

Recommended Direction

Do not simply insert a “Register Now” card somewhere inside the existing page.
Rebuild the page as a focused **Master Franchise conversion landing page**.

At present, the page title is about the Master Franchise, but the page displays Foundation, Master, Regional Centre, Platinum, Sapphire and Global Franchise packages together. It also repeats generic “Register” links, making the selected role unclear. The page additionally mixes “Free Franchise” messaging with paid franchise plans, which may confuse a serious applicant.  CITC Chandigarh

The best user journey should be:

Understand the opportunity → See proof → Watch video → Check eligibility → Register as Master Franchise

Recommended Page Structure

Order	Section	Main Purpose
1	Compact header	Navigation, phone, WhatsApp and registration
2	Hero section with registration card	Explain the opportunity and capture leads immediately
3	Trust statistics strip	Establish CITC's credibility
4	Master Franchise overview	Explain what the role actually means
5	Video section	Explain the complete opportunity visually
6	Benefits and support	Show what CITC provides
7	Income opportunities	Explain earning channels without unrealistic promises
8	Eligibility section	Help visitors self-qualify
9	How it works	Explain the registration and onboarding process

Order	Section	Main Purpose
10	Territory and responsibilities	Clarify the geographical business role
11	Comparison section	Compare Master Franchise with other models briefly
12	Social proof	Testimonials, success stories, centre photographs and verification
13	FAQ section	Resolve objections
14	Final registration CTA	Capture users who have reached the end
15	Footer	Legal information, contact information and important links

1. Compact Header

Keep the header simpler than the current website header.

Desktop header

- CITC logo on the left
- Master Franchise
- Benefits
- Earnings
- Process
- Success Stories
- FAQs
- Contact
- **Register Now** button

Header buttons

Primary:

Register as Master Franchise

Secondary:

WhatsApp Our Franchise Team

The Register button should remain visible in a sticky header after the visitor scrolls.

Mobile header

Use only:

- Logo
- Call icon
- WhatsApp icon
- Menu icon

Add a fixed bottom mobile bar:

Register Now | WhatsApp

The bottom bar should not cover the page content.

2. Hero Section

The hero section should use a two-column structure.

Left side: Opportunity message

Suggested eyebrow text

CITC Master Franchise Opportunity

Recommended H1

Build and Manage a CITC Franchise Network in Your Territory

Supporting text

Become a CITC Master Franchise partner and develop a network of education centres in your selected territory with academic, technology, marketing and operational support from CITC.

Three short benefit points

- Develop franchise centres in your assigned territory
- Earn through franchise registrations and student admissions
- Receive onboarding, digital systems and business support

Primary CTA

Register as Master Franchise

Secondary CTA

Watch 2-Minute Overview

Third text link

Download Master Franchise Proposal

Do not place long paragraphs in this section. Web users generally scan pages instead of reading every sentence, so the most important message and action should appear first.

 Nielsen No... +1

3. Prominent “Register Now” Card

This should be the most visible conversion element on the page.

Desktop placement

Place the card on the **right side of the hero section**.

Recommended width:

380–420 pixels

The card should remain sticky while the user scrolls through the first few sections, but it should stop before the footer and must not overlap content.

Card heading

Register for Master Franchise

Card subheading

Complete the first step and our franchise team will contact you.

Selected role field

Display a locked or preselected field:

Selected Role: Master Franchise

The form should automatically submit:

```
franchise_role = master_franchise  
source_page = master-franchise
```



This ensures the lead does not enter the system as a general franchise enquiry.

Recommended first-step fields

1. Full Name
2. Mobile Number

3. Email Address
4. State
5. District/City
6. Existing Profession or Business
7. Do you currently operate an institute or training centre?
8. When are you planning to start?

Button

Continue Registration

Supporting line

By continuing, you agree to be contacted by the CITC franchise team.

Keep the initial form in a **single column** and collect only the information needed to identify and qualify the applicant. Usability research consistently finds that unnecessary fields increase perceived effort, particularly on mobile, and single-column forms generally cause fewer skipped or misunderstood fields.  Baymard Instit... +2

4. Recommended Registration Flow

Do not ask for every document, payment detail and business detail on the first screen.

