



# Affinity Spanish Signs Prominent Auto Dealers to Bilingual English-Spanish Search Engine Marketing Programs

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*Automobile SEO SEM promotion rates high in the promotional mix for auto dealers targeting both English and Spanish language dominant customers.*

PR9.NET October 23, 2007 - Denver, Colorado - Bilingual English-Spanish business solutions company Affinity Spanish today announced it has signed two new prominent automobile dealer accounts to its automobile SEO-SEM program. The prominent bilingual business services provider is one of the first companies in the country to offer bilingual search engine marketing programs for automobile dealers. In recognition of studies that indicate upwards of 90% of new car buyers consult search engines in their buying process, online promotion has become an integral part of automobile marketing. In markets where significant Hispanic populations exist, bilingual promotion allows dealers to effectively differentiate themselves while reaching more prospective customers online in both English and Spanish.

"A glaring shortcoming in many automobile dealer online marketing programs is that they rely too heavily on pay-per-click advertising alone," comments Ron McCoy, director of Affinity Spanish. "As an alternative to this one-dimensional approach, we offer content building services to support organic search results as well as PPC. And we do it in English and Spanish in markets where that makes sense. Search engines love content and we strategically give them just that." Affinity Spanish services include bilingual keyword research, press release announcements, landing pages, blogs, and websites to provide a broad-based approach to building a dominant online presence for auto dealers.

Interested parties are invited to contact the company to learn more about standard and custom bilingual SEO-SEM programs designed to support search engine ranking. The company works with automobile dealers nationally on an exclusive basis according to geographic markets and represented brands.

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## About Affinity Spanish

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Affinity Spanish Language Solutions is a leading bilingual English-Spanish language services company. Affinity Spanish helps people and organizations communicate and do business with the Spanish speaking population in the US and Latin America. Additional information is available at [www.affinityspanish.com](http://www.affinityspanish.com).

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