

Anything4Restaurants.com Recognized for Outstanding Search Engine Results with its Newest Feature.

“Find A Distributor” receives top rankings from major search engines. This feature from Anything4Restaurants.com provides valuable distributor information to foodservice operators at the product level.

Providence, RI ([PRWEB](#)) September 30, 2012 -- SpecPage, the leading source of product marketing information and online catalogs to foodservice and janitorial-sanitation (jan-san) industries, has been recognized by Brave River Solutions, a leading web design and development company, for achieving outstanding search engine results with their Find A Distributor feature on [Anything4Restaurants.com](#) (A4R).

Launched less than two months ago, Find A Distributor has already been given top ranking by major search engines for searches combining a product name, a location, and the word ‘distributor.’

Brave River, based in Rhode Island, is extremely impressed with [A4R](#)’s search engine results. “We want to congratulate SpecPage on their success with Anything4restaurants.com. We have been involved in hundreds of ecommerce and website projects; to see such dramatic results in search engine rankings is quite the achievement,” said Jim McAssey, Brave River’s Vice President. He continued, “It takes extensive SEO work to garner these results in such a short period of time.”

This achievement will greatly enhance the ability for industry operators to find [foodservice distributors](#) and their contact information on A4R at the product level. Already, eighty-three percent of A4R traffic is search engine driven. By ranking highly on these keyword combinations, traffic is expected to increase significantly and provide a greater marketing value for suppliers and distributors in the foodservice and jan-san industries, resulting in easier use and faster purchases for industry operators.

SpecPage and Brave River have been working together since 2008, and are continuously enhancing the A4R site. At the tops of their respective industries, the pair has developed an internal search engine focused entirely on jan-san and [foodservice products](#). Overall, A4R has over 150,000 products and continues to grow, helping foodservice operators to avoid irrelevant search results and focus their searches in a targeted online catalog of products.

About SpecPage:

SpecPage is the leading provider of product information and online catalogs for the Foodservice and Jan-San Industries. We provide distributors and manufacturers with a customizable go-to-market solution that includes ecommerce and catalog information as well as full website design/redesign and search engine optimization (SEO). We also offer a turnkey solution for implementing GS1 Standards and are a Certified Solution Partner with 1SYNC, the world’s largest GDSN Data Pool. Our comprehensive library of product information includes important details for buying and selling products. SpecPage is also the parent company of [Anything4Restaurants.com](#) (A4R), the industry-leading website for sourcing product information and connecting foodservice professionals. For more information, visit [SpecPage.com](#).

About Brave River Solutions:

Located in Warwick, RI, Brave River Solutions is a leading provider of technology solutions, including custom programming and eCommerce development, to businesses in the Providence and Boston areas. With over 12



years of industry experience and unique end-to-end service capabilities, the experts at Brave River partner with their clients to create solutions that enhance productivity and efficiency, and improve ROI through state-of-the-art technology. To learn more about Brave River's technology services, please visit BraveRiver.com from your desktop or mobile device.



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Online Web 2.0 Version

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