Step 1: Basic registration

Collect:

- Name
- Mobile
- Email
- Location
- Business profile
- Starting timeline

Step 2: Qualification

After mobile verification or the first submission, ask:

- Preferred territory
- Existing centre or office
- Number of systems available
- Team availability
- Relevant experience
- Expected investment timeline

- How the applicant heard about CITC

Step 3: Documentation

Collect sensitive documents only after the applicant has been qualified:

- Identity proof
- Business or centre address proof
- Centre photographs
- Business registration details, where applicable

Step 4: Review and payment

Show:

- Selected model
- Registration amount
- Included support
- Applicable taxes or charges
- Terms and conditions
- Payment method
- Official receipt process

Successful submission screen

Show:

Your Master Franchise Registration Has Been Received

Then provide:

- Application ID
- Expected next step
- Franchise team phone number
- WhatsApp button
- Proposal download
- Meeting-booking option

5. Correct Registration Linking

The current generic Register link points towards the admin registration route, and the crawler received a `406 Not Acceptable` response. It may still work in a normal user session, but it should be tested on mobile, desktop, incognito mode and different browsers before using it as the primary campaign destination. ●

Use a role-specific route such as:

```
/franchise/register?role=master-franchise
```



Or, when retaining the current system:

```
/admin/register?role=master-franchise
```



The registration page should read the parameter and automatically select:

```
Master Franchise
```



Also capture:

```
utm_source  
utm_medium  
utm_campaign  
utm_content  
referral_partner_id  
landing_page  
submission_date
```



This will allow the team to identify whether the lead came from Google, Meta Ads, WhatsApp, an existing franchise partner or organic search.

6. Trust Statistics Strip

Place this immediately below the hero section.

Use four compact counters:

Established

2009

Franchise Network

1,723+ Partners

Students Associated

40,225+

Programs Available

500+ Courses

Publish the exact numbers only after checking them against the latest internal records.

Below the statistics, add a trust line:

Technology • Academic Support • Marketing Support • Franchise Management System

Avoid excessive badges or animated counters. The numbers should be easy to verify and understand.

7. “What Is a Master Franchise?” Section

Many users may not understand the difference between a regular franchise and a Master Franchise.

Section heading

What Does a CITC Master Franchise Partner Do?

Suggested explanation

A Master Franchise partner represents and develops CITC’s franchise network within an approved territory. The partner can introduce new CITC centres, support local franchise development, assist with student registrations and coordinate with CITC’s corporate team for academic, operational and promotional support.

Use four icon cards:

Develop the Network

Identify suitable institutes, entrepreneurs and education partners.

Support Franchise Centres

Guide newly associated centres through onboarding and basic operations.

Generate Admissions

Promote CITC courses and student registration opportunities.

Earn Through Growth

Receive applicable incentives and royalties according to the approved franchise policy.

Add a CTA after these cards:

Check My Eligibility

8. Video Section

The video section should appear **before the detailed benefits and income information**, not close to the footer.

Recommended layout

Left side:

- 16:9 video player
- Premium thumbnail
- Play button
- Captions enabled

Right side:

Heading

Understand the Master Franchise Opportunity in Three Minutes

Video should explain

1. About CITC
2. Master Franchise role
3. Territory development
4. Available support
5. Earning channels
6. Registration process
7. Who should apply
8. What happens after registration

Below-video CTA

Register After Watching

Video trust elements

Under the player, show:

- Presented by an authorised CITC representative
- Updated on a visible date
- English/Hindi or Punjabi language options
- Transcript available

Use a lightweight poster image and lazy-load the video player rather than loading the complete video immediately. Images and videos are usually much heavier than text, so deferred loading for below-the-fold media can improve page performance. Space should also be reserved for the video to prevent layout movement while it loads. 

9. Benefits and Support Section

Heading

Support You Receive as a CITC Master Franchise Partner

Use clean cards instead of a long bullet list.

