



## **New French Franchise Direct Web Site Launched**

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Dublin, Ireland, June 10, 2008 --(PR.com)-- New French Franchise Direct Web Site Launched.

Improvements include SEO optimization, video streaming and news links.

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The new site offers rich videos, up to ten minutes long, that allow for a personal look at an individual franchise. The clips feature franchisees discussing the reasons they chose a franchise and their experiences running the business. In some videos, franchise executives discuss their business operations and market advantages. Site visitors interested in starting a franchise business can watch the videos to get first-hand information about a franchise from those with direct experience.

In addition to videos, which were first introduced at Franchise Direct's USA site, ([www.franchisedirect.com](http://www.franchisedirect.com)), the new French portal has undergone extensive enhancement in other areas. A new feature, "Our Latest Franchisees" showcases franchisees who found their business through Franchise Direct. There are also testimonials from successful franchisees.

Search engine optimization makes the site more prominent in online searches for franchise information. And franchise advertisers can enable a new "Autoresponder" function that allows prospective franchisees to request a specific day and time to arrange a phone call with franchise representatives.

Like its American counterpart, the French franchise portal delivers an array of helpful resources to franchise seekers. News links connect site visitors to the latest news in the franchise industry. There are guides to available franchises categorized by industry and investment levels to make searching easier, and tips on how to find and buy the right franchise business.

Started as a single web site for the promotion of franchises in the US market in 1998, Franchise Direct now operates a suite of six multilingual sites targeting North America and Europe, generating business leads for 800+ clients. Through this extensive web site network, Franchise Direct has developed unique expertise in delivering highly effective, targeted exposure for franchisors to prospective franchisees around the world.

The continuing development of the Franchise Direct network is part of the company's strategy to remain



at the cutting edge in the quality of services offered to its valued clients. The network is owned and managed by McGarry Internet Limited, headquartered in Dublin, Ireland.

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