



Hispanic Market Advisors  
Tapping into Hispanic Internet Users



[www.SpanishSEOAdvisors.com](http://www.SpanishSEOAdvisors.com)

## White Paper SEO Success in Spanish

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Helping you grow your Web properties among the US Hispanic and Latin American markets

# SEO Success in Spanish

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### **Introduction**

Helping you achieve SEO success in the Spanish-language and make the Internet work for you.

### **Needs Analysis Statement**

To increase traffic and seize new revenues with a Spanish-language site

### **Spanish SEO Solution**

To help your Spanish-language websites grow in an organic and exponential way

#### *Benefit 1*

Improves your search engine placement and boost keyword ranking in SERP

#### *Benefit 2*

Increases the volume and quality of traffic to your Spanish-language websites

#### *Benefit 3*

Connects your business with the Spanish-language segment of the Hispanic market

### **Implementation**

Choosing a strategic partner who understands your business needs, goals and objectives.

### **Measuring the ROI**

Spanish Market - How to Measure the ROI for Spanish-language Sites

### **Summary**

Executing a cost-effective Spanish SEO campaign can help you connect with the nation's fastest growing community and expand your business.

## Introduction

Spanish SEO can help you achieve SEO success in the Spanish language and make the Internet work for you.

Yes, I see. But how does it work?

First, you need to know that Spanish search engine optimization, known as Spanish SEO, is a process aimed at improving the volume and quality of traffic to a Spanish Web site from search engines via "natural" search results.

### **Tips for Making Spanish SEO Quick and Correct**

If your small business has been wise enough to create a Spanish version of your website in order to draw prospective customers from the online Hispanic market, you understand the potential revenues such a site can generate. Understanding how to localize your target audience is one of the tips for making Spanish SEO quick and correct that can raise the effectiveness of your website and generate even more revenue for your company.

#### *Do You Really Need a New Website?*

Some of the tips for making Spanish SEO quick and correct will not do you much good if your small business web site does not appeal to the online Hispanic market you are trying to reach.

#### *Use Location-Specific Terms and Keywords*

By adding location-specific key words to your existing SEO content, you will be able to reach out to your target market more effectively in every geographic region.

If your small business website is looking to draw in online business from the U.S. Hispanic community, you may want to use vernacular that appeals specifically to this demographic

#### *Localize for Your Target Audience*

Once you know the sub-market your small business would like to target within the broader online Hispanic market, another one of the simplest tips for making Spanish SEO quick and correct is to localize for your intended audience

### Needs Analysis Statement



To increase traffic and seize new revenues with a Spanish-language site you have to reach the Spanish-language preferred and bilingual segments of the Hispanic audience with high-quality and unique Spanish-language content.

However, it's important that you distinguish between what you want and what your business needs.

### **Does your business need a Spanish-language website to expand into the online Hispanic Market?**

Tapping into the Hispanic market means having a Spanish website. Not necessarily! Most large businesses such as major retailers and banks don't need to translate their English Web sites into Spanish to tap into their local Hispanic markets because they have sufficient resources to create all sorts of localized Web content from scratch. However, if you're a home office or a small- or medium-sized business looking to tap into the emerging online Hispanic Market, translating your Web content into Spanish and localize it to your audience might be a great decision. However, before deciding whether you really need to embark on this process, you'll need to fully address the following three questions:

1. How many Spanish-speaking prospective customers could you reach with the new Spanish-language site?
2. What percentage of this pool of Spanish-speaking prospective customers is Spanish-reliant or Spanish-preferred?
3. How do Spanish-reliant and/or Spanish-preferred prospective customers fit into your short- and long-term goals and your overall business strategy?

If you find out that you do need to translate your Website to Spanish, consider: <https://www.hispanicmarketadvisors.com/translating-your-site-to-spanish.html>

### **Reaching a Portion of the Hispanic Market with Spanish Content**

Today, there are over 40 million Spanish speaking individuals in the United States. Data from the US Census indicates that the Hispanic population by year 2020 is estimated to reach 60 million. Alongside this increase is a soaring growth in the spending capabilities of Hispanics who are continually linked to their roots in the South through the internet.

Incorporating relevant Spanish content can be one of the biggest differences between a website that generates significant traffic and one that falls flat and remains unseen by prospective clients.

