



## **SEO in Spanish:**

# **Reaching US Hispanic Audiences Online**

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**MultiVu**

# Search Engine Optimization



- The art and science of positioning your web site to be found by people looking for specific information
  - **Art:** creating compelling
  - **Science:** structuring the web pages, researching keywords, building links
- Integrating PR & SEO
  - Improves PR campaign results
  - Drives engagement with content
  - It's measurable
  - PR teams manage a lot of content (press releases, blog posts, fact sheets, etc.) that can augment an SEO program

# Natural search results are effective



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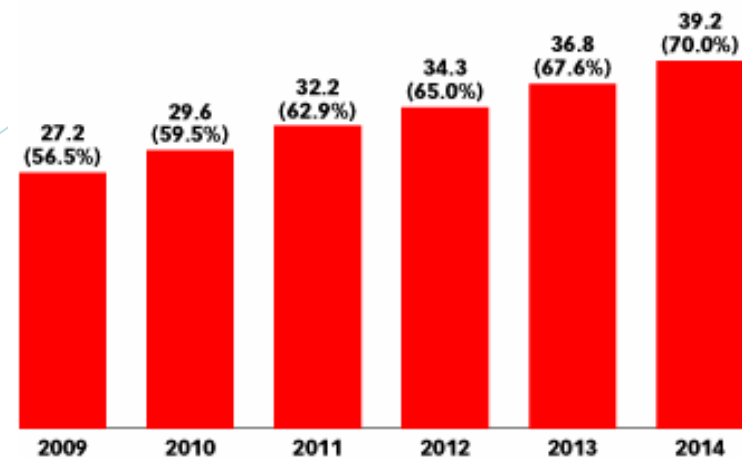
# A growing & receptive audience

“Data shows that the Hispanic market is more receptive to online advertising than non-Hispanics.

Marketers must move beyond their perceived language barrier and commit to reaching a market that is already a majority-minority community.”

- eMarketer, “Hispanics Online – Demographics & Media Usage, May 2010

**US Hispanic Internet Users and Penetration, 2009-2014 (millions and % of Hispanic population)**



Note: can be of any race  
Source: eMarketer, March 2010

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www.eMarketer.com



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# Demographic Differences

- The Hispanic market has a decided preference for Google (72% vs 65.8% general populace)
- Predominant use of mobile devices used for search, so “mobilizing” content is important.



*Cultural differences in behavior are as important online as they are in person.*

# Contacts

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