



Orkin Pest Control Franchise

Use the following checklist to ensure prompt creation of your website.

✓	Task	Time Frame	Information	Responsible Party
	Provide contact information for Orkininternational.com.	Immediately after signing franchise agreement	Provide your contact name and phone number. Your franchise is added to the Orkininternational.com map.	Franchisee
	Add franchise contact information to Orkininternational.com.	Within 2 weeks after receiving contact information from franchisee	Add franchise telephone, contact name, and address to Orkininternational.com directory and map.	Orkin
	Create an Orkin email address.	No later than 2 weeks after signing the franchise agreement	Work with your Orkin representative to contact an Internet Service Provider and associate your new email address with your Orkininternational.com website.	Franchisee
	Assign franchise email to name server.	Within 2 weeks after receiving MX record and other information from franchise and ISP.	Associate the franchise contact email with the new franchise website.	Orkin
	Assist franchisee with implementing paid search.	About 2 weeks after franchise agreement is signed	Work with franchisee to determine ROI and calculate bidding information. Request landing page, if applicable.	Orkin
	Implement paid search.	At least 3 months after signing the franchise agreement	Work with your Orkin representative to implement paid search.	Franchisee
	Provide custom content for your new website.	Within 3 weeks of signing the franchise agreement	Complete the Website Design Scope of Work document, then develop and deliver the custom content you want on your Orkininternational.com website.	Franchisee
	Select image from the Orkin Man image library.	Within 3 weeks of signing the franchise agreement	Select an Orkin man image for the home page of your website.	Franchisee
	Provide custom images for your new website.	Within 3 weeks of signing the franchise agreement	Provide a photo of your local area for the home page of your website.	Franchisee
	Select pests to include in the Pest Library.	Within 3 weeks of signing the franchise agreement	Select your local area's most common pests for inclusion in the Pest Library.	Franchisee
	Develop franchise website.	Within 60 days of receiving all custom content from the franchisee.	Add custom content to website template.	Orkin
	Deploy website for franchisee review.	Within 2 weeks after completing website development	Deploy website to server and provide link to franchisee for review.	Orkin
	Approve website.	7 days after receiving the link to the completed website	Review the website carefully, and return feedback or changes to your Orkin representative.	Franchisee
	Deploy final website for consumer use.	Depending on the extent of requested edits, about 2 weeks after receiving approval from the franchisee	Deploy the website for public use.	Orkin
	Add website link to Orkininternational.com.	Within 2 weeks after deploying the website	Add website URL to franchise contact information on Orkininternational.com	Orkin

Creating Your Orkin Website

The digital world in which we live has impacted, and improved, the way we conduct business. Most customers search the internet to find service providers, looking for a familiar brand name they can trust.

Orkin is the world leader in pest control. Our brand maintains an outstanding and exceptional internet presence, and we want to help you do the same.

About Your New Website

Orkin provides a basic website to franchisees. This website is based on a template reflecting Orkin brand standards and best practices.

Complete the Website Design Scope of Work document to begin the process.

You must supply specific required content to localize the website for your region. After you deliver this content, Orkin begins building your website. Website development might take up to 60 days after we receive your content.

IMPORTANT: Do not independently establish a website. Work with your Orkin representative to create an official website.

Orkin, LLC will purchase the appropriate web domain in your region; for example, **www.orkin.hk** in Hong Kong or **www.orkin.ie** in Ireland.

Orkin might already own the domain for your region.

Orkin websites contain the following pages:

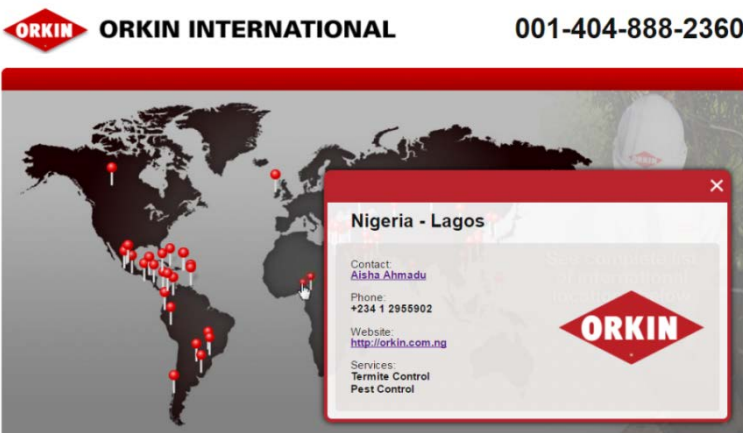
- Homepage
- About Us
- Residential Pest Control
- Termite Control, if your franchise offers this service
- Commercial Pest Control
- Pest Library
- Contact Us

Orkin International

Orkininternational.com is a website owned by Orkin, featuring a directory of international franchises.

