



PFP + SEO

THE IMPORTANCE OF SEARCH ENGINE OPTIMIZATION & PAY FOR PLACEMENT IN ESP

The perfect complement! Guarantee you'll show up where distributors are searching.

Pay for Placement PFP

Secures the top 9 search result positions in any product category.

Search Engine Optimization SEO

The use of effective keywords to help you rank higher in ESP and in organic searches.

With PFP, you can ensure your product is ranked near the top of the category, and with SEO, you'll show up in relevant search traffic. PFP is category-exclusive, so if your category is all booked up, we'll help boost your product elsewhere with SEO.

Together, they're an unbeatable pairing!

WHY IS SEO THE WAY TO GO?

ASI® has the inside scoop! We know what distributors are searching for in ESP®, so we know exactly which keywords to highlight for each product to make them stand out (category, size, color, shipping options, etc.).

Both PFP and SEO will help maximize brand recognition, sales and ROI!

Want to learn more about PFP and SEO?

Contact your account representative and we'll get you started.