## Spanish SEO Solution

To help your Spanish-language websites grow in an organic and exponential way, you have to position your website on the eyes of the search engines.

### **Help the Search Engines Help Your Spanish Content**

The online Hispanic audience is the fastest growing demographic in web browsing today and many marketing managers are seeking out ways to improve their Spanish SEO strategies in order to appeal to this largely untapped new demographic.

### **Viral Campaigning Among a Hispanic Audience**

One of the most cost efficient and effective means of marketing is through successful viral campaigns. If you can consistently stay in tune with your Hispanic audience and provide Spanish content on your website that is compelling to your visitors, those visitors will turn around and tell their friends about your website. When this happens, exponential growth in traffic is possible because word begins to spread about the content of your website in an organic, word-of-mouth fashion that beats any other traditional advertising or SEO tactics by far.

### **Generating Local Hispanic Traffic**

There is an old adage, which states that people should think globally and act locally. This is certain when it comes to generating traffic using Spanish-language SEO maneuvers. Targeting local Hispanic communities and appealing to them directly through local online Spanish content is a large key to the success of Spanish SEO efforts.

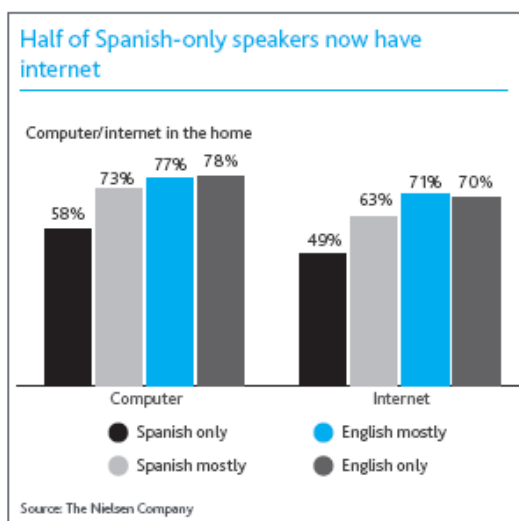
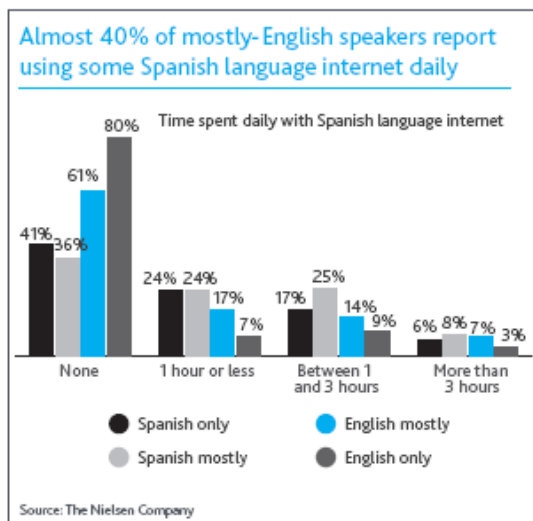
Most people tend to use geographic modifiers in their online searches. This means that generating special Spanish-language SEO content which includes geographic-specific information such as zip codes, city names, states, or landmarks can greatly improve a company website's Spanish SEO and can help to rank the website high on Hispanic queries that are geographically specific.

### **Local Preference Content**

The more relevant the content on any given website is to local Hispanic communities, the more likely that business is to attract online viewers via "key word" search engine browsing.

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## Time Spent Daily With Spanish Language Internet



This is an excerpt from the Nielsen research: A Snapshot of Hispanic Media Usage in the U.S.

There will be opportunities for Spanish SEO campaigns as more Spanish-language speakers come online. Investing in this growing market today can pay huge dividends tomorrow.

### Benefit 1

Spanish SEO helps to improve your search engine placement and boost keyword ranking in SERP.

### Benefit 2

Spanish SEO helps to increase the volume and quality of traffic to your Spanish-language websites.

### Benefit 3

Spanish SEO helps to connect your business with the Spanish-language segment of the Hispanic market.

Your Web site design and link must interest and engage your Hispanic audience and reach the particular geographic location you want to sell to. The language must be accurate. Particular dialects of Spanish are different; therefore you must differentiate between them and when necessary, include a separate area of your site for particularly different dialects. One language will not fit all.