IMPORTANT: Immediately after signing your franchise agreement, provide your contact name and telephone number to your Orkin representative.

Your contact information will be added to the Orkininternational.com directory and to the interactive map. When your website is fully developed, a link to it will be added to your directory and map information.



ORKIN INTERNATIONAL 001-404-888-2360

Nigeria - Lagos

Contact: [Aisha Ahmadu](#)
Phone: +234 1 2955902
Website: <http://orkin.com.ng>
Services: Termite Control, Pest Control

WHEREVER THERE ARE PESTS, YOU'LL FIND THE ORKIN MAN.

Pests know no boundaries, and neither does the Orkin Man. As the world leader in pest management, Orkin has a franchise presence in over 50 countries around the globe. This number grows each year as franchisees align themselves with our trusted name, backed by more than a century of experience and consistent service worldwide. Use the map or the listings below to learn about more franchises in a specific location.

INTERNATIONAL ORKIN LOCATIONS

Bahrain Bahrain	Honduras Honduras	Qatar Qatar
Brazil Belo Horizonte Sao Paulo	India India	Republic of Georgia Republic of Georgia
Canada	Iraq Erbil	Saudi Arabia Jeddah

Marketing With Paid Search

Orkin suggests using a paid search service to guide consumers to your website.

Paid Search Basics

Orkin purchases specific words and terms from major search engine platforms; for example, Google.

Examples of these purchased words include *pest control*, *termite control*, *bed bug service*.

These keywords are purchased through a bidding process. Orkin calculates a return-on-investment (ROI) metric customized to your franchise, and bases bidding on that information.

The search engine platform; for example, Google, charges a per-click fee for this service. Each time a consumer clicks to your website from search results generated by paid words, a fee is charged to your business. You can specify a maximum amount.

You can elect to end your paid search at any time.

Some franchisees eventually choose to end paid search and use organic search. Organic search does not generate a per-click fee; however, to achieve similar results, your website must be of superior quality and contain robust, unique content.

Using a paid search service requires an additional time investment to create a landing page and develop robust, creative content. Typically, the increase in business generated by paid search justifies this additional time.

The Orkin Acquisition team will assist you in determining if paid search is right for your franchise. The team will:

- Inquire about your goals and expectations for a paid search campaign
- Help you determine the viability of paid search in your regional market
- Discuss the importance of tracking calls and phone leads, and help you determine your tracking ability
- Recommend a budget and campaign length, and help you determine your financial commitment
- Set up paid search campaigns, keywords, and advertisement content, if you elect to use paid search

Use this checklist to assist in setting up paid search.

✓	Task	Responsible Party
	Request development of landing page from Marketing Technology team	Orkin Acquisition Team
	Supply phone number for campaign	Franchise
	Request campaign code	Orkin Acquisition Team
	Translate paid search terms and landing page content, if applicable	Franchise
	Decide on campaign budget, determined by campaign length and other regional factors	Orkin Acquisition Team & Franchise
	Confirm channels to run in, timing of campaign, Residential vs. Commercial, and other campaign details	Orkin Acquisition Team & Franchise
	Create Ad Words account in Google and launch campaign	Orkin Acquisition Team

Obtaining Your Business Email Account

Soon after finalizing your franchise agreement, contact an Internet Service Provider (ISP) in your local area. Your ISP assists you in setting up your new business email account.

Follow these steps:

1. Contact your ISP and give them the domain name; for example, **www.orkin.ie**.
2. Ask the ISP to create a custom email address for this domain; for example **kildare@orkin.ie**.
3. Obtain the following information from your ISP and provide it to your Orkin representative.
 - MX Record for your new email – the MX record enables Orkin to route your email to your domain.
 - Name Server (DNS) updates your ISP requires – your ISP might ask Orkin to change the MX record to ensure proper email delivery.