Recommended cards:

- Master Franchise authorisation
- Territory-based business opportunity
- Franchise and student referral system
- Online student registration
- Certificate verification system
- Academic course access
- Marketing creatives and promotional support
- Franchise onboarding guidance
- Webpage on the CITC website
- B2B service opportunities
- Digital reporting and partner dashboard
- Upgrade opportunities

Group these under four categories:

Business Development

Franchise identification, referral support and territory planning.

Technology

Online registration, verification, referral links and partner dashboard.

Academic Support

Courses, digital material, live-class support and certification process.

Marketing Support

Promotional creatives, digital visibility guidance and campaign material.

This makes the offering easier to understand than presenting 15–20 unrelated benefits in one list.

10. Income Opportunity Section

Heading

Multiple Business Opportunities Through One Partnership

Show income channels rather than making an income guarantee.

Recommended cards:

1. New franchise registration incentives
2. Student admission royalties
3. Course referral earnings
4. B2B digital service opportunities
5. Territory expansion opportunities
6. Upgrade to Regional Centre

Add a clear note:

Actual earnings depend on territory, business activity, registrations, student admissions, operational performance and the applicable CITC incentive policy. No fixed or guaranteed income should be assumed.

This statement protects trust and prevents the page from appearing misleading.

Include a downloadable button:

View Current Incentive Structure

The downloadable structure should carry:

- Version number
- Effective date
- Approval authority
- Terms and conditions

11. Eligibility Section

Heading

Who Should Apply?

Use checkmark cards.

Suitable profiles may include:

- Existing computer institute owners
- Coaching or training centre owners
- Education consultants
- Entrepreneurs with a local network
- Business development professionals
- People with suitable commercial space
- Organisations interested in education and skill development

Minimum expectations

Clearly display:

- Ability to develop the assigned territory
- Basic operational or business-management capability
- Local market connections
- Time commitment
- Ability to follow CITC brand and academic policies
- Appropriate infrastructure, where required

Add:

Not sure whether you qualify? Speak with our franchise team.

12. How It Works

Use a simple five-step horizontal process on desktop and vertical timeline on mobile.

Step 1

Register Your Interest

Step 2

Qualification Call

Step 3

Territory and Business Review

Step 4

Agreement and Registration

Step 5

Onboarding and Activation

Under every step, add one short explanatory sentence.

Do not include payment as the first action. Qualification and model confirmation should happen before payment.

13. Territory Section

Heading

Develop the CITC Network in Your Selected Territory

Include:

- Searchable India map
- State selector
- District selector
- Availability status
- Existing CITC presence
- “Request This Territory” button

Suggested territory statuses:

- Available
- Under Review
- Partner Present
- Expansion Opportunity
- Contact CITC

Do not expose confidential partner data. Display only approved centre names and public business locations.

14. Comparison Section

The Master Franchise page should not display every franchise package in full.

Instead, use a compact comparison table.

Feature	Foundation	Master	Regional Centre	Sapphire
Student Registration	Yes	Yes	Yes	Yes
Franchise Referral	Limited	Yes	Yes	As applicable

Feature	Foundation	Master	Regional Centre	Sapphire
Territory Development	No	Yes	Advanced	Local Centre
Franchise Royalty	No	Yes	Yes	No
Infrastructure Support	No	No	As applicable	Yes
Recommended For	Small centre	Network builder	Regional operator	Premium institute

Highlight the **Master Franchise** column.

Under the table:

You are viewing the Master Franchise opportunity.

Primary button:

Continue with Master Franchise

Secondary link:

Explore Other Franchise Models

15. Social Proof Section Above the Footer

This is essential, but it should use verifiable evidence instead of decorative claims.

Heading

Trusted by CITC Partners Across India

Recommended social-proof blocks

A. Video testimonials

Show three genuine partners:

- Partner name
- Centre name
- City and state
- Franchise model
- Duration associated with CITC

- 30–60 second video

B. Case studies

Each case study should show:

- Partner background
- Location
- Challenge before joining
- Support provided
- Current operational status
- Partner's own statement

Avoid using unverified revenue figures.

