

SEPTEMBER
2020



Jim's
***Your Local
Expert***



**Digital
Guidelines**

Your Website

There should be one divisional website per division, per country.

There are multiple reasons why you should only have one divisional website, however, the major ones are:

- **Cost**- It's not a cheap exercise having a good website created, plus all the various updates and changes that it will require from time to time. It's a far better exercising pooling your resources together with other franchisors to have a great divisional website and a cheaper exercise.

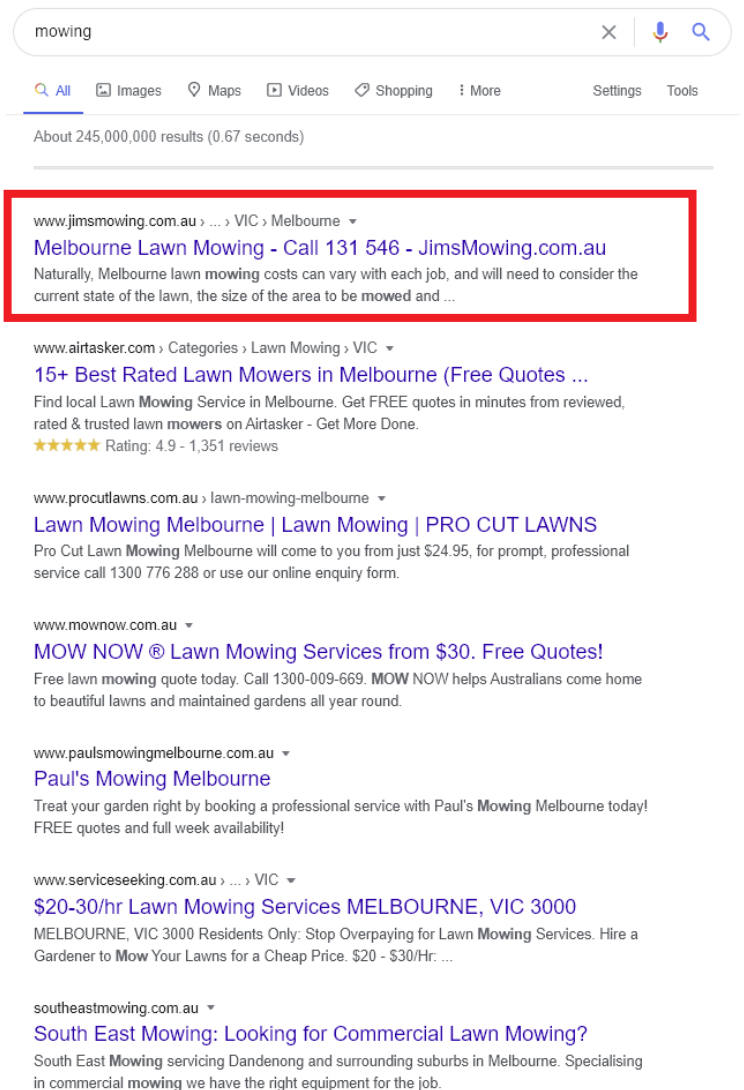
- **SEO (Search Engine Optimisation)**- If you have a website and want it to rank, you need to engage someone to perform SEO for you. SEO can take anywhere from 6 - 12 months for you to see an effect and the agencies will charge anywhere from \$2k to \$20k per month for this service. It's a huge cost in isolation. It's better to contribute money with the other franchisors to having SEO performed on one website.

- **Branding** - Franchising is about consistency and this includes fonts/colours/user experience etc....with multiple websites for the same division, it confuses customers with knowing what is the actual site.

- **Competition** - By having another website besides the divisional website, you are competing with your own divisional website. We have performed numerous searches for some divisions and have multiple websites appearing for the same search term. You are also taking valuable new site visitors away from the main website.

If you have a website that is separate to the main divisional website, we recommend you get in touch with infotech@jims.net to discuss options.

If you would like to keep your regional/seperate website, please seek written approval from your divisional franchisor and provide reasons why.



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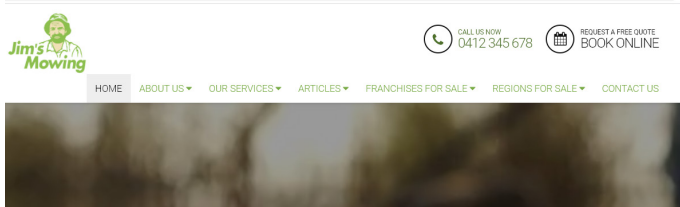
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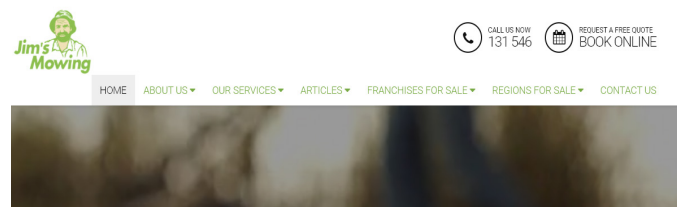
Your Contact Details on Websites

No email addresses or mobile numbers are to be displayed on websites.

There have been occasions where websites have been created by regional or divisional franchisors with mobile numbers, email addresses and various custom contact forms on websites.