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## Implementation

Have you ask yourself the question: how to have SEO Spanish success? SEO success in the Spanish language largely depends on the company with which you choose to partner.

Many SEO translation and SEO target marketing agencies are not aware of the intricacies of the online Hispanic market and are therefore ineffective when it comes to pinpointing the SEO content that will drive the proper Hispanic demographics to your website. Choosing the right company to handle your Spanish SEO content can result in a large volume of traffic directed to your website and a dramatic increase in overall profits for small and medium sized businesses.

### The Importance of Spanish SEO

Targeted Spanish SEO content is needed in order to get your website ranked high on search engine results. In order to enjoy SEO success in the Spanish language, you must partner with a company that can analyze the specific Hispanic market to which your product or company will appeal and generate the specific SEO-friendly key word content that will boost your ranking on the biggest and most widely used search engines.

### Bring your Spanish SEO experts early in the process

Many companies wait until they are live with the Web properties to contract a SEM / SEO expert. While this may work at times, it's recommended that you bring experts in the search engine marketing field early in the web development process. The SEM / SEO expert can provide timely tips that can be taken into account by the Web design team and Web developers when creating the Web properties. Otherwise, it's not uncommon that revisions need to be made to optimize the pages before any off-page optimization efforts can be partaken.

Page Optimization	All Pages
Keyword Analysis	✓
Coding & Content Optimization	✓
URL revision (file names, keyword)	✓
META Tags (title, description, keyword)	✓

### Spanish SEO: Domain per language, sub domains or language folders?

Many prospective clients (small business owners and Webmasters) ask us this question when they are in the process of developing a Spanish-language website. Should I develop the new site in a new domain, sub domain or language folder? As

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in many other topics, there's not one right answer that would apply to every single case, but let us present you with some pointers that will help you gain clarity when facing that dilemma.

Let's discuss this from the technical perspective first. Then, in order to get a holistic view of the issue, we'll discuss it from a non-technical perspective as well.

	Different Domains	Subdomains	Folders
<b>GEO Targeting</b>	High	Medium	Low
<b>Authority, Trust, Domain Strength</b>	No authority is inherited	A part of authority is inherited	The authority is inherited
<b>SERPs</b>	Increased number of results	Increased number of results in some cases	Limited number of results per domain
<b>Sitelinks support</b>	No	Yes	Yes
<b>Website Control</b>	Very Difficult	Difficult	Easy
<b>Design &amp; Web Structure Freedom</b>	Very high	Medium-High	Very low
<b>Link Building &amp; Link Structure</b>	New Link Building Campaigns Cross linking domains	New Link Building Campaigns Cross linking Subdomains	Single Link Building Campaign Internal Link Structure

Source: <http://www.webseoanalytics.com/blog/multiple-domains-vs-subdomains-vs-folders-in-seo/>

### *From the technical perspective*

Generally, keeping the two language versions in separate folders is the best approach. E.g. put all the Spanish pages in a folder called /es/ or /spanish/ so that their URLs all begin: <http://www.yoursite/es/> or <http://www.yoursite/spanish>

For dynamic multilanguage websites that change content all the time, sub domains such as [es.yoursite.com](http://es.yoursite.com) or [spanish.yoursite.com](http://spanish.yoursite.com) are a great solution because they can be easily coded and they can achieve good SEO Results.

### *From a non-technical perspective*

Many experts say that choosing between a domain per language, sub domains or language folder isn't actually a technical question, but rather depends on what you're trying to achieve. To answer this, we need to think about your site's contents and what appears in each language.

It's important whether your site will have translated contents or unique contents per language. If your site will have translated contents, not unique contents per language, the best approach for this case was to use either language folders or language sub-domains. On the other hand, if your site will have unique contents per language, then a separate domain per language may be best.

For big sites (international-multilanguage situation) they also usually choose "domain per language" or "domain by country" or "country specific top level domains", for they have resources enough and everybody agrees it is the best strategy, plus this strategy tells both people and search engines that the contents of that site are specific to that country.



## Measuring the ROI

It is impossible to measure the ROI of any Spanish-language website if you do not have a measuring stick by which to gauge your success. Hispanic marketing professionals need to set up the standards by which they would like to judge the effectiveness of their website.

