

## **Leading Thai Food Exporter Hires SEO Experts Position Front Page**

*By Postion Front Page International Co., Ltd*

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*Thai-Choice, Thailand's leading food producer, supplier and exporter enters negotiations with, then hires SEO experts Position Front Page to give them more exposure online.*

**Monty & Totco Company, Ltd** is a privately held firm based in Bangkok, Thailand providing manufactured food products to customers worldwide. Their flagship brand Thai-Choice has a comprehensive range of food products that has been developed primarily for the mainstream western markets in Australia, Europe and North America.

**Position Front Page International Co., Ltd**, an Internet Marketing company specializing in Search Engine Optimization, web development and website design who is also based in Bangkok Thailand and is able to provide companies with incresed online exposure.

**Thai -Choice** in need of internet exposure and with plans to launch three (3) additional brands sought out and found the internet marketing firm that would help them accomplish their goals. The two companies negotiated an agreement in early January 2010.

A plan of action was put forth that would see the launch of a new website Asian Choice Cuisines, online now, located at <http://www.asianchoicecuisines.com> which would feature the three new brands Japanese Choice, Vietnamese Choice, and Kam Thai Choice. and to revamp their current Thai-Choice home page located at <http://www.thai-choice.com> to match the new look.

As Thai-Choice, which offers a vast array of manufactured Thai food products, the three other Choices will also offer manufactured Japanese, Vietnamese and Chinese food products under their developing brand names. The selection of products offered by the three other Choices is steadily growing.

The mandate for Phase I was simple, develop a website that would be interactive and that can raise awareness. Since most of Monty's products are sold to supermarkets and large retail chains visits from internet users would be low unless a concept was created that attracted users to visit their websites and find something of use and then request from their Supermarket to add these specialized food brands.

"I think" says Managing Director Archie Glikakis <http://www.positionfrontpage.com> , "we have come up with the right concept. The new website has something for both sides of the coin. The new and original Thai-Choice websites features a recipes section and its very search friendly. We did this with the intention to attract users looking for Asian recipes which are both fast and easy to prepare as well as tasty and nutritious Users will find their recipes see which products are needed to prepare them and possibly ask their local food retailer to import this brand."

"On the other side we created a very search friendly database for retailers looking to expand their international food product selection and offer catalogs they can download."

Overall Monty & Totco Company, Ltd is very pleased with the outcome and plans are now in motion for Phase II which is a closely guarded secret. The new website and the revamped home page of Thai-Choice have already seen impressive surges in internet traffic.

"We still have some work to do" says MD Archie "but we are on the right track. Monty & Totco Company,

Ltd is working closely with us, we are listening to them and they to us. Together we are forging plans that will help them grow their business. That is after all what we do."

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Position Front Page is a SEO Services Thailand Company specializing in Internet Marketing, Web Development, and Search Engine Optimization services

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