C. Franchise centre gallery

Display authentic photographs of:

- Centre exterior
- Computer lab
- Classroom
- Counselling area
- Student activities
- Franchise onboarding

D. Network map

Show centre locations across India with clickable public profiles.

E. Review cards

Use selected genuine Google reviews with:

- Reviewer name
- Review date
- Review text
- Link to the original review

F. Registration and certification proof

Present organisational registrations and affiliations as clickable documents.

Replace broad wording such as “**Government Recognized Institute**” with precise, individually verifiable statements about each registration, accreditation, authorisation or association.

Suggested heading:

16. FAQ Section

Recommended questions:

1. What is a CITC Master Franchise?
2. How is it different from a regular franchise?
3. Which territory will I receive?
4. Can I apply without an existing institute?
5. What support does CITC provide?
6. How can a Master Franchise earn?
7. Is any income guaranteed?
8. What documents are required?
9. How long does activation take?
10. Can the franchise model be upgraded later?
11. What happens after registration?
12. Is the registration amount refundable?
13. How are franchise and student referrals tracked?
14. Can I operate in multiple districts?

Use accordion-style answers, but ensure the answer text exists in the page source and is not loaded only after a script request.

FAQs remain useful for visitors, but do not add FAQ structured data expecting a special Google FAQ result; Google restricted those rich results to certain authoritative government and health websites.  Google for Dev...

17. Final CTA Section

Place this immediately above the social proof or between social proof and the footer.

Heading

Ready to Develop the CITC Network in Your Territory?

Supporting text

Complete your Master Franchise registration and speak with the CITC franchise development team.

Buttons

Register as Master Franchise

Speak on WhatsApp

Request a Callback

Include:

- Franchise team contact number
- Available calling hours
- Response-time expectation
- Privacy-policy link
- Terms and conditions

Recommended Desktop Wireframe



Logo	Benefits	Earnings	Process	Stories	Register
MASTER FRANCHISE OPPORTUNITY					
Build and Manage a CITC Franchise Network			Register for Master Franchise		
Short supporting copy			Name		
✓ Territory development			Mobile		
✓ Multiple earning channels			State / City		
✓ Complete support			Business Profile		
			Timeline		
[Register Now] [Watch Video]			[Continue]		
2009	1,723+	40,225+	500+ Courses		
What Is a Master Franchise?					
Video Player			Video Summary + CTA		
Support and Benefits Cards					
Income Opportunities					
Eligibility					
Five-Step Registration Process					

Territory Map
Franchise Model Comparison
Testimonials + Case Studies + Centre Gallery
FAQs
Final Registration CTA
Footer

Recommended Mobile Wireframe

Logo

Menu



Master Franchise Opportunity

Build and Manage a CITC
Franchise Network in Your Territory

- ✓ Territory development
- ✓ CITC business support
- ✓ Multiple earning opportunities

[Register as Master Franchise]
[Watch Overview]

Trust Statistics

What Is a Master Franchise?

Video

Support Cards

Income Opportunities

Eligibility

Registration Process

Territory Availability

Testimonials

FAQs

Final CTA

[Register Now]

[WhatsApp]

Fixed bottom bar

On mobile, do not show the complete form in the hero if it makes the opening screen too long. Show a strong registration button that opens a dedicated full-screen form or registration page.

Content That Should Be Removed or Relocated

The current page includes pricing for multiple franchise types, student-kit information, detailed bank information, repeated registration CTAs and several operational notes on one long page.  CITC Chand...

Recommended changes:

- Remove complete details of unrelated franchise models
- Remove raw bank details from the public sales section
- Show payment details only during the verified payment step
- Move student-kit information to a separate support page
- Move document requirements into the registration process
- Replace repeated generic Register links with role-specific CTAs
- Remove contradictory “free” language from the paid Master Franchise page
- Shorten long paragraphs
- Remove duplicate benefit statements
- Place policies in expandable or linked sections
- Add visible “Last Updated” date to fees and incentive information

Visual Design Recommendation

Use CITC’s existing blue and sky-blue branding.