IMPORTANT: Due to security configurations applied to Orkin web domains, Orkin is unable to provide access credentials to your ISP. If necessary, advise your ISP that your Orkin representative will facilitate requested updates.

Technical Setup

After delivering your content to your Orkin representative, production begins on your website.

Your custom content is applied to a standard Orkin website template and arrangements are made for the hosting and deployment of the website.

A link to your website is sent to you for your review and approval. After you approve the website, it is deployed and live. A link is added to Orkininternational.com

Contact your Orkin representative with any changes or requests.

IMPORTANT: Orkin does not provide any further design or content, unless explicitly agreed to. Examples of additional design and content include translation, custom graphics, and original research.

If you wish to develop a more sophisticated website, your Orkin representative can negotiate this for an additional fee. Before adding additional content to your website, it must be approved by Orkin Marketing and the Vice President of International Development and Franchising.

Creating Website Content

The content on your website is critical to bringing potential customers to your business.

Orkin advises you to provide as much custom content as possible. Unique custom content results in higher rankings in search results.

Your Orkin representative will provide you with a Word template. Use this template to insert your custom content, and return the document to Orkin.

Local contact information

Provide your franchise contact information for inclusion on Orkininternational.com and on your franchise website's Home and Contact Us pages.

- Telephone number
- Business address
- Business email address
- Facsimile number
- Contact name

Custom Images

Select an Orkin Man image from the approved library. This image is displayed on your website's home page.



Your Orkin representative will provide this library to you.

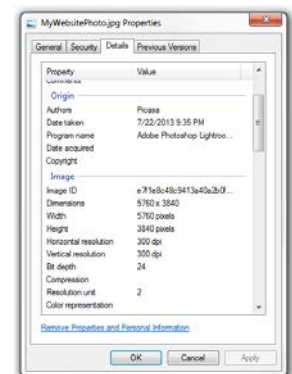
Provide a photograph for the home page that reflects your local area; for example, a landmark.

Image Quality

To ensure your custom photographs look great on your website, consider the following:

- If possible, provide the original image file from your camera, a paid photographer, or stock photo service.
- Avoid manipulating or resizing the image. If manipulation is necessary, use industry-standard image editing software, and seek guidance from a graphics professional. **NOTE:** Ensure that manipulation does not violate legal image rights.
- Optimally, the image should be 300 dpi resolution.
- Provide the image to your Orkin representative in .jpg or .png file format.

TIP: To view the image specifications on a computer with the Windows operating system, right click the image file, select Properties, and click the **Details** tab.



IMPORTANT: The use of this image must be legal. Adhere to the laws of your local area.

Obtain Legal Images

Do not use images from other websites or from Google Image Search. Do not use images or content from Orkin.com. You must own the rights to display the image you provide.

Some legal ways to obtain an image might include:

- Photographs you shoot
- Photographs you commission - You may hire a photographer to shoot a photo. Ensure you acquire all rights to the images.
- Royalty-free stock photography - You can purchase royalty-free photography from stock photography websites.
- Rights-managed stock photography - You can purchase royalty-free photography from stock photography websites.
- Public domain photography
- Creative Commons photography

To understand your rights to use an image, **research the laws of your local area.**

Custom page content

Home Page Content

The Home page is the first page potential customers see. It introduces your franchisee to the consumers in your region.

This page includes a description of the Orkin brand, a summary of available services, the Orkin guarantee, and information about your team's training and credentials.

