ESP SEARCH ENGINE OPTIMIZATION EXPLAINED

ESP SEO users have seen a 20% increase in click activity after using our service.

Learn what it is, why it's valuable to your business and how to use it.

Search Engine Optimization (SEO) is the process of attaching certain keywords to your content so you show up more frequently in relevant search results in search engines like Google and on shopping websites such as Amazon and ESP®. The outcome: You'll drive more traffic to your website.

ESP SEO is the best way to reach prospects when they're actively searching for products you offer. It also helps you appear more and climb the search results ladder in ESP.

How to use SEO to appear in ESP:

- Evaluate the text in your product listings and descriptions.
- Use keywords specific to your business often and in logical order.
- Words like "branded pen" or "screen-printed T-shirt" are more SEO-friendly than "product" or "promotion."
- Make a list of words and phrases that are relevant to your business and that potential customers would type into the search field to find your products.
- Intersperse these terms throughout the text on your website, making sure they sound natural with the rest of the content.

Need help? Get our ESP SEO services.

We know all about distributor sales reps' search activity in ESP and the types of search patterns that lead to an inquiry or sale. Using this background information we can use effective keywords in your product descriptions to help you show up more frequently. An outside SEO service wouldn't have access to this information.

Here's what you can expect from our ESP SEO services:

- Your coordinator will call and confirmyour product listing.
- Our team will offer you two writing styles tailored for your company to incorporate into your product descriptions.
- Results are monitored and shared so you can see how your products perform.

Don't miss out on relevant search traffic.

Contact your account representative to get started with ESP SEO.

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