



Spanish Search Engine Marketing – Affinity Spanish Adds Industry Leading Services

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Spanish language search engine marketing services are designed to strategically enhance search engine placement for companies interested in reaching the online Hispanic audience in the US and Latin America.

PR9.NET January 11, 2008 - Denver, Colorado - Spanish translation and business solutions company Affinity Spanish today announced new Spanish search engine marketing services as an addition to its line of standard business solutions.

According to recent research, the average U.S. Hispanic spends 20 percent more time online, with 25 percent more pages viewed, compared to non-Hispanics. They're using the Internet more than 17 hours per week, and more than half that time is spent on sites written in Spanish. Also there's Latin America. Latin Americans have the highest online user-to-search penetration per capita: Over 81 percent of Internet users in Latin America use a search engine (totaling 68 million unique users).

Spanish search engine marketing services include:

Keyword Research: Knowledge of common search terms in Spanish and English is the basis for creating effective search engine marketing campaigns.

Spanish Language Pay-Per-Click Advertising: Spanish language PPC advertising can be a highly targeted and immediate approach to reaching the Hispanic market online.

Keyword-Rich News Releases: Affinity Spanish creates and distributes Spanish/English language news releases that are strategically developed to enhance organic search engine placement.

Landing Page Creation: Custom Spanish language web pages can support marketing objectives associated with PPC and organic search engine marketing projects.

Spanish Language Websites: Whether mini-sites or full-blown Spanish language web sites, Affinity Spanish provides the skills needed to develop and maintain Spanish language web sites.

Bilingual Blogs: Spanish/English blogs are a great tool to support organic search engine results. Affinity Spanish provides all language and technical skills required to launch and maintain bilingual (or Spanish only) blogs.

According to Affinity Spanish director Ron McCoy, "These new services are in response to market demand that we expect to increase going forward. The importance of the Hispanic market continues to gain momentum. We've made an investment in company capabilities and partnerships to allow us to position the company as an authoritative source for providing high quality Spanish search engine marketing services." Interested parties are invited to contact the company for additional information.

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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.

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