### Defining Success of your Hispanic Online Initiative

Success to one company may be determined by the number of total visitors received daily onto their site, while another company may consider even a large number of views a failure if those views do not originate from first time visitors to their sites. Once specific measuring guidelines have been established with the help of skilled Hispanic marketing professionals, determining the fruitfulness of your website becomes a lot less difficult.

It is also important to gauge not only the ROI of your website, but also to ascertain what impact your Spanish-language sites are having on your brand as a whole. Again, specific standards must be established in order to measure the effectiveness of your Spanish-specific content both against and in collaboration with your English-language sites and content.

### Making good use of the Web analytics tools

There are free and paid analytics tools that will allow you to track the Spanish-language keywords that are sending traffic to your site. These tools also show you stats about your content, referrers, the bounce rate of your pages, and the conversion rates. When you start tracking results your Hispanic online campaigns get more cost-efficient because you start focusing on the impact of your actions.

A number of free and paid tools also exist to help Hispanic marketers find focused keywords for their specific businesses. Among the most popular resources of this type is the Google AdWords Keyword Tool.

[Advanced Options and Filters](#)

<b>Locations and languages</b> ?	<ul style="list-style-type: none"><li>United States</li><li>United Kingdom</li><li>Japan</li><li>Germany</li><li>Brazil</li></ul>	<ul style="list-style-type: none"><li>Slovenian</li><li>Spanish</li><li>Swedish</li><li>Thai</li><li>Turkish</li></ul>
<b>Include specific content</b> ?	<input type="checkbox"/> Include adult ideas	
<b>Show Ideas and Statistics for</b> ?	Desktop and laptop devices	
<b>Filter ideas</b> ?	Local Monthly Searches >=	<input type="text"/> <a href="#">Remove</a>
<a href="#">+ Add another</a>		

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While anyone can use this tool at the basic level, users must activate an AdWords account to take full advantage of all its features. For instance, you can use the advance options and filters to select specific Locations and Languages. Another way to research keywords and key phrases is to use Google Trends, a search interface that provides detailed search statistics on Google queries.



For SEO purposes, it is usually a good idea to limit the number of keywords to no more than 20 for any campaign unless one is performing a long tail strategy, but this is a concept for another white paper. For any specific page, web marketers might want to focus on only one or at the most a few targeted keywords. By limiting the number of keywords, marketers can concentrate their resources on achieving results, while too many keywords can end up spreading one's efforts too thin.

### Reviewing your list of keywords every couple of months

Every couple of months, it's wise to review your list of keywords and keyword phrases for most cost-effective search targeting. These keywords evolve constantly and it's important to make sure the lists of targeted keywords used are indeed the ones that will drive the most relevant and qualified traffic to your site. Also, you need to make sure that the keywords employed on those Spanish-language pages are based on new trends and products related to your site.

SPANISH - SAMPLES			
Keyword	Competition	Local Monthly Searches (USA)	Global Monthly Searches
cirugia estetica	0.46	2400	90500
cirugia estetica precios	0.58	390	6600
costos cirugia plastica	0.57	480	4400
precio cirugia estetica	0.56	480	8100
cirugias plasticas precios	0.54	480	5400
liposucciones precios	0.8	320	14800
cirugia nariz precio	0.27	210	12100
precio cirugia plastica	0.56	390	3600

By having a list of keywords this way, you should be able to better target them, by using them in anchor texts, titles and descriptions. This in result should improve conversion rates as the business prospects will be better qualified.

Once you fully understand the ROI of your Spanish-language sites, you can make the proper adjustments to make sure that you are properly connecting with your intended Hispanic audience.

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## Summary

Executing a cost-effective Spanish SEO campaign can help you connect with the nation's fastest growing community and expand your business.

For comprehensive Spanish SEO campaigns, please contact us by going to [SpanishSEOAdvisors.com](http://SpanishSEOAdvisors.com) and completing the online form that looks like the one below. We will then schedule a complimentary consultation so we can hear your business needs and objectives, and develop a customized proposal, if appropriate.

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Last Name (\*):

Company Name (\*):

Phone Number (\*):

Email (\*):

Interested in:

Comments:

Sign up for newsletter:  Yes

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