



Reaching the Online Hispanic Community

As the online U.S. Hispanic community continues to grow, the most cost effective way to reach this significant market audience is through an effective Search Engine Optimization (SEO) strategy. SEO is the process of enhancing a website so that it meets the criteria of search engine algorithms. The higher a site scores with Indexability, Relevance and Authority against the search engine's requirements, the higher ranking the website will receive in the organic results.

The benefits of optimizing Spanish web pages include:

- Serving the U.S. Hispanic Community which continues to lead Internet users in growth.
- Increased brand awareness within the Hispanic community. Educate and inform a targeted market audience.
- Competitive advantage as many other brands are slow to serve the Hispanic market.
- High ROI as top rankings result in increased qualified traffic
- Search users prefer organic results and view them as credible, not advertising

Search Engine Optimization Process for Spanish Content

There are three critical components to consider when developing an effective SEO strategy for Spanish content:

Indexability

Catalyst will resolve any technical issues that might prevent search engines from properly crawling and reading information from the Spanish webpages. We evaluate all code behind the scenes, both server and client-side, and will work with developers to eliminate any potential roadblocks.

Relevancy

The importance of a keyphrase strategy based on the most appropriate "localized" terminology used by the U.S. Hispanic community is paramount. The first phase of our strategy for increasing relevancy will consist of thoroughly analyzing the Spanish content and determine the best and most appropriate Spanish keyphrases. The integration effort encompass variables such as content edits, HTML META tags, title tags, Bolds, Header tags, among other important fundamentals missing from the website(s). Our next phase will consist of strategically transitioning any existing pages into more informational search engine friendly landing pages to target more keyword related search queries that will result in more qualitative web traffic for the Spanish web pages.

Authority

Our linking campaign will focus on Spanish search engine directories and will position all incoming hyperlinks in a way that is proven to increase its search engine standings. The Catalyst linking campaign is an on-going effort that continually builds credibility for the website by it's placement within the web pages of other authoritative and relevant web resources.

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U.S. Hispanic Online Quick Facts

- "Hispanics represent 14% of the population and total 41.3 million individuals in the US" (2004 U.S. census)
- "Hispanics are the nation's fastest-growing ethnic market and largest minority group in the United States." (June 2006, Chief Marketer)
- "There were 15.9 million U.S. Hispanics online as of April 2006, growing at about 20% a year". (ComScore Media Metrix)
- "Between April 2005 and April 2006, more than 1.6 million Hispanics came online making the U.S. Hispanic market the fastest-growing segment of the online population". (ComScore Media Metrix)
- "Of the 1.6 million new Hispanic internet users who came online between April 2005 and April 2006, more than 65% were Spanish speaking dominant." - as opposed to English speaking dominate or equally bilingual. (ComScore Media Metrix)
- "Nearly 40% of the U.S. online Hispanic market is between the age of 25 – 49 and 17% are 50+ years of age." (Nielsen Media Research 2006)
- "Online Hispanics are an "upscale mass market", 56% are college educated, and online Hispanics have a median income of \$40,000." (2005 AOL/Roper Hispanic Cyberstudy)
- "The US Hispanic online market has reached critical mass and continues to grow at explosive levels yet remains a relatively untapped segment of both the online population and as well as the aggregate Hispanic market." (Forrester Research)
- "The U.S. Hispanic population is slated to grow 55% between 2004 and 2015 (from 44 to 68 million)." (Search Engine Strategies Latino, June 2006)
- "Spanish language sites can only be helpful to users who know they exist. Good Spanish sites begin with clear links from English homepages and effective search marketing". (Forrester Research)
- "67% of online Hispanics feel it's important to have Spanish content online and 30% of bilingual Hispanics said they would 'pay more attention to ads when they're in Spanish than when they're only in English". (2005 AOL/Roper Hispanic Cyberstudy)
- "Sixty-one percent (61%) of online Hispanics look for information about health related issues" (AOL Latino)