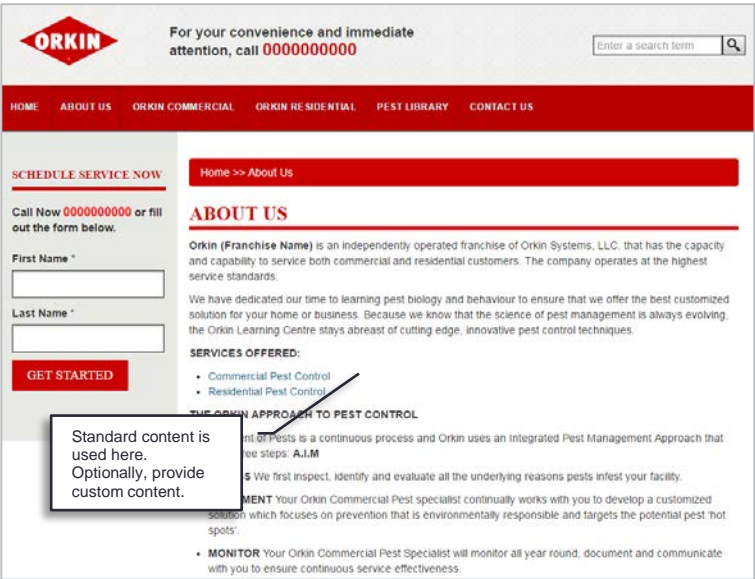
The screenshot shows the Orkin International website with several annotations indicating where custom content can be added:

- Provide your local contact information:** Points to the phone number field in the "GET A FREE ESTIMATE" section.
- Select an Orkin Man image from the approved library:** Points to the "GET START" button in the "GET A FREE ESTIMATE" section.
- Provide content localized to reflect your region:** Points to the "ORIGIN INTERNATIONAL" section, which includes a world map.
- Provide an image of a local landmark:** Points to the "NOTABLE LOCAL SITE" section, which features a red roller coaster.
- Standard content is used here. Optionally, provide custom content:** Points to the "WHY ORKIN??" section, which includes a list of services and a description of the company's history.

The website layout includes a header with the Orkin logo and navigation links (HOME, ABOUT US, ORKIN COMMERCIAL, ORKIN RESIDENTIAL, PEST LIBRARY, CONTACT US). The main content area is divided into sections: "GET A FREE ESTIMATE", "ORIGIN INTERNATIONAL", "WHY ORKIN??", "CUSTOMIZED SOLUTIONS", "NOTABLE LOCAL SITE", and a footer with navigation links and copyright information.

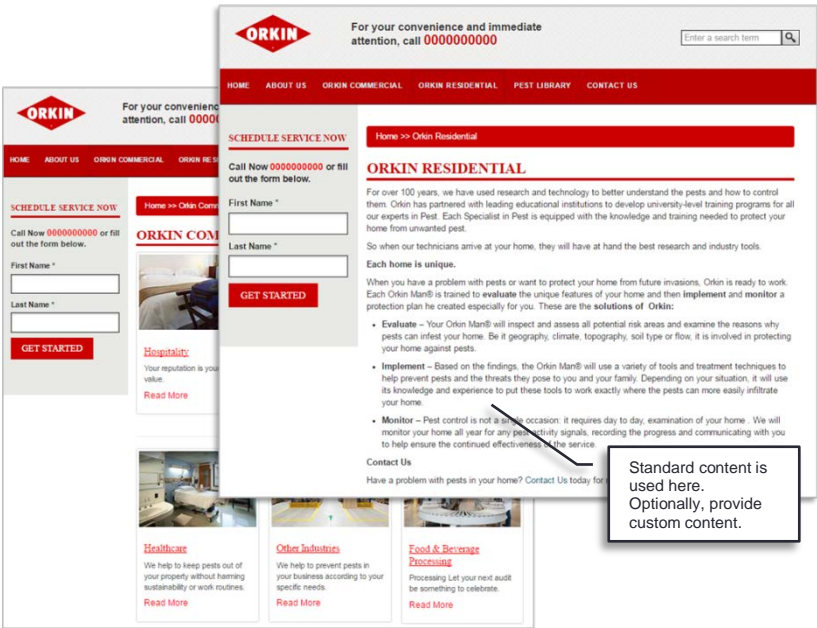
About Us Content

The About Us page explains the history of Orkin and Orkin’s approach to pest control.



Residential Content and Commercial Content

The Residential and Commercial pages provide a detailed explanation of the importance of pest control in the residential and commercial sectors.



Termite Control Content

The Termite Control page explains the risk of termite infestation and summarizes the Orkin plan for prevention and elimination.