✗ No



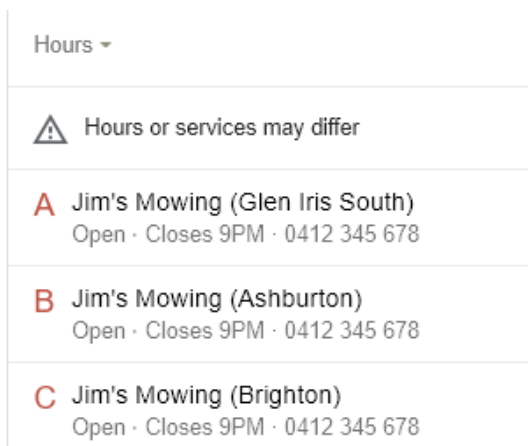
✓ Yes

Your Phone Number

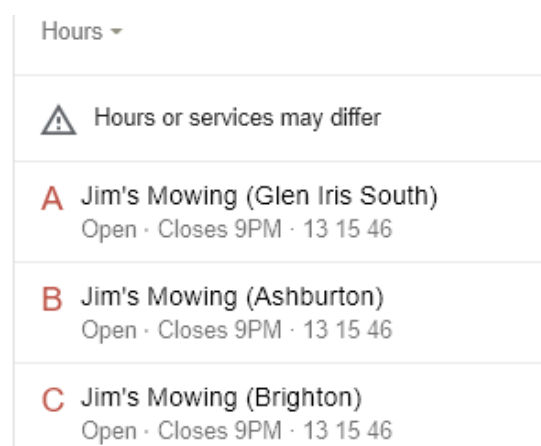
131 546 (AUS), 0800 454 654 (NZ), and 310 5467 (CA) are the approved phone numbers for display on websites and GMB.

Call tracking numbers are not allowed unless the divisional franchisor approves

Various digital agencies will want to install or have alternative phone numbers for call tracking, however, these numbers do not conform to brand consistency and are hard to remember. If you are adamant that you need an alternative phone number displayed for call-tracking purposes, it needs to be approved by the divisional franchisor with a 2-month maximum timeframe. This should be enough time to make an assessment of the effectiveness of the various PPC (Google Ads) campaigns you have running. Franchising is about consistency and we need to have the 131 546 (AUS) or 0800 454 654 (NZ) front of sight in all possible places.



✗ No



✓ Yes

Your Domain Name

Are to be only registered and owned by Jim's Group fully.

In the past, the national office has lost control of some previous 'Jim's' domain names due to a breakdown in the business relationship. You are also using our IP, which needs to be managed and controlled by our national office.

There are to be no exemptions on this rule.

Your Web Hosting

All Jim's websites are to be hosted by National with our web & email server hosts.

Jim's Group has, over the years, numerous issues with various SEO & Web agencies. They often recommend that divisions/franchisors move their sites away from our servers to their own but often fail to deliver or do not maintain our brand strategy.

From our experience, these agencies fail in supporting our divisionals/franchisors properly and end up referring a lot of work back to infotech. Please have your website hosted via infotech to avoid any issues.

Your Email Management

We strongly recommend your email is managed by National with our web & email server hosts.

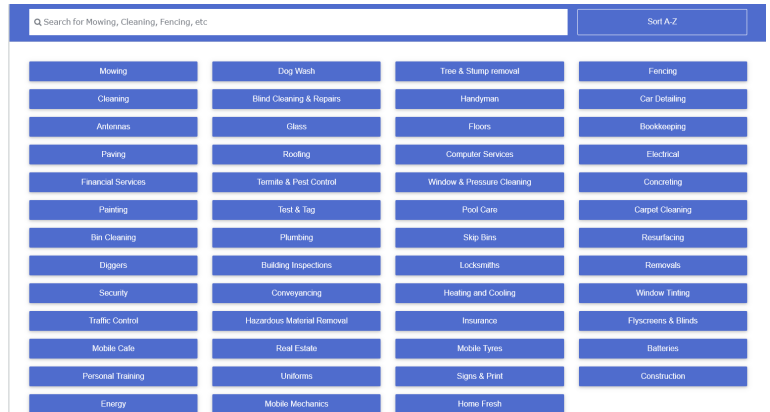
Infotech provides 24/7 support for emails and are highly experienced in managing emails for our larger divisions such as mowing, cleaning etc....however, there are occasions where divisions want to use Gmail, non-business addresses or other options away from infotech which doesn't always portray a consistent professional Brand image.

They can also provide the most cost-effective solution for basic emails, or if the division approves it and your FSEs/FSOs are happy to pay for it, can manage an o365 account for your division's emails.

Your Online Booking and Enquiry Forms

cb.jims.net or other approved booking methods only allowed to be used online

In order to maintain territory rights for franchisees, all online booking avenues are to use the approved Jim's Group booking process, which feeds directly into FMS4. If you want to create your own booking process or forms specifically for your division. This must be approved by Jim and the National Office with your reasons why. Our DEV team can create various API's if required; however, this would need to be created first before any implementation of a custom online form. The only other acceptable alternative to this is to have any form submission be emailed to admin@jims.net for our MCCC to enter in the various details into FMS4.



Your Contact Forms on Websites

There are to be no contact forms on websites.

As Jim's is a franchising system and territory rights are at the core of work allocation, allowing a contact form on a website to go directly to a franchisor is a potential breach of territory rights. An example we have seen is a contact form on a franchisor's website for 'commercial work' that would then generate an email notification to the regional franchisor. This is not allowed and not in the spirit of the Jim's system.

There is no real need for a contact form on our websites, for all enquiries people can simply be directed to call our various MCCC numbers or engage the online booking process. If you have an issue with this, please seek clarification from your divisional franchisor.

TO ENQUIRE ABOUT OUR COMMERCIAL SERVICES, PLEASE COMPLETE THE FOLLOWING FORM -

Your Name *

Your Email *

Your Organisation

Your Job Title

SEND

✘ No