>> Good afternoon everybody, this is Darryl diamond with the web master University featuring Lee Vann and the Captura Group. I want to go over a few technical points if you're having any difficulties connecting please give us a call at 202-208-0668 for via e-mail at webmanagageruniversity@gsa.gov all of your phone lines have been muted today, so if you have a question type them in to that chat box down at the bottom and we will try to get to as many as possible. The webinar today is being recorded so if you drop off or miss any of it we will provide you a link to download the recording by tomorrow morning. Also we are captioning today's event and you can see the link to view the captioning or transcript in the chat box and that was provided in this e-mails that we sent out before I introduce Lee Vann I want to make sure that you all know about our upcoming class is. We have next -- I'm sorry, next Wednesday October 7th we will be doing a webinar from 1:00 to wreck the o'clock Eastern time about Web Metric Reports that Rock and October 13th and 14th we will have a Video Bootcamp class on how to make strong videos for your Web site. That will be an in person class here in D.C.. So please let us know if you're interested in getting more information about either of those two classes. Without further ado let's go into it and introduce Lee Vann from the Captura Group.
>> Good morning to everybody on the west coast, after noon on the east coast be thank you before joining the webinar today entitled best practices for managing multilingual websites. My name is Lee Vann and I am the founder and CEO of Captura Group and we are based in San Diego and it's great to see you all. Captura Group is a marketing company and we have about nine years experience in Hispanic online market and we have developed dozens and dozens of most chemical websites. So the best practices for multilingual websites and we are very excited to be presenting if webcontect.gov and web manager university and if you are new, definitely check out webcontent.gov and all the things they have going on. In the context of my presentation I will talk about the need for multilingual web sites and my focus is relieve the multilingual on-line market. They are the largest minority in the United States and a lot have a necessity to consume websites in Spanish. So that is what I will be focusing on but a lot of things that I will teach and talk about today are relevant to all multilingual audiences. From there I will go through an approach, and a way of thinking about multilingual websites and then we'll get into the fun part of the presentation which is the best practices session. So we have come up with ten best practices for multilingual websites. I will go through each of those and then I have some great screen shots that I will share with everybody to illustrate examples each of the ten best practices. I want to make this as interactive as possible so please feel free to put in your questions in the chat box and I will stop I guess about every ten minutes or so. So please feel free to do that. I think it will be more interactive and on since we are staring at the computers today. And with that I will get started with a market overview what this slide shows us is that there is about 22. 22.5 million Americans in the U.S. who are not proficient in English be my belief is that the majority have a strong need for government information. The percentage of the population is about 8%. So 8% of Americans are not proficient in English and they have a strong need for government information. The reason is they are new to the country, recent immigrants, they're not sure how things work and it's important for the government to serve their needs in their own language. I have broken this out by each group and you can see that the of your folks, at 18 to 49 is where there is a bigger percentage of Americans. My hypothesis is most of the integration that goes on comes from those younger age groups. So 10% of 18 to 49 year-old are not proficient in English. The 2010 census is coming out next year and I'm very exciting about that -- very excited about that and we will see that migration and minorities will be a larger part of the population. I will throw this

question out to the group, and the think that these numbers in terms of Americans who were not English proficient. Do you think they are up or down? You can see the source, it is the 2000 census. I have some thoughts about it. Really is a very large market, 22.5 million Americans. So if you are only providing a website in English there is a large part of the population that you are missing. Clearly if you are the state of New York or California or Florida where there is big Hispanic populations and a lot of immigrants it's even higher. So this is a top level of aggregate macros like to share with the scope of the market is. Like I said I would jump into the Hispanic market. And a lot of the principles that I will be sharing are consistent and similar for any person that is the proficient in English. So be it someone who speaks peonies or Spanish it would be the same. So let's go into the Hispanic market could this is a slide that put together to show that if it were a country the economy would be the 13th largest in the world. So this is a random list of different countries in the world and their GDP and population. There are about 35 million Hispanics in the nine states today -- in the United States today and they will contribute to $1.1 trillion that is pretty much a similar to Mexico and Canada, for example. So it's a population that not only is large in number but also large in terms of buying power. So this will put it in context for a lot of people on the call, right here with in our own country is a huge force and a growing force. So it's bigger than Australia, Netherlands, Austria, and a ton of other countries that are below the U.S. Hispanic market. So if you're looking to build a business case this is a slide that might help that. To say that U.S. Hispanics spend over a trillion dollars a year and that number is going up each and every year. So what the Hispanic even mean? This is sometimes the root of debate and people like to talk about Hispanic or Latino. We are in the middle of Hispanic heritage month. That is a month that the U.S. government has proclaimed that runs from September 15th true October 15th -- through October 15th and the term Hispanic was greeted by the U.S. Census and shares culture from countries formally ruled by Spain. So Latin America, Caribbean, and the exception would be personal in that case did if you ask them, are you. Most of them including myself would say no, I am Mexican American, a Cuban American, or Latino I will use that term kind of as a census term but I think it's important to leave that out so people understand what that means. What is so interesting about the U.S. Hispanic population? The first thing is that they are very young. We hear about our population, health insurance and we will run into problems with Social security. With the.
>> Market and other minority markets they are young, ten years standard than the average American. All of this information is helpful in building a business case for multilingual Web sites. But if you are an agency or state organization that caters to young girl audiences, something like HUD or school or education this is where -- this is a core audience and if you're reaching a Hispanic household you are reaching one more person than the average American household be the average American household has 3.5 people and the average Hispanic household has 4.5 people and there is the presence of many family members. So you might have a family unit but you also might have an uncle, aunt, brother, sister, maybe a grandparent as well. So if you are reaching a Hispanic household you are reaching more people I touched a little bit on the geographic concentration of the Hispanic market. We tend to think of Hispanics in the Southwest could we are in San Diego and we have a large Mexican population. New York, Chicago, Texas, Arizona, Florida, so typically Hispanics have been concentrated in those areas but that is changing to a large degree. The anecdote that I like to tell around this point is after Hurricane Katrina, New Orleans was not a large Hispanic city and all of the sun became a large Hispanic said the. Because there was a lot of construction jobs in building jobs so a lot of people went there to work. So we see there are jobs and a lot of Hispanics are starting to integrate. I would say that we still have concentrations but it's starting to change and reasserting to

