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White Paper SEO Success in Spanish

By Sebastian Aroca, MIB

*President/Owner
Hispanic Market Advisors®*



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.

AI and Spanish SEO

The intersection of AI, SEO, and Hispanic marketing in the U.S. presents several opportunities and considerations.

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 one or more Spanish-language websites from search engines such as Google or Bing 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 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 must 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?

Reaching a Portion of the Hispanic Market with Spanish Content

As of 2022, around 42.5 million individuals in the US speak Spanish as their native tongue, accounting for 13.4% of the total population. Additionally, there are 12.2 million bilingual Spanish speakers living in the US. 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 must 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 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 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.

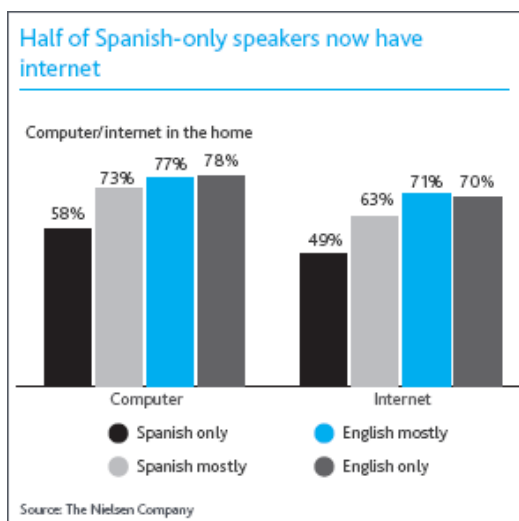
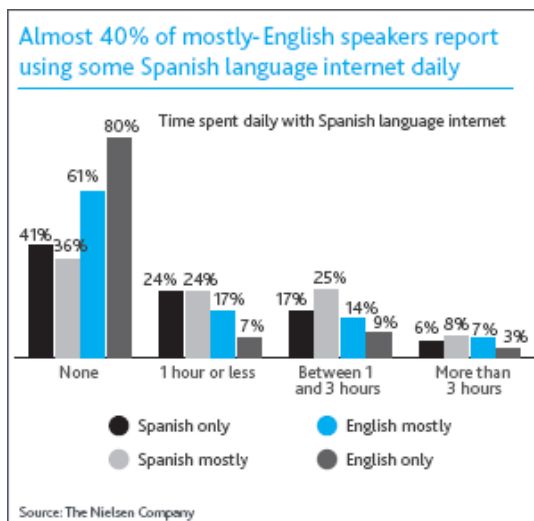
Most people tend to use geographic modifiers in their online searches. This means that generating special Spanish-language SEO content which includes geographic-specific information such as zip codes, city names, states, or landmarks can greatly improve a company website's Spanish SEO and can help to 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 geographic location you want to sell to. The language must be accurate. 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.



Implementation

Have you asked 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 to get your website ranked high on search engine results. 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 considered 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, to get a holistic view of the issue, we'll discuss it from a non-technical perspective as well.

	Different Domains	Subdomains	Folders
GEO Targeting	High	Medium	Low
Authority, Trust, Domain Strength	No authority is inherited	A part of authority is inherited	The authority is inherited
SERPs	Increased number of results	Increased number of results in some cases	Limited number of results per domain
Sitelinks support	No	Yes	Yes
Website Control	Very Difficult	Difficult	Easy
Design & Web Structure Freedom	Very high	Medium-High	Very low
Link Building & Link Structure	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 or 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 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 content or unique contents per language. If your site has 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 for one company may be determined by the number of total visitors received daily onto their site, while another company may consider even many 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. Again, specific standards must be established 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 few 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](#)

Locations and languages ?	<div style="border: 1px solid #ccc; padding: 2px;"><ul style="list-style-type: none">United StatesUnited KingdomJapanGermanyBrazil</div>	<div style="border: 1px solid #ccc; padding: 2px;"><ul style="list-style-type: none">SlovenianSpanishSwedishThaiTurkish</div>
Include specific content ?	<input type="checkbox"/> Include adult ideas	
Show Ideas and Statistics for ?	Desktop and laptop devices	
Filter ideas ?	Local Monthly Searches >= <input type="text"/> Remove	
	+ Add another	

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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 advanced 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.

The intersection of AI, SEO, and Hispanic marketing in the U.S. presents several opportunities and considerations.

AI = Artificial Intelligence // SEO = Search Engine Optimization

Here are some key points to understand, according to [Sebastian Aroca, President at Hispanic Market Advisors](#):

- **AI in Hispanic Marketing:** AI technologies can be utilized to enhance [Hispanic marketing](#) efforts. AI-powered data analytics and consumer insights can help businesses understand the specific preferences, behaviors, and needs of the Hispanic audience. This information can inform targeted marketing strategies, personalized messaging, and content creation that resonates with Hispanic consumers.
- **SEO for Hispanic Market:** SEO plays a crucial role in improving online visibility and attracting organic traffic to websites. When targeting the Hispanic market, it is important to optimize websites and content for relevant keywords and search terms in Spanish. This includes conducting keyword research in Spanish, creating Spanish-language content, and optimizing meta tags, URLs, and headings for Spanish search queries, all part of your [Spanish SEO](#) strategies.
- **Multilingual Content:** Leveraging AI, businesses can automate the translation of content and marketing materials into Spanish or other languages spoken by the Hispanic population in the U.S. This can help reach a broader audience and provide a seamless user experience. However, it's important to ensure accurate and culturally appropriate translations by working with professional translators or utilizing AI language models specifically trained for accurate translation.
- **Voice Search and Language Processing:** Voice search is gaining popularity, and AI-powered voice assistants such as Siri, Google Assistant, and Amazon Alexa are widely used. Considering the Hispanic market, optimizing content for voice search in Spanish can be beneficial. AI's natural language processing capabilities can help understand and respond to voice queries, enabling businesses to provide relevant information to Hispanic users who prefer voice search.
- **Cultural Relevance:** When implementing AI and SEO strategies for Hispanic marketing, cultural relevance is paramount. Understanding the cultural nuances, traditions, and values of the [Hispanic community is crucial for effective marketing](#). AI can assist in analyzing data and identifying cultural trends, allowing businesses to create culturally relevant content, develop appropriate messaging, and engage with the Hispanic audience in an authentic and respectful manner.

“ It's important to note that while AI and SEO can enhance Hispanic marketing efforts, human insights and cultural understanding are still essential. Leveraging AI and technology should be complemented by human expertise to ensure the strategies align with the unique needs and preferences of the Hispanic market.”

Summary

Executing a cost-effective Spanish SEO campaign can help you connect with the nation's fastest growing community and expand your business. But [how do you search for a cost-effective Spanish SEO provider?](#)

To discuss how we can implement a comprehensive Spanish SEO campaign, please [Schedule an Initial Consultation With Us](#)



Request a call, and let's discuss your opportunity.

Hispanic Market Advisors helps you connect with the online Latino market and expand your reach.

START HERE

THANK YOU FOR THE OPPORTUNITY!



Sebastian Aroca, M.I.B.

President/Owner, Search Engine
Optimization Strategist, Google Ads
Certified