[HOME](#)
[PEST CONTROL](#)
[TERMITE CONTROL](#)
[PEST LIBRARY](#)
[COMMERCIAL](#)
[CONTACT US](#)

[Schedule service now](#)

Call Now

0000000000

or fill out the form below.

First Name

Last Name

Get started

REGIONAL PEST REPORT

YourRegion

Current Pest threat

Our Region enjoys great weather so many pests stay active year round. The warm sun combined with nice breezes makes the island hospitable for both inside and outside pests. Some pests such as termites, swarm or breed certain times of the year but infestation and damage can occur year round. As days shorten in winter and lengthen in summer, even though it is not as pronounced as other parts of the world, pests adjust. Anytime there is an abundance of food, water, and protection pests will thrive. Pay particular attention to mosquito populations as they spread many diseases. Stay alert for pests such as [ants](#), [rodents](#), [mosquitoes](#), [flies](#), [termites](#), and [cockroaches](#).

[Get more info on local pests](#)

Home > Termite Control

Franchise

Address

Tel: 0000000000

Termite Control

Protect Your Home Against Termites

Left untreated, termites can literally eat up the value of your home. Their destruction knows no bounds, because any home, regardless of its construction type, can offer the ideal combination of warmth, moisture and food for a termite attack. In OurRegion, there are three common types of termites that cause damage:

Subterranean Termites: These termites generally live below ground in colonies numbering over 100,000 members. They can enter structures through cracks left during construction and settlement, and can cause extensive structural damage.

Nasutitermes Subterranean Termites: Unlike true subterranean termites, these swarm above ground all year round as rain flies, since the warm climate does not limit them to nesting in deep soil. Rain flies form above-ground nests called "aerial colonies" in homes and even on trees.

Drywood Termites: Drywood termites live within wood and don't require ground contact or much moisture to survive. They can attack the structural timbers of buildings as well as floors and furniture, and are much harder to detect than subterranean termites.

Orkin Can Help

Our termite services offer maximum protection with minimum exposure for your home. With the most advanced equipment in the industry and award-winning training, our specialists are qualified to help protect your home against termites.

What You Can Expect from Your Orkin Service

Orkin's unparalleled services for helping keep termites in their place include:

- Thorough Inspection:** On our initial visit, we assess your unique situation and individual needs, identifying the root of your problem and prescribing the right treatment.
- Customized Plan:** Your Orkin Man designs a customized plan to help safeguard your home against termites. A typical subterranean treatment involves rodding or trenching by your home's exterior wall and liquid treatment of the surrounding outdoor area to provide a protective area around your home.
- Ongoing Protection:** We evaluate your home once a year or as requested, and provide additional treatment when requested.
- Two-Year Guarantee:** If termites return and damage your home within three years of treatment, we'll retreat at no additional charge. A shared wall reduces this guarantee.

Note: To prepare for service, we ask our customers to move all furnishings away from the walls before the technician arrives, and to refrain from watering nearby lawns and gardens the day before and after treatment. We expect to be advised of underground electrical conduits and pipes – without this information, we cannot be held responsible for any damage.

*See agreement for details.

Standard content is used here. Optionally, provide custom content.

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Pest Library

The Pest Library page highlights the common pests in your franchise region. This page offers descriptions and facts about these pests, and describes the solutions your franchise offers.

Contact Us

The Contact Us page enables the consumer to enter his or her contact information and schedule service. It also provides the contact information for your franchise.

The custom content you provide for your website is important. Effective content can drive more business to your franchise. Consider the following guidelines when composing your content.

Unique

Create unique content for each page, and avoid repeating content across pages. Unique content greatly improves your website's search engine ranking.

Use specific language and concentrate on the topic of pest control and services.

Avoid referring to other industries that are not relevant to pest control. This decreases the value of your content.

Target your campaign on to your niche market. This brings more consumers to your website and, most importantly, brings consumers in your area who are searching for the services you provide.

Informative

Focus on educating the consumer about the Orkin brand, your knowledge and experience, and pest control topics. This helps search engines, and consumers, recognize your website's credibility.

Quality, Not Quantity

Quality content attracts consumers to your website. Avoid using substandard content to fill space. Ensure your content is interesting, which convinces the consumer to continue reading and explore your products and services.

Focused

Focus on your target consumer. Understand the consumer's questions and concerns, and address as many as possible.