see Hispanics show up in rural areas that never were Hispanic before. So they are playing an important part in the culture and economy and such. Where did Hispanics come from? 64% are from Mexico after that, Puerto Rico, Cuba come the Dominican republic. Mexico is the largest. It's the one country on the border. Do not need to take a boat or a plane ticket to the United States. When you look at the on land base that we get into a the while, Mexicans are under represented. Some 64% are Mexicans and on line is probably closer to 50%. The main reason for that is income. Some Internet penetration is really correlated to income. And Mexicans on average tend to have less income than Cuban-Americans or Puerto Ricans. The second largest city after the world after Mexico city is Los Angeles, there are 5 million Mexicans in L.A.. Mexico city is number one and then Los Angeles is the next largest. Mexican culture is something that I will talk about. Hispanics and other minority groups are culturally unique and in order to resonate with them and reach them in a way that is meaningful you have to take this into account. I put a couple things that are unique. They are very family oriented. In the U.S. -- I was born in Mexico but I grew up here in the U.S.. I was of, from an early age I knew when I was 18I was out of the House I had to go to college and get a job. Our system is a very individualistic, and Hispanics are much more family and community oriented. So those of you who know Hispanics you might know a Hispanic del lives with his or her parents until they get married -- that lives with his or her parents until they get married. They tend to be very loyal and are very hard workers so these are some facts about the U.S. Hispanic market overall. I will get into the Hispanic on-line market. Darryl, do we have any questions?
>> Kate in New York wants to know if you have any data about the use of the Internet by people who were limited in English in the U.S.
>> We actually have information coming up in the Online site. So what percentage of Hispanics that do not speak English, we do have that information coming up so I will cover that shortly.
>> Great.
>> I think that's a as a reminder, if you have questions, go ahead and type them in the chat box at the bottom of the control panel.
>> Go ahead, Lee.
>> That is a great question and we will see that data coming up. From now on we will be talking about the U.S. Hispanic on-line market. Keep in mind we have 45 million Hispanics in the U.S. total, most of them are Mexican Americans and they will spend about $1.1 trillion this year now looking into the on-line market which is the focus of our webinar today. My point of view is that you're looking to reach Hispanics in the U.S. and you have never done anything before. I am sure that you have done off when work and PSAs and print materials. But assuming we wanted to start a business and we wanted to reach Hispanics in the United States I believe the Internet is a great starting point. These other reasons why number one, there is a critical mass of Hispanics online. Today there is about 21, 21.5 U.S. Hispanics on line and a little less than half on line. This is the fastest growing online market. It's growing twice as fast as the U.S. on-line market. I will show you a little bit more data on this and give the segments and whether growth is coming from but what you find in the that it states we have about 76% Internet penetration so 7.5 of the ten Americans are on line. We have really reached a saturation. When it comes to Hispanics and other minority groups they are not on line but they are coming on-line really fast. People refer to this as "the digital divide." I see this not as a problem but an opportunity. What can we do to reach those that are just starting to come on line? The growth will be driven by Hispanics. That is a great opportunity to reach out to these folks. They are young, we talked about that on the macro slide and more than half of them are between 18 and 34. Pemex point is upscale. What do I mean by this? When you look at Hispanics on line and you compare them, most Letter online are more affluent, educated, and aculturated -- and that

means to what degree they have adapted to U.S. culture so the most similar you are culturally to the average American. So with in the Hispanics market they are attractive for that reason, they are more educated in their more acculturated. What we find is less affluent, less educated and less acculturated Hispanics are coming on line P we have done some research with Florida State University in what we're finding is that Hispanics are very social online. I am sure everybody is aware of Facebook and Twitter and social media and Hispanics are reading leading the way. They are very active on line in the fact is they are young and so the young girl you are the more likely you are to be active on line and YouTube, Twitter, Flickr and those kinds of sites. If you get anything audit this presentation you have to understand that the Hispanic market is very diverse. A lot of people think to reach the new Disney to take the site and translated into Spanish -- U need to take the site and translate it into Spanish. They are different and they have different segments. Some prefer English and some preferred Spanish. So it's not just about translating your site, you have to have a long-term plan and hopefully a lot of that will come out of the presentation. So what I will do now is billed a case for a couple of the Hispanic Online segments. One thing that is important with in the Hispanic Online market like any market there is a plethora of different segments. So if you are a state agency there might be some local differences. If you are in Southern, California, there is Mexicans. So not the statements that I introduce are the end all be all but I will illustrate an important point that all of the when you think about this market think about the different segments and think strategically about it. So this is the answer to the question that we had I believe -- I'm sorry, it's coming up next. I got ahead of myself. This is an important point to make and is why do Hispanics use the Internet? It could go through different segments of the market. The main thing here is empowerment Hispanics du the Internet as a vehicle to enrich and make their lives better. For the most part they integrate to this country as do most immigrants to make their lives and the lives of their children better. So that is why people come here. It's kind of corny but the Internet is a vehicle to the American dream. You come to this country, you are not familiar with how DMV works in Florida or get a mortgage or do all of the things that you need to do as citizens of the U.S.. So you can use the Internet in order to educate yourself on all those things. Hopefully in your own language and you can do it in the comfort of your own home without being stereotyped. Some of the Internet becomes a powerful tool for these folks. The education is not only educating yourself on how the country works but also education for the children. Most people into click here to have kids and they want to make sure that they can get ahead and do their homework on line and that their kids are at the forefront of education. The other point, communication, I alluded to this earlier that Hispanics are very social Online and most have family or friends in Latin America or Mexico. Clearly the Internet is a cost-effective and efficient way to communicate so voice over IP and we do some work with Skype. I think in the U.S. Skype has not taken off that much even though Oprah uses it, so Facebook, Twitter, and I mentioned that Hispanics are really young so they use the Web for entertainment so the use of YouTube and video sites and games and all of these areas. So I got a little bit ahead of myself. Hopefully this addresses the question that was brought up earlier. When we look at Hispanics Online I will go through these circles with you. The outermost circle is the total number in the U.S. prepares 28.2 million there is 45 million Total Hispanics. So this is 18 plus. This comes from research and a good friend of mine, Pamela Barbara, and she is a great resource be what she found is that there is 20.2 million Hispanic adults total and of those about 14 million are online and of those, the smallest circle, about 7 million preferred Spanish. So about half prefer Spanish and about half prefer English. That is roughly what we are seeing in the market, a 50/50 split. In time I believe as more and educated or lesser educated I would say, Lester acculturated, we will

