



AFFINITY SPANISH
LANGUAGE SOLUTIONS

Website Spanish Translation

Affinity Spanish is highly skilled in Spanish website translation. Whether English-to-Spanish or Spanish-to-English website translation, it is especially important to utilize translators having in-depth familiarity with the source site's objectives and subject matter. The unique requirements of each Spanish website translation project are taken into account in order to carefully match projects with the best-suited Spanish language website translators. Affinity Spanish works with an extensive network of Spanish website translators to ensure the best fit between translators (or translator teams) and projects.

Translating your organization's English language web site into Spanish is one of the most obvious steps to take to more effectively connect and communicate with the Spanish speaking population. Today there are an estimated 50 million US households that make up the Hispanic market. World-wide Spanish is the third most prevalently spoken language (second to only English and Mandarin Chinese). For many commercial organizations in search of their next growth market, Spanish speaking customers are a natural target. According to a recent Forrester Research report, more than half of online Hispanics prefer to be served online in Spanish while one fourth must be served in Spanish.

AFFINITY SPANISH

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Call for Quote!

Online Marketing

Coupling web site translation with online promotion is a natural combination. Affinity Spanish provides supporting services such as Spanish language Search Engine Optimization (SEO) and Spanish language pay-per-click (PPC) advertising using Google AdWords and other PPC service providers.

Web Site Importance

Organizations create and post web sites for numerous reasons. For many, web sites are an integral part of the organization's marketing process. When Affinity Spanish is contacted about Spanish translation of web sites we typically ask about the online objectives of the prospective client. Many times stated objectives fall into one of several categories such as: 1) establishing and reinforcing the organization's brand, 2) dispersing information or otherwise educating a target audience about the organization's purpose, 3) generating sales leads, 4) conducting e-commerce, or a combination of several. Affinity Spanish can support the objectives associated with each of the categories mentioned here, and more. Understanding the main objectives associated with a target web site is essential to calibrating its translation correctly. For all Spanish language web site translation projects, Affinity Spanish goes to great pains in selecting and properly preparing the translator(s) assigned to the project.

Words matter. Language matters. If the right words in Spanish matter to you, we invite you to contact us at (800) 431-5361 or info@affinityspanish.com to discuss your project.