Search engines are configured to show the consumer the most relevant websites. Focusing on the consumer's needs when writing content ensures your website is ranked highly in the search results, and increases your online presence.

Expert

Convince the consumer of your expertise. Write about your knowledge of the pest control industry, effective techniques, and industry standards.

Original

Always use original content, composed independently and specifically for your website.

IMPORTANT: Never copy content from a competitor's website. Plagiarism might be a serious violation of proprietary, copyright, and intellectual property laws. Do not use images or content from Orkin.com.

Branded

Use the Orkin brand. Orkin is an established pest control service provider with a reputation for high quality service. This success has garnered many loyal customers. Align your policies, practices, and services to the standards of Orkin USA.



Orkin Pest Control Franchise Website Design Scope of Work

International Franchises Website Checklist

FRANCHISE INFORMATION

Franchise
Name: _____

Email: _____

Location: _____

Primary
Contact: _____

PACKET MATERIALS

EFFORT: 1 DAY

Step No.	Task Description	Ownership
1	<input type="checkbox"/> Website Design Scope of Work	Orkin
2	<input type="checkbox"/> Contact information form	Orkin
3	<input type="checkbox"/> Template for Home page	Orkin (http://www.orkin.com.jm/)
4	<input type="checkbox"/> Template for About Us	Orkin (http://www.orkinlebanon.com/about-us)
5	<input type="checkbox"/> Template for Residential Pest Control page	Orkin (http://www.orkin.com.jm/pest-control)
6	<input type="checkbox"/> Template for Termite Control	Orkin (http://www.orkin.com.jm/termite-control)
7	<input type="checkbox"/> Template for Commercial Pest Control (if applicable)	Orkin TBD
8	<input type="checkbox"/> Template for Pest Library page	Orkin (http://www.orkin.com.jm/pest-library)
9	<input type="checkbox"/> Template for Contact Form	Orkin (http://www.orkin.com.jm/contact-us.aspx)
10	<input type="checkbox"/> Template for Sign-up Page	Orkin (http://signup.orkin.com.jm/residential/pc?firstname=&lastname=)
11	<input type="checkbox"/> Web access to standard image library	Orkin TBD

FRANCHISE ACTION ITEMS

EFFORT: 3 DAYS

Step No.	Task Description	Ownership
12	<input type="checkbox"/> Complete Contact information	Franchise
13	<input type="checkbox"/> Provide content for Home page	Franchise
14	<input type="checkbox"/> Provide content for About Us	Franchise
15	<input type="checkbox"/> Provide content for Residential Pest Control page	Franchise
16	<input type="checkbox"/> Provide content for Termite Control (if applicable)	Franchise
17	<input type="checkbox"/> Provide content for Commercial Pest Control (if applicable)	Franchise
18	<input type="checkbox"/> Provide content for Pest Library	Franchise
19	<input type="checkbox"/> Provide content for Contact Form	Franchise
20	<input type="checkbox"/> Provide content for sign-up page	Franchise
21	<input type="checkbox"/> Select list of images from image library	Franchise

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OPTIONAL/CUSTOM REQUESTS

EFFORT: TBD

Step No.	Task Description	Ownership
22	<input type="checkbox"/> Require custom images	Franchise
23	<input type="checkbox"/> Require additional page and content	Franchise
24	<input type="checkbox"/> Require custom dynamic scripts/code on page	Franchise
25	<input type="checkbox"/> Require website to be hosted on a different web application server environment or content management system (CMS). *the standard CMS is N2.	Franchise

Project Definitions and Scope

Independently owned Orkin franchises have a high degree of autonomy when it comes to their online presence. This document seeks to provide our partners with a management guide that ensures best practices in the creation on franchise website.

Contact Information

Date: _____

Franchise site sponsor name: _____

Franchise site primary contact: _____

Phone: _____

Email: _____

Franchise name: _____

Franchise location: _____

Domain Acquisition: _____

Cities Served (Top Five): _____

Content

Rollins Marketing will create a website for the franchise based on a pre-designed template. Content should be provided, unless otherwise agreed upon, by the franchisee. The content should follow best practices described below and emailed to millia9@rollins.com along with the above contact information.