

Site Jumper Tracking from Franchise Opportunities Network

Site Jumper Tracking measures how many FON web site visitors discover a franchise concept on an FON site, then proceed to visit (or “jump”) to a franchisor’s web site. Advertisers on FON receive traffic to their web sites, why not know how many came from FON?


Benefits of SITEJUMPER

- Measure and determine how many franchise prospects “jump” to your site after visiting an FON web site.
- Easy to set up. Install A or B, or both.
- Secure and confidential. No other data is tracked.
- Monthly reporting included.

A

Site Jumper Visits Tracking

Tracks number of visitors to your web site.



Google Search Results FON Web Site Your Web Site

To track Site Jumpers from FON simply place this code on your retail facing web site(s) and your franchise development web site(s).

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Place this code somewhere between the Body HTML tags on ALL of the pages of your web site.

B

Site Jumper Conversion Tracking

Tracks number of prospects submitting a lead form on your web site.



FON Web Site Your Form Page Your Confirmation Page

To track Site Jumpers that convert into leads on your franchise development web site(s), place this code ONLY on the lead form confirmation page on your web site. This means the page on your web site that appears after a prospect completes the online form and clicks the Submit button.

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Place this code somewhere between the Body HTML tags on ONLY the conversion page of your web site.