get more and more people who prefer Spanish -- less acculturated, but it's about 50%. You see one of the best practices to reach this group is to use both English and Spanish. So if you have an English site, I can guarantee you that Hispanics are using it. He should definitely consider that. You could do some things to designate in English. What I will do is build two Hispanic segments for the group and then I will take another couple questions. The first segmentation variable, if you will, it is language. Half prefer English and half prefer Spanish. What this shows is tenure and all I mean by that is how experienced are Hispanics Online? How long have they been using the Internet? About half have been on line for two years or less and the other half is less. 80% has been online for five years or less I explained earlier that the market is growing twice as fast as the U.S. work it could so what happens is we are giving millions of Hispanics coming on line for the first time. If you are building a web site you need to take this into account because Hispanics that are coming on line to not trust the process. They need an experience that is simple, intuitive, and one that fosters trust. Think about what we all came on line and I have been on line for many years but the first ecommerce online transaction I made probably at Amazon, I was pretty freaked out about putting in my credit card and address. Assume that they are new to the Internet. So new technologies with Flash and other kinds of fancy things might be appropriate for the general or younger Hispanics but older Hispanics who are just coming on line who might not be as comfortable. So we need to build on-line experiences that relate to this. That being said there are many on-line that are very experienced. Some of these two things again, 50% English and 50% Spanish, about half I would call them inexperienced users and the other half are somewhat experienced. So what we have done at Captura Group is created two Hispanic Online statements prepares an infinite number of segments out there. I am just doing this to build a point and hopefully you can walk away and say, when we want to reach Hispanics Online we want to understand why they are and do research and come up with an online strategy that is consistent with them. So let's take a look at these two segments. On the left is the Expecto and that means expert. 76% that are born in the United States are on line. For those of you paying attention, 76% of Americans are on line. So when you look at Hispanics born in the United States, the same exact percentage are on land as the U.S. market. So they behave very similar. They are very experienced online users and tend to prefer English or are bilingual so they can go back and forth. Clearly they are born here in the U.S. today are very acculturated. It's likely that the parents were born in Cuba and they were born here and have lived their whole life in the U.S.. They go to school with American friends and watch TV in English and listen to American music. At home is possible that they speak Spanish and watched Spanish television. There kind of the movement that you hear about. It's the larger segment for sure. It's the youngest, and it's relatively affluent. So these folks are multiply affluent, they are making more money. Most of these folks my assumption is if you have an English site and you are doing outreach and the people -- the site is highly trafficked a lot of Hispanics within this group are already going through the English site and you are serving them with what you already doing. So let's take a look of the other group, Novatos, Novices is completely off the sand. So when you look at Hispanics not born in the U.S., Foreign-born Hispanics. So when you look at this, it's not that they are not on-line, its that those that cannot afford in the U.S. are not online P1 sidebar is that Internet penetration is not driven by race or ethnicity. It's driven by a company does so in general they make less money so they tend to be on line in lesser numbers especially with in this group of novatos. So they are the not this Internet users. They are to starting to come on this year. And they definitely prefer Spanish and they are still holding onto their native culture. Communicating to them in a culturally relevant way becomes much more important. It's the fastest-growing segment. They have to get -- 43%

are online so some people say -- I tend to think that is an opportunity plea can reach those folks to provide them with a user experience and services today as I said before, this group will be very loyal and I think you'll get a lot of benefit from that. They are less affluent and they are older so the point is to take these statements and think about your market, who you are trying to reach, what is the value proposition and what you can offer Hispanics. Darryl, do we have any questions at this point?

>> Sorry about that, yes, we have quite a few actually that have come in. Catherine like to know what are the major on-line Hispanics segments other than Mexican.

>> In terms of country of origin if you go to the U.S. Census and Google Hispanics country of origin it will give you the exact number but Mexicans are the largest, I think PR, Dominican Republic and other Caribbean countries around all the rest. That being said I know that we have a couple state agencies and national agencies. I will give you my take. If you are a national agency, say the IRS and your Web site is for all U.S. Hispanics, you cannot do much with segmentation by country of origin because you're Spanish needs to be generic enough so that Hispanics from Mexico, Cuba, will understand your Web site. If you are in Florida you might want to tell Mike Taylor it more towards Cuban Americans -- might want to tailor it more towards Cuban Americans but you can say -- segment by country of origin if you have a huge percentage of Mexican-Americans are keeping Americans in your state or city.

>> To that extent Dawn would like to know what extent do those segments not to their home country?

>> I assume that Don is asking about the two segments that I presented. I would assume that the right segment, the novatos or novices would tend to be more Mexican-Americans. When you look at all Hispanics, Mexicans are underrepresented and I think the growth will be coming from the right-hand segment. Meaning more novatos or Mexicans although I do not have any data to back that up.

>> While we are on language Catherine wanted to ask a follow-up question, is there a country that speaks generics Spanish? How do people that are not fluent make sure that they're using the proper Spanish to reach the audience that most generic audience. Like a national site, for example.

