



Hispanic Market Advisors

Tapping into Hispanic Internet users

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## Content Updates Synchronization Services

The Content Updates Synchronization services are ideal for small and medium-sized businesses that want to keep synchronized the content of their English and Spanish Web pages. With a no-monthly fee **Pay-As-You-Go** service, Hispanic Market Advisors monitors the English version of your Web site and track all the changes in text performed by your editors. Then, we translate to Spanish the approved tracked changes and send you the updated Spanish content. The concept is simple: You do not pay for what you do not update!

### Benefits and uses

- Ensures that your translated and optimized Spanish pages are up-to-date
- Keeps synchronized the English and Spanish web content of your site
- Saves your team precious hours that used to be wasted checking your website for updates and having them translated to Spanish, now Hispanic Market Advisors can do this for you
- Reduces fixed costs – with our **Pay-As-You-Go** plan, you pay only if there're tracked changes to translate

### How it works

- You fill out this [quick contact form to request our Content Updates Synchronization services](#)
- Hispanic Market Advisors contacts you or one of your designees with specific questions related to your English Web site
- You specify the frequency of our monitoring service (weekly, monthly, etc)
- Hispanic Market Advisors monitors the English version of your site for changes, including password protected pages, tracks all the changes in text performed by your web editors, and notifies you of tracked changes by email
- You decide which tracked changes to translate to Spanish
- Upon your approval, Hispanic Market Advisors translates those approved tracked changes to Spanish taking into account context and intended meaning
- Hispanic Market Advisors sends you the translated Spanish content so you can update the Spanish pages in your server

**Content Updates Synchronization Services**

Helping you and your team save time and reduce costs