014

Source: Google Analytics

Metric-----May 2014-----Sep 14-----% Growth

Visits-----11,815----19,153-----62.1%

Visitors-----10,263----16,839-----64.1%

Pageviews----34,729----56,754-----63.4%

Social Media interactions on sites like Twitter, Facebook, and YouTube were also said to have increased significantly.

Industry Barometer

The Publishing Group launched a new website for the UK Franchise Directory in June, with increased focus on its online offering including social, mobile, and video content.

However, while the new technology has helped facilitate growth, Professor Roy Seaman, Founder and Managing Director of the UK Franchise Directory, said that this level of new interest spells good news

for the Franchising industry at large:

“The UK Franchise Directory has been established in some form for more than 30 years,” said Professor Seaman. “It has long since provided a barometer for the volume of franchise opportunities on the market across different sectors, as well as the level of interest from potential new franchise owners. The last twelve months has seen strong growth throughout the Franchise sector more generally. Such a steep rise in visits to the UKFD website implies a renewed interest in franchising brands amongst potential franchise owners.”

The National Franchise Exhibition, the industry’s flagship annual event, takes place at the NEC in Birmingham this Friday 3rd – Saturday 4th October and FREE tickets can be obtained here:
<http://www.theukfranchisedirectory.net/page/venture-marketing-group/register-for-the-national-franchise-exhibition.php>.

About The UK Franchise Directory

Established in 1981, The UK Franchise Directory (UKFD) is published by Franchise Development Services (FDS), and can be viewed in print, online, or via mobile app. For more information visit www.theukfranchisedirectory.net.