Case Study: Revamping Restoration 1's Digital Experience

Creating a Scalable, Conversion-Focused Platform for a Growing Franchise Network

ARC4 CASE STUDY

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Recent Snapshot

Restoration 1 is a national water damage restoration brand operating a growing network of franchise locations. The organization required a modern, scalable website to improve user experience, drive conversions, and enable franchisees to manage localized content while maintaining consistent brand control.

300+	41	23	1
Franchise Locations	States with a franchise located	Unique restoration services offered	Unified brand website and experience

CLIENT TYPE

National Franchise Organization

INDUSTRY

Home Services / Restoration Services

BUSINESS MODEL

Franchise-Based Multi-location Network

SERVICES

CMS & Franchise Content System
API Integration (Locator System)
Performance Optimization

Executive Summary

Restoration 1, a leader in water damage restoration, faced a pressing challenge: their digital presence wasn't keeping pace with their rapid growth. Their website felt outdated, the user experience was fractured, and the brand's key messages weren't shining through. It was time for a change, and they needed a solution that could scale as their franchise network expanded. Enter the Arc4 team.

The old website wasn't just a design issue, it was slowing down conversions, frustrating users, and making it hard for the brand to highlight what made them stand out. Ashleigh Beckwith, the Digital Marketing Manager for Restoration 1 Headquarters, said "The user journey and experience were broken, and a new design was needed to fix it." Restoration 1 needed a website that worked for both their corporate team and their franchisees, providing local flexibility without sacrificing brand consistency. The Yext platform offered exactly that.

The organization required a scalable platform that could improve user experience, strengthen brand consistency, and empower franchisees to manage localized content without compromising overall control.

OVERVIEW

The Challenge

An outdated website experience was limiting conversions, frustrating users, and creating operational challenges across the franchise network.The existing platform lacked flexibility, making it difficult to manage content across locations while maintaining a consistent brand experience. Navigation issues, slow performance, and limited conversion pathways further impacted user engagement.

The organization needed a modern platform that could support both corporate control and franchise-level customization.

KEY CHALLENGES INCLUDED:

- Outdated design that did not reflect brand identity
- Broken user journey and inconsistent navigation
- Limited conversion pathways for key services
- Inefficient location search and store locator functionality
- Lack of scalable CMS for franchise-level content control
- Difficulty balancing local flexibility with brand governance

OVERVIEW

Strategy

Our Strategy

Arc4 approached the project by designing a scalable, local-first architecture that could support both the national brand and individual franchise locations. The strategy centered on creating a flexible framework where each location could operate as its own high-performing digital asset, while still maintaining consistency in branding, structure, and performance across the network.

A key focus was building a system that could dynamically generate and manage location-level content at scale, including service areas, localized messaging, and SEO-optimized structures. This allowed each franchise to better compete in local search results while reducing the manual effort required to manage hundreds of pages.

SEO and conversion were built into every layer of the experience, from site architecture to page templates and content strategy. The end result was a platform that not only improved visibility for high-intent “near me” searches, but also created a clear path for users to take action, turning local traffic into qualified leads for each franchise location.

Key Highlights Include:

Local SEO at Scale

Built location pages designed to rank for high-intent “near me” and service-based searches across every market.

Franchise-Level Personalization

Enabled each location to showcase unique service areas, content, and local relevance while maintaining brand consistency.

Dynamic Page Generation

Implemented a scalable system to create and manage hundreds of location pages efficiently from a centralized framework.

Conversion-Focused Experience

Designed clear paths to action with calls, forms, and trust signals to turn local traffic into qualified leads.

OVERVIEW

Highlights

Arc4 delivered a full digital transformation designed to improve performance, usability, and scalability.



- Modern Website Redesign
- Custom Local Page Templates
- Streamlined User Journey
- API-Driven Locator Integration
- Lightning-Fast Locator Search
- Improved Page Speed Performance
- Franchise Access Controls
- Conversion Path Optimization

> “Arc4 has been a fantastic partner to us at Restoration 1. They helped us overcome an updated navigation mid-project, create an API for our store locator, and quickly implement key updates as we approached launch.”
>
>  **Ashleigh Beckwith** / Restoration 1

OVERVIEW

Measurable Outcomes

IMPROVED USER EXPERIENCE

Navigation and page flow are now streamlined and intuitive for users.

INCREASED CONVERSION ACTIVITY

Location pages are generating more leads for franchisees.

FASTER SITE PERFORMANCE

Improved page speed enhances engagement and reduces friction.

STRONGER BRAND REPRESENTATION

The new design better reflects brand identity and messaging.

ENHANCED FRANCHISE ENABLEMENT

Franchisees can manage localized content more effectively.

SCALABLE DIGITAL FOUNDATION

The platform supports continued growth across the franchise network.

About Arc4

Built for Franchise Brands That Need to Scale

Arc4 supports franchise and multi-location brands with complex footprints, where national strategy and local execution both need to perform. Website development, local SEO, AI search optimization, and listings management work as one system to drive visibility, performance, and lead generation across every market.

We focus on building scalable, SEO and AEO-driven infrastructure that grows with the brand. From high-converting franchise websites to structured local page frameworks, everything is designed for speed, consistency, and discoverability across both traditional and AI-powered search.

Backed by deep experience across platforms like Yext, the team understands how to manage distributed content, location-level data, and deliver consistent digital experiences across every franchisee, service area, and market.

- Built for Franchise Systems and Local Operators
- Thousands of Locations and Service Areas Managed at Scale
- Focused on Measurable Local Growth
- Proven Results Across Franchise SEO and AEO
- Structured for Local Search and AI Discovery
- Aligned National Strategy with Local Execution

OVERVIEW

About Arc4

Arc4 is a digital agency focused on building and operating scalable digital experiences for multi-location organizations.

Arc4 works with franchise, retail, and multi-location brands where national marketing must translate into measurable performance at the local level. This includes websites and franchise platforms, location page ecosystems, SEO and local SEO strategies, paid media programs, and integrations with CRM and marketing systems to support growth.

Arc4 brings deep experience delivering for organizations with complex content, integration, and operational requirements. Our work focuses on building systems that are scalable, maintainable, and designed for long-term performance across both brand and local channels.

What We Deliver at Scale:

- Websites and digital platforms designed to support multi-location and multi-region operations.
- SEO, AEO, and content strategies that drive both national visibility and local demand.
- Local and paid media strategies built to capture and convert high-intent traffic.
- Governance frameworks that enable distributed teams while maintaining consistency.
- Ongoing optimization, performance management, and post-launch support tailored to franchise brands.

Trusted by the World's Largest Multi-Location Brands

Request a Consultation