



SEARCH ENGINE OPTIMIZATION

What is Search Engine Optimization (SEO)?

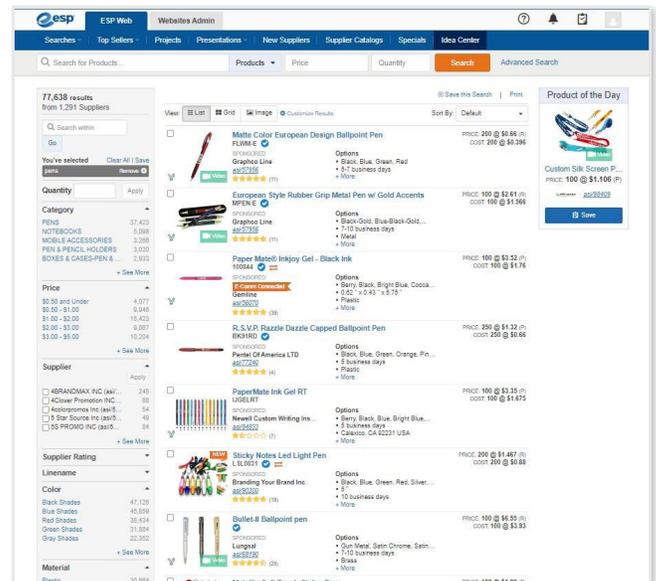
SEO increases the likelihood of your products appearing in relevant search results.

Why Is It Beneficial?

With the ASI® SEO service, we identify keywords and phrases that distributors use when searching in your selected product category. We then strategically keyword map your product descriptions, causing you to show up more frequently in search results.

Rate

3,000+ products	QUR
2,001 to 3,000 products	\$10,665
1,001 to 2,000 products	\$5,925
501 to 1,000 products	\$3,555
101 to 500 products	\$2,965
51 to 100 products	\$2,370



We are in the beginning stages of rolling out a new platform to a select number of distributor members, ESP+. This innovative new search platform has an updated look and feel and as a result some advertising opportunities may display differently to this select group of users.

Visit espasiadvertising.com or contact your account representative for more information.