>> It depends but I think most Colombians would tell you that they're Spanish is the purest but that is very debatable. There is something that I like to call the U.S. Hispanic Spanish but us as marketers have the ability to write in a Spanish that will resonate can be clear to Hispanics of all countries of origin will get to this in a second but at the end of the date if you will be writing content for website in Spanish you should hire content developers or translators that have experience rating for a national U.S. Hispanic audience. Really it's not that complicated behalf to avoid colloquialisms that would be insulting. You clearly want to avoid those paid and there will be some terms that in Mexico they say one way and in Argentina another. And if you have Hispanics on your staff he would have a lively debate and he would have to come up with the term that you want to go with being a I think the answer is if you are a national site and you want to write a generic Spanish I would use a company or person who has experience in that.

>> Speaking of language, other than Spanish and English what is the third most popular language in the U.S., if you know?

>> I am not sure. It might be -- I don't want to guess. I don't know if anybody knows the answer.

>> If somebody knows the answer, please send that in the chat box.

>> Somebody can Google it really quickly.

>> We have a couple more questions, Lori wants to know if there is any data on with the novatos are accessing the Internet, work, school, etc..

>> We might have that data in a new study that we are prenup within a home would be popular -- that we are putting out but novatos would be more likely to access publications like libraries or schools.
>> We have an answer from Kathy as to the language and according to everybody's favorite, Wikipedia, the third most popular language is Cagney's the catanese.
>> What is the way to reach both without alienating specific groups?
>> I will show you some best practices of language and I think it's a bilingual website. A site that has both English and Spanish if you mean a web site with two languages that would be the way. If you want to reach people who prefer Spanish you'll see when we get into approach it's not all or nothing, you have to have your whole Web site in Spanish. Or even a Facebook page in Spanish. We will cover that when we get to the best practices and if we don't, please, ask again. Okay?
>> Okay. I think that is it if you would like to continue, please.
>> So we will get into some new data that comes out from Florida State and Captura Group and we have technology usage and social media. This shows some technology usage. What we see is Hispanics, English preferring or expertos are heavy users of technology. His telephone penetration pay this is how many hours per week a online Hispanic spent. The metal bar is the novatos. There is heavy cellphone usage -- the middle bar is novatos and its extremely high. So they are using their cell phones to a great extent. That is an interesting opportunity for making sites ready and things like that some of the other data you can kind of check out. We will be into the social media piece of this which I find very interesting. So the next slide is the -- we're looking at different ethnic segments, this can roughly translates to what I call expertos. Asian Americans, African-Americans, Spanish preferring Hispanics, and this is the left-hand are in regions completed in 2009 which is the right-hand. So what percentage of the given groups is it's a social networking site at least two or three times a month. In 2008 the leaders in this segment with the English prefering Hispanics, expertos. And they still are. So 54% is it social networking sites at least two or three times a month. The number that goes across the middle, that is the growth rate. Okay? So what we find is that all of these segments, minority segment, are using social networks more than non-Hispanic whites. To look in 2008, only 18% were using social networks two or three times a month. So I will throw out and see if people can answer the question I have in this little sidebar here. Why do you think that non-Hispanic whites are the least active social media users but the fastest-growing?
>> I think I actually give it away on this next slide. We find that this is going very quickly but Hispanics are using social networks to a very large degree. Even Spanish preferring Hispanics. Number one I talked about communication. The year using these tools to communicate with family and friends. Number two, this is kind of my own philosophy, but Hispanics are social, they like to party, go out, and social networks are a great way for them to do that on land. Another theory that we have is that there is a relative lack of Hispanic content, either in English or Spanish. When you look at the universe of websites and blogs and government sites there is a militant black of information that caters to the U.S.
>> Market so they are creating them themselves the fourth kind of answers the question and that is that Hispanics are really young. The youth tend to be more active. Let's talk about Facebook. Let's look at the growth of Facebook. They recently announced that they are cash flow positive and Asian-Americans are leading the way followed by English preferred his antics. None Hispanics White -- English preferred Hispanics and non-Hispanic white group 108%. So if you answer the question I asked, the reason is that non-Hispanic whites are a lot older and that is why they're not using Social me get as much but they are growing very fast. My mom fits into this category as women over 55 did she started using Facebook to figure out what I do. Because I try to explain to her

