
Spanish Search Engine Optimization (SEO)



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Spanish SEO Overview

ROI

- SEO ranks #1 among marketers in terms of return on marketing investment
- More cost-effective than Paid Search
- 69% of respondents rank SEO among their top 2 tactics based on marketing ROI*

*Marketing Sherpa, 2006



Effective SEO is ongoing, much like
social media

It's not "a campaign" with a set start and end date

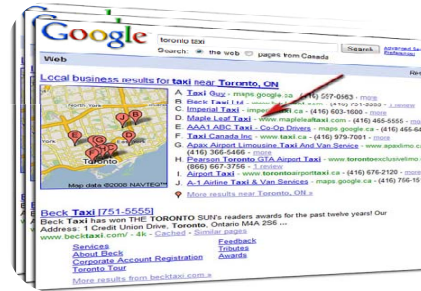
2 Keys to SEO Success

- 1. understanding the basic logic of the search engine algorithms*
- 2. understanding unique search behavior of Hispanics*

4 Key Trends to Stay Ahead Of



Social Media



Universal Search

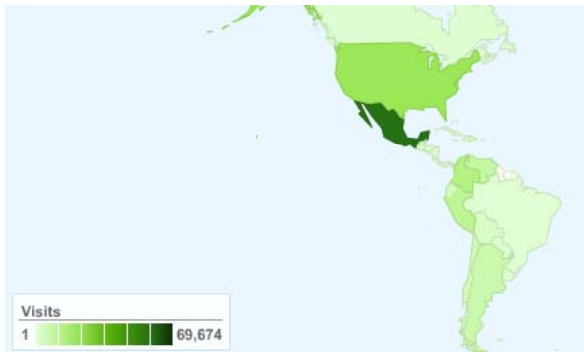


Google Instant



Mobile Search

Challenges



185,261 visits came from 151 countries/territories

Detail Level: [City](#) | [Country/Territory](#) | [Sub Continent Region](#) | [Continent](#) Dimension: [None](#)

Site Usage		Goal Set 1
Visits	Pages/Visit	Avg. Time on Page
185,261	1.56	00:01:00
% of Site Total: 100.00%	Site Avg: 1.56 (0.00%)	Site Avg: 00:01:00
Detail Level: Country/Territory		
1.	Mexico	
2.	United States	
3.	Colombia	
4.	Peru	
5.	Spain	
6.	Venezuela	
7.	Argentina	
8.	Chile	

Driving Spanish traffic from Latin America & Spain

Inability to geo-target efforts

Time commitment required

Content

Link Building



Recommendations

Establish a Web platform

Unique URL

Separate website

*Increases total traffic by
66%*

When possible, combine SEO + Paid Search

*Increases consumer purchase
consideration by 8%*



Consider off-shore / Latin American-based SEO resources

*(especially if already outsourcing Web services
there)*



Client Lesson Learned



Google will drive the majority of traffic

Google™

Expect a higher % of new visitors

Design and structure site for people who have never been there before

Emphasize bringing them back

Deep-linking is extremely
important

THANK YOU!



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