

WHAT IS SEO?

AND WHY DO I NEED IT?



SEO (Search Engine Optimization) is the process of increasing the visibility of a blog, website and inner website pages on search engines. Within ESP®, SEO evaluates your product listings and updates keywords and descriptions to be pulled into more relevant searches. Why do you need it for your business? Read on and find out the top reasons why SEO is a crucial tool for any marketing plan.

- **Increase visibility for your products in ESP** – When our SEO experts optimize your product listings, your visibility increases in organic searches, which means your products will be seen by distributors more frequently!
- **Increase sales** – Not only does SEO help your products appear more frequently, it also pushes them higher up in the search result listings. Searchers are more likely to view results that appear on page 1 of the results, so it increases your chance of landing sales.
- **Don't fret about updates or changes** – As a long-term investment, SEO allows you to set it and forget it! You don't have to worry about changes unless you alter or update your product information.
- **Enjoy high ROI** – Since SEO will essentially drive more traffic to your products, you should experience higher order numbers. It's a cost-efficient investment that will yield results.
- **It has longevity** – The outcomes provided by SEO are not one-time results. SEO maximizes your product listings to deliver results on a continuous basis for a long-term impact.

**Want to learn more about ESP SEO services?
Contact your account executive.**