web design and SDO, she has a blank look on her face. She is interested and got on Facebook and she knows a lot, for example, I posted that I was doing this webinar and she said while, that is great for what happens is she went on Facebook to keep tabs on me and my brothers and then her friends from high school and college started in, her and her friends from Mexico. So you see these pockets of growth in the Cayman, not just in demographic segment the countries. In Mexico is taking off for example and Facebook is sole -- is so viral and word of mouth is so powerful that you have explosion in these different areas. And on Facebook in terms of Spanish preferring Hispanics there is about 1.5 million of them. So you can choose your language silicon based book there is 1.5 million people in the United States -- it is your language on Facebook. And Myspace is still popular among Hispanics. 41% is it MySpace regularly so you see the growth is going down among English preferring it Hispanics and Asian-Americans and it's kind of like the cool kids have moved onto Facebook but MySpace is still a platform for young people coming music, and entertainment. And Facebook's growth that we saw in the previous slide we are seeing a slower growth or decline on MySpace. But still you can see that minorities, English preferring Hispanics on MySpace and finally Twitter and Linked In. Twitter is still all the rage these days the penetration is relatively small. This shows that Asian-Americans are the most active on platforms and Twitter is the left-hand or darker bar and LinkedIn is the lighter bar. We did not ask these questions in 2008 so we don't have the growth but I would assume that when we do this in 2010 we would see Twitter moving up pretty quickly because this seems to be pretty popular Spanish preferring Hispanics are least likely to use these tools. And I would like to say Twitter and LinkedIn tends to be an older audience. It's older people using Twitter and for some reason the number kids have not increased as much as MySpace and Facebook. And then LinkedIn is obviously a professional networking site that will cater to older folks. So this is the last slide of this section. Why are Hispanics visiting social net working sites? This feeds into the segmentation that I shared, the novatos and expertos. The left-hand is English preferring Hispanics or expertos and the middle of the novatos and the right-hand is both. So you see with the middle bar is jumping out with you, connect with families. Chat, make new friends. Find people of my culture. These are all reasons why novatos are using some accusing social what works and is different from the expertos pin they want to connect -- they want to connect did they want to ask questions, they're learning, they're not experienced users online. Connecting with families is much bigger because if you just indicated here and you are a novato it likely that you have family upside of the U.S. And there are clear differences. Okay. I think this is a decent place for questions if we have any, Darryl.
>> Actually we are good. We had some questions on a social media and you went right ahead and answered it, as reminder, please feel free to type them into the chat box and we will try to get to as many as possible.
>> Okay. So with two sections left, one is short and one as -- one is long. Hopefully you have taken away a few facts, 45 million Hispanics in the U.S. and when the 2010 census that number will be bigger. I would not be surprised if it's in the '50s. One point 1 trillion in buying power. We have 21 and a half million Hispanics Online because the art of Flint, acculturated -- are affluent and acculturated. We talked about expertos and webmanageruniversity@gsa.gov hopefully you have an updated to conclude that this is something that you want to pursue and can build a case with superiors. The fact that you are on this webinar tells me that. So now that you have that if you're able to build a business case how should you approach building a multilingual site? This is the way that I like to approach its pre the first and most important thing is is not all or nothing. You need to be Strategic and think long term. Numerous companies, organizations, government, have that we need to do something for the Hispanic market or multilingual market. We need to translate and make the entire

site available in Spanish. That is not necessarily true. That is a very long-term, difficult, costly proposition that in some cases does not make sense. That is something I think hopefully people will get out of this. It does not have to be all or nothing. You can do things in between. What we have come up with is -- these could be interchangeable with multilingual. Different types of online initiatives that you could take. And they all carried by level of integration. This goes from least into greedy, least costly, least time consuming to most. These are terms that we created at Captura Group. So you say, you want to do something for this audience. You have a relatively small budget and you want to reach out to them so you can start with a partial project. So you will take some existing content that you have and you will make it available seat in Spanish or Cantonese or whatever you think is important. One example might be a few find that Hispanics are interested in giving a driver's license in your state. So if you take that section and make it available in Spanish that would be a partial Hispanic project. You can then measure the success of that. We will give in to marketing, you want to market and, tested, if they are using that and starting to apply for driver's licenses in Spanish a. That could be the first page and then move onto something else. So if you only have a driver's license section in Spanish that is okay as long as he managed the user's expectations that is what it called partial. I had a thought about K one pages. It could be a partial Hispanic project did I don't know how many are using Facebook in English or other languages but it's relatively easy, relatively cost-effective and there is 1.5 million English preferring Hispanics on Facebook. Or even a Twitter account could be a partial Spanish project. Sometimes you need to show that people are using a site, completing a task and responding on Facebook to show that there is an audience here, there is a need for this. It depends on your agency, the goals and the budget, but don't be afraid to do something small as long as you are being strategic and kind of have a game plan. This would be something doing new for something. You might actually build in language, relevant on-line experience. So a lot of companies have special Hispanic heritage promotions or Michael sites or something like that. That is what we are talking about here this would be self-contained. Meaning that in the partial Hispanic project it might be one page within a web site but it might still be in English. In this case it would be self contained. It may have its own URL and you are starting to use some marketing outreach clinic and an integrated Hispanic program. This is moral law lines of the mirror site concept that your whole site is -- this is a mirror site concept and it is standalone predict it has its own navigation and URL and is compatible to the English sites. It's maintained and updated and you were doing and let a protracted marketing. One thing that is important here is to understand what is your objective, who are you and how important are Hispanics to your agency. We have an example coming up of United States citizen and integration services. They did not have a Spanish site for a while and I show that 25% of users that go to their site are Hispanic. So it might make sense because the nature of the agency and value proposition and audience is relevant to Hispanics. We're as, you know, an example might be Social Security which is catering more to older people maybe there is not such a great need. These are just models that we have. I think the key is to be strategic, to your research, understand who your audience is and what the goals and objectives are going to be and really think long-term. Because just like any marketing initiative, website, you have to have a long-term approach. This chart basically shows partial Hispanic projects down here on the left, lowest cost, lowest benefit, which is the highest cost and this provides the highest so it's all about doing things. You could start with something partial and use that along the way. So this is kind of the way to think about it. I have presented those options and those are theoretical options that you can come up with. But what are the key factors that you should think about when starting a multilingual program? Number one is to appoint a multilingual champion. You need to have