Page colours

- White background
- Very light sky-blue section backgrounds
- Deep navy headings
- Sky-blue highlights
- Green only for success or verified indicators
- Avoid dark full-page sections

Card styling

- 16–20 px border radius
- Light border
- Soft shadow
- 24–32 px internal spacing
- Clear heading hierarchy
- Maximum four cards in one desktop row
- One card per row on smaller mobile screens

CTA hierarchy

Primary:

Deep blue filled button

Secondary:

White button with blue border

Tertiary:

Simple text link

Use the same primary CTA wording throughout the page:

Register as Master Franchise

Do not alternate between “Register,” “Apply,” “Join Now,” “Get Started” and “Enquire Now” unless the actions are genuinely different.

SEO and Technical Structure

Recommended page elements:

Title:

Master Franchise Opportunity in India | CITC



H1:

Build and Manage a CITC Franchise Network in Your Territory

Primary keyword:

master franchise opportunity in India

Related phrases:

education master franchise

computer institute master franchise

```
IT education franchise network
training institute master franchise
CITC master franchise
```

Recommended structured data:

- `Organization`
- `BreadcrumbList`
- `VideoObject`
- Relevant service or offer information
- Clearly structured visible FAQs

Google supports `VideoObject` markup for helping it understand details such as the video title, description, thumbnail, upload date and duration. It also supports breadcrumb structured data for representing the page hierarchy.  Google for Dev... +1

Technical requirements:

- Compress hero imagery
- Use WebP or AVIF
- Lazy-load below-the-fold images and video
- Set fixed image and video dimensions
- Avoid autoplay video
- Add captions and transcript
- Use descriptive image alt text
- Keep the main CTA visible without waiting for JavaScript
- Test the form on low-speed mobile connections
- Confirm that buttons are at least comfortably touchable
- Track every CTA separately

A good user-experience target is to load the main visible content quickly; Google's guidance identifies 2.5 seconds or less as a good Largest Contentful Paint target.

 web....

Analytics Events to Configure

Track the following events:

```
master_franchise_page_view
hero_register_click
sticky_register_click
mobile_register_click
video_play
video_25_percent
video_50_percent
```



```
video_complete  
proposal_download  
eligibility_click  
whatsapp_click  
callback_click  
form_start  
form_step_1_complete  
form_step_2_complete  
form_error  
registration_complete  
payment_start  
payment_complete
```

Also track:

- Lead source
- Campaign
- State
- District
- Selected territory
- Applicant profile
- Device
- Registration completion rate
- Form abandonment step
- WhatsApp conversion
- Qualified lead rate

Final Priority Plan

Priority 1: Immediate

1. Make the page Master-Franchise-specific.
2. Add the hero registration card.
3. Preselect and record the Master Franchise role.
4. Fix and thoroughly test the registration route.
5. Add a mobile sticky Register/WhatsApp bar.
6. Remove contradictory Free Franchise wording.
7. Remove unrelated franchise-package details.

Priority 2: Conversion Improvement

1. Add the explainer video.
2. Add eligibility cards.
3. Add the five-step process.
4. Add role-specific FAQs.

5. Add a short comparison table.
6. Create a dedicated thank-you page.
7. Connect leads with the CRM or Teamtracker.

Priority 3: Trust and Scale

1. Add genuine video testimonials.
2. Add centre case studies.
3. Add an interactive network map.
4. Add verified registration documents.
5. Add territory availability.
6. Add complete conversion tracking.
7. Test two hero versions through A/B testing.

Strongest Final Recommendation

The ideal page should have a **two-column hero with a sticky “Register for Master Franchise” card**, followed immediately by credibility statistics, a clear role explanation, a three-minute video, benefits, earning channels, eligibility, process, territory information, genuine partner proof and a final CTA.

This structure will be considerably clearer and more conversion-focused than adding another isolated card to the existing long page.