



Hispanic Market Advisors
Tapping into Hispanic Internet Users



PRSA Miami Presents Spanish SEO Webinar: Maximizing Your Hispanic PR Initiatives: Reaching Latinos and Hispanics Online

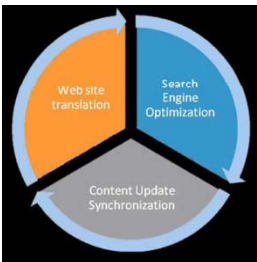
Wednesday November 10, 2010

2pm-3pm (EST) / 11am – noon Pacific Time

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As questions arise during this presentation, please use chat to submit them to moderator.



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www.HispanicMarketAdvisors.com

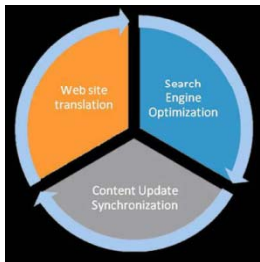


1. Starting Multichannel Spanish Language Service Websites

Hispanic online initiatives will require third party translational services.

Creating a multichannel strategy helps to cover more consumer groups.

Spanish language advertising materials and other resources help to build a large Hispanic consumer base



Be Operationally Ready to Support a Hispanic Online Initiative

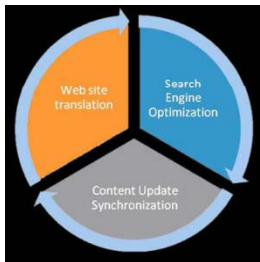


2. Providing Operationally Integrated Website Interface for Hispanic Consumers

Be operationally ready to support the Hispanic consumers that are ready to access your products and services.

Being capable of handling sales and customer support to these individuals is also an important part of [building a Spanish Website](#).

Hispanic online initiatives that take this into account are bound to have a better customer satisfaction rate and higher chances of referral



Be Operationally Ready to Support a Hispanic Online Initiative

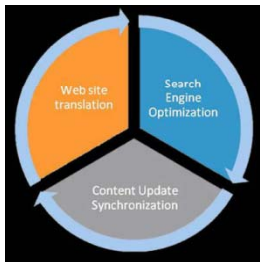


3. Helping Hispanic Consumers Access Customer Support Resources

Gaining assistance through a company's phone support may be difficult for Hispanic consumers that order from your Spanish websites.

Every company that wishes to support Hispanic friendly websites must take into account the resources they need to employ towards having a continual consumer support system.

Various other resources will be required that may aid the consumers and have them satisfied to continue business with your company.



Be Operationally Ready to Support a Hispanic Online Initiative



1. Know your client's business as if it was an extension of yours

- Is your client a B2C or B2B provider?
- Who are your clients' clients? Where are they located? (regional vs. local)
- Learn about their sales cycle and customer service
- Have they executed SEO campaigns in the past
- Where is the site hosted?
- What metrics are important for them?



2. Follow this virtuous cycle



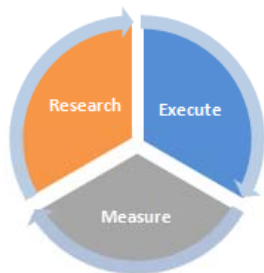
Research: Keyword Analysis: Discover what your client's Spanish-language target audience are searching for



Execute a Holistic Spanish SEO Approach - The key is to not rely on any Spanish SEO strategy exclusively



Measure ROI for Spanish-language Sites - Set the standards by which they measure the effectiveness of their Web site



Research - Execute - Measure