someone in your organization who will be dedicated to this, who understands the
market and will really championed the cause. From their executive by and is
100%. It's not only to secure budgets but to ensure that you the champion is
begin support. Without these two things is almost impossible to do. What are the
goals and objectives? It sounds pretty simple but don't fall into the trap that
we need to translate the site into Spanish. Why do you need to do that? Are you
getting phone calls? Are your satisfaction scores low? What are you trying to
accomplish? That should be the key question that you are asking. User and
stakeholder research. This is something that is very important. This is a big
part of what we do. The exercise is pretty simple. Do research with internal
stakeholders. What are we trying to accomplish. What to read like to do? What
assets can we leverage and then talk to users. Talk to Hispanics who prefer
English, do they need a fully translated site, what do they need and balance
those two things. I like to come up with a strategy that bounces stakeholder
needs or agency objectives with everyone to call them with future needs to come
up with a strategy that will kind of balance this kind of thing. Come up with a
phased approach. That is something that makes sense the arrow on the top is the
way I like to think of things. If money, time, and resources were not in issue
what would be to? I like to think big and we can go backwards from there. Think
of the end goal and chunk that up into pieces and basis starting with something
small. From there it's important to have a long-term plan. I will show you some
examples of Spanish sites that fall behind English sides. You will see that in
English site evolves and maintained and improved and the Spanish state, if the
agency has won it might fall behind. It's important to think about that now and,
with a long-term maintenance and evolution plan. Any web site does not sit in a
vacuum, they do not stand alone. They're part of the internal operation so those
two things are really important. If you have a Spanish website and you put an e-
mail address or phone number make sure somebody can answer a question in
Spanish. The other piece is marketing and I have a lot of ideas on how you can
market multilingual sites. The Federal Web Community is a great resource for
everybody webcontent.gov, there is some really good resources, multilingual Best
practices, a Spanish language style guide, that local to illegal -- federal
mutlilingual user group and find people that are doing this. And what other
agencies or organizations that have done this. And then execute across the best
practices. That is what we will jump into right now. Okay pick question time.
Anything out there before I take a sip of water?
>> Sure, that this fine thing we do have one question from Kathy. She got the
question earlier right about what makes the Hispanic population in a little
different and the fact that they are different.
>> The non-Hispanic population, and sorry.
>> She gets an extra bonus point for that.
>> Her question is about the example that you just used, how did the measure
Hispanic content on the English side? Browser info, PPC, geo segmentation, etc.?
the way that I did that was a little sight called quantacast. If you go to that
site and put any website or most website it will give you the number of visitors
and the demographic profile that is Hispanic so that service exists pick that
one is free and there is also comscore media metrics. But I find that quantacast
is pretty powerful. It shows you the percentage of your traffic that is
Hispanic. It keeps you in Texas. So Hispanics make up about 10% of the U.S. on-
line market. So that is about where a given agency should be on the national
level. And when I said USCIF, I think that is 25% so I like to shoot for about
10%. That is kind of a benchmark that you should use. That is the source that I
use but you could use broswer language, if you are a experto and bought a
computer at Best Buy, so if you buy a PC in the U.S. war browser language will
be set to English by -- your browser language will be set to English by default.
You can see your country of origin if you use [Indiscernible] international
traffic but leges that quantacast is the one that I recommend.

>> Thanks, Lee Picco ahead and continue, please,.
>> These are the best practices for multilingual web sites. I will list them here and then we will go into great detail and screen shot for a lot of different examples. There is a lot of great screen shots that I will show and some that are not so great. If anybody from an agency or organization is on the line and I show something that is not so great it's not intended to insult anybody but to illustrate a point so hopefully that is not the case. We have in my experience we have seen a lot of great Spanish sites and a lot of not so great but it's all in a learning experience. We will go through these quickly picked a first is in language. As relates to the Hispanic market my philosophy and what I believe is the best practice to communicate in both English and Spanish. The key assumption there is you are trying to reach the national U.S. Hispanic audience. Most of you are saying, what does that mean? What it means is that your English site is probably already resonating, connecting and providing value to English preferring Hispanics. But to reach the novatos or Spanish preferring Hispanics you need a Spanish-language site. If you do the user research and you do a program in Chicago to educate them on, you know, vaccines you would use Spanish. I am coming from a national ticket perspective. I will show you some examples. The next one is in culture. You want to be culturally relevant to connect with the audience. So a lot of this kind of -- life version to translation I will give you an example if you take an existing English side and Dallas developer with an Anglo perspective and was written very much for the general market can you just translate it and you have an awesome translator who was perfect in Spanish and English, the content will be grammatically correct. But the context and wait it's written in a position might not resonate -- might not resonate with the Spanish audience or could resonate better. Access. This is one of the easiest things to do. All imine is give people access to your Spanish state. In the last few years I have seen this improve. Make it easy for people to find a kid you would be surprised that a lot of agencies come from the Fortune 100 organizations spend a lot of time and money to do build the Spanish site. Use a stand-alone your route. Like webcontent.gov. Most organizations put the Spanish site in a folder or sub the mean, that is okay and you can use re-direct. We touched briefly on compare ability and maintenance. If you were going to build something make sure that it's compatible to the English site and have a plan for maintenance. Notifications. This feeds into what I was seen about compare ability and maintenance. If you will do things in places such as the state that started a section to get a driver's license, it's okay to have that within in English site. And if you have navigation to said that another section is just in English that is okay. Just give the user notification to say, if you click on this link to pay your state taxes, that information will be in English so instead of the user clicking on the link and going to the English as page, saying, I don't understand this, let them know up front. Toggle functionality. I will show you an example of usa.gov and if you get to those that are mirrors of each other but people go back and forth and I will show you how that is important.
>> Some people do not get this, what ever your core mission is, make sure if you have a common tool or Web application that helps you, that she be in Spanish -- that should be in Spanish and the other part is print and share. They are sharing stuff and its possible that with in the House told the kids are the expertos and the parents are novatos. So that that might say, can you help me, I have to pay the taxes. So the kids might to the research on line. And so if he can print the page or e-mail ID or share it, they use that a lot. And now there is this social media, the ability to share pages and things like that will. Operations and marketing. I believe I touched on this and then marketing. You're Hispanic web site should be integrated with your internal operations and also an external offline points. So if you do print in spanish or radio make sure the Web site is part of that and point 10 should be on-line marketing. So we will go

through these one at the time. We touched in a little bit on this. These are the things to keep in mind, bilingual is the right approach for the entire Hispanic on-line market. The best way to develop content is from scratch, the original Spanish content development. And a lot of you say, how can we do that? In most cases people use a variation of translation of localization. I and a stand that because you have a ton of content in English and it's much more cost efficient to use English content. So what I recommend is what I call trans-creation. What you do is take the English content. Hopefully you have a research that talks about the needs of the Hispanic users and what is different and how they perceive Regency or services. And you take that content and Trans related. The best example that I can think of is that we work with All State Insurance companies. So we use the English, in English it was a way to protect your assets in your financial officer of -- your financial and your resources and all of that and we talked to Hispanics and wanted to know what they cared about and why home owners insurance was important to them. For them, first I will say insurance and -- in America and Mexico is not popular and they say its fatalistic, what efforts will happen is God's will. So those that say I need homeowner's insurance the we repositioned was preserve your memory, preserve your home. It's a softer twist on and pick that is what you want thank you to with transcreation. Machine it direct translation, did not do -- do not do it. Google is making a big push did I think when the machine translation will be okay and hopefully I can prove that point. A couple things about Spanish, the U.S. Hispanic Spanish and some people could refer to that as pan regional Spanish that is consistent or resonates across all Region versus localized, Mexican or California. Spanish has two tenses, formal versus familiar. That is an important decision to make up front. We work with gobiernoUSA.gov and on the web site it tends to be formal which is the official government information. But on -- with in social media we have made a conscious decision to use the familiar. That is a decision that needs to be made up front and you have to be consistent no matter what. I would think for most government organizations I would go with formal. I think that sounds right but something we should think about. Spanish is 20% longer than English so if you take it and are using the transcreation keep that in mind that your pages will be a little bit longer. This mostly influences navigation and images. They might be a little bit longer so good translators will understand that. One thing I will say is that you should use content developers that understand this better could at transcreation and understand the Web and the content for a website. People consume content on-line very differently. If it should be shorter, bullet pointed, linked, so if you are looking for somebody goes would be the things that look for a a language test. We recommend using usability testing. You can bring Hispanics and to not only try out the site, does it work, are the achieving the task? And also, what do you think of the language? Does this make sense to you? I don't know if you have done card sorting exercises but all of these things are important. And I mentioned webcontent.gov. There's a lot of that has already been done in this area. Now let's look at some examples. This is the state of Nebraska. So we have Twitter, Facebook, RSS feed. I will try this -- highlight this. I guess what I want you to do here is check out up here at the languages section here and then check out this area and then go over here. Look at those. So when you click on languages, you get this screen. Okay? It might be a loyal but hard to read but it's provided via google language tools, and the warranty is made as to the accuracy or correctness or reliability. Some pages may not be accurately translated. Okay. So what they are doing basically here -- I took this screen shot on Firefox and immediately there is a problem. The reason is that this word did not show up correctly. When you click on this link, this is what you get. This is Google's rendition of Nebraska.gov in Spanish. The first thing I notice is that this is getting pushed to the second line and then all of this is broke. From my point of view -- I am sure there are a lot of you that will disagree

with me but I will give you another example that will help prove this point. Even though they have the disclaimer, it creates a negative user experience. The site kind of breaks, we are not even looking at the language yet. If I am Hispanic, my point of view is I don't understand this and we have done the research that shows that they would rather have content in English then the content in like that -- like, bad Spanish. This might not be horrible but I think it sends the wrong message. After this maybe we will open it up for some questions because I know this is a controversial topic. This is free, a lot of people say, we do have budgets in the economy is not good but I truly think this is a mistake. Okay. So the White House does an awesome job online and they have a blog and they are starting to blog in spanish. They are doing this through the original content developers and they also have people who transcreate content. So I will show you what I did. The White House does not do this. What I did was take a Spanish blog Post returned by the White House and ran it through Google and went from Spanish to English. I am putting you guys in the shoes of Hispanics. This is a blog about health care reform. So what keeps you reform -- gives you reform. In Spanish this is correct but when you literally translated to you find something that does not make sense. That headline does not make sense. Again, the White House does not do this, and I just did this. All of you can try this, you can take content and run it through the Google translator. So if the United States only spoke Spanish and you only spoke English and you saw this, this is a mistake. So what message does that send to you? Is this better than nothing? Or what kind of message is this? I think that it's a mistake, it should not be this way and I think it sends the wrong signal. And I mentioned webcontent.gov. This is the Spanish language style guide. There is a ton of information. This is the page on webcontent.gov. I don't know if we have questions, this is a controversial subject and I don't know if anybody chimed in.
>> We do have some questions and if you have a question to ask Lee today please type them in in the chat box at the bottom of your screen.
>> Heather had that when you talk about it's not enough to translate the materials on your site, her agency disseminates a lot of materials related to laws and regulations its most likely understandable by expertos but probably mostly used by novatos hardy disseminate this information to both audiences?
>> Let me caveat, if you are going to do -- once you start to do your content strategy it's important to look at the nature of content in order to determine what you are going to do. The easiest example is a privacy policy. This might be consistent. A privacy policy in English, you cannot transcreate so you might just translate this. Its songs like what you guys have, so you have things in English that expertos understand prod if its regulation, a very factual, statistical, matter of fact, that is okay. If its position of a product or service or headline or things like that, that might be transcreate you need to look at the content, what is the nature of it.
>> Okay. Laura wants to know where can you promote a Spanish side on a nationwide level.
>> We will get to that.
>> Town wants to know what kind of user research with you test the relevance of of the appropriate content.
>> That is a tough question. It's like anything else, I think the question is, say that you come out with a prototype of a brand new clearly relevant site and you want to test to see if that is resonating with people. I think open ended exploration is the best way asking people, what does this mean to you? What is your impression of this? Who do you think the audience is? That is really the way to do it. With St. Usability and having people go through the scenarios. That is more through the functionality and really getting the moderator to try to probe to see if that content is resonating.
>> We will take one more.

>> Dawn also likes to know if you have any persona studies.
>> Yeah, personas for those of you who don't know or fictitious characters that are present your audience so you might have, like if we are building a web site for a new agency and we want to reach both Google and expertos we will personify an experto, okay this person is Miguel Rodriguez and he lives in San Diego and we talk about his all my needs. We tend to do that with our clients. I can share those with you, Dawn, we have done those for a lot of our clients.
>> I am going to keep going.
>> Okay. Culture. Language communicates but culture connects. You want to do your research to understand the needs of Hispanics online. And to make the site culturally relevant is imagery. If you have images of people on your site and you have a Spanish site you can make the people look more Hispanic. And then the content is the other way. The user experience if you are going after novatos you can make seems a little bit simpler and things like that. What we find with those three models, partial is the cultural relevance becomes more relevant the more intricate the site becomes in general. And then we talked about integrating with other PowerPoint. But making sure that cultural relevance is not just on the web site but if you have a call center, or people are responding to e-mails. I will keep you and example. Most call centers are measured in peak based on efficiency. So we spend a minute answering a person's questions. Hispanics like to chitchat and talk and get to know you a little bit so you might want to be culturally relevant on your web site and all the pieces that will connect with it. This is an example of cultural relevance. This is usa.gov. This is the official portal of the U.S. government. There is an integrated Spanish-language version called gobiernoUSA.gov. It is/topics and audiences. So we have citizens, businesses, government employees, and the top area here are benefits, Brands, a consumer guide. These are ordered alphabetically. So here is a picture. So when we look at the Spanish, there are a couple things that are different first this family here is definitely Hispanic. And then the content is sorted a that a bit differently. We have general, public, recent visitors. What do we have in English, we have this interest to the U.S.. This is a whole new group. And then visitors to the U.S., these are ordered a double bit differently. What is important is being reflected on the site. That is what we mean by culturally relevant. If we just translated usa.gov it would be the same but we have reordered and changed the architecture to make it relevant to our audience. And then the key topics, and planets, benefits, integration, those are the kinds of things. So what are important to the Spanish audience and bubble it up to the top.
>> Access, this means providing access from English to Spanish. Many business English sites even if they speak Spanish so we want to make sure that you can understand the Spanish side. What we recommend is the word en espanol or just espanol and have that on the top, global navigation of the site. So what should be on every single page. Do not use English words. Some people do that. But if you were really interested in French wine and you went to a site that was in French and they have an English version but this said in English but it said that in French and you do not speak French you would not know that they have a English site so maybe Chinese would be better, if it was in chinese, in characters, but if it was in English you would not see that. So this is global now. Every single page of usa.gov has that link on the top. State of California so global navigation. And here is maybe not so good an example. This is ready.gov, they have been espanol down here, but I would put it up high. So that is the theory of access we are running a little bit short on time -- actually not, I will give you this because I think it's important. We were hired by a large national bank and they said, we want to know where we should advertise the Hispanics on line. Where is the best page? Should be be on search engines, univision, telemundo? We used a tool similar to quantacast but we could find out that every month there English-language site received about 2 million Hispanic

visitors per month. We compared that to some of the other portals and this was many years ago and the bank got more traffic than univision.com at the time. So we send the best place for you to advertise is right here, right on the top of the English home page and that is what they do they are already getting traffic to the English side and by adding in think to the Spanish site they got a ton more traffic. That is not to say that we also thought that univision and other portals made sense for them but that was kind of a aha! moment. And I think that this has changed. I have seen companies, agencies build will be robust Spanish sites and there is no link to it so if you have something provide a link to its pre you can also on an English site, use this example, you could put a call to action down here. Put a button or something like that but that is what we call promotional. And on the English page you could put a box here, en espanol. With the example I gave with the driver's license, if you are the state of Florida on the English side if you only have something in English, you would say, hey, get your driver's license in Spanish and he would want to put that in Spanish. URL strategy did I recommend that you have a dedicated standalone URL. GobiernoUSA.gov is a standard URL and listo.gov, that means "ready." So have a stand alone URL even if it be directed to Dave some Boulder or -- to a subfolder or subdomain so like whitehouse.gov/spanish. These are some subdomains. You can always use a dedicated standalone URL and redirect. Why would you want to do that? Is practically free. If he were to meet offline advertising. Say you have a real sponsor that says, check out our website at nasa.gov and it's a lot easier to say [Indiscernible] and you could track your own URL. At this point you cannot use accents or special characters in URLs. That this is really espanol, Hispanics understand that. I would argue that the White House Spanish state should be whitehouse.gov/espanol, not Spanish paid so they might do site.com/hispanic. Hispanic is a sense his name so you don't want to do that so use Hispanic or espanol. To the extent that your site can be compatible, this is important. The reason is that Hispanics, regardless of expertos and novatos, they will compare the two sides. And you want them to perceive that they are getting an equivalent user experience. I am not saying that the need to be exactly the same, but when somebody goes to your site in English and then click on the Spanish you don't want there to be a disconnect. In my experience there is a theory that I have that I believe is true and that is that Hispanics, especially Spanish preferring Hispanics have an expectation that the Spanish version will be inferior to the English because it's pretty much true. I have seen things get better but time after time if it's no good and the language is bad and the links are broken, you are okay in English but you prefer Spanish, over time you'll expected to be no good so you won't even go there. So it's important that we teen chat that expectation because people are going to compare. This is the example of ready.gov again. This is English. This is the home page. This is an inferior page. I have an arrow here and then they have a video so check out with the video is. Try to remember what that looks like. Here is Spanish, Sokoto relevance. If you were to compare the English and Spanish homepage they're exactly the same. Similar but down here, I don't know if you notice but in the English version there is five feature contents, but here there is only one. This is a good example. I am not knocking the Department of Homeland Security. And the video, it was not integrated into the site. So try to make them compatible. You should integrate it into the stand of sight. Try to have information in English and Spanish. On this side, we saw on English site they had five videos and I would provide all five and when you talk about notification, say this is in Spanish, and if you want to check them out, are in English. Some maintenance. We talked about maintenance pretty want to make sure that you have a plan. Once you build it you need to maintain it. So I will jump into the screen shots here because we are running out of time. Maintenance you have to think about it especially as relates to your English side. As sure English site evolves don't forget about your Spanish site. So there is the state

of California, you have the access of here. What we're seeing a lot of right now and I'm sure you're going through this is a move towards I hate to say it, web 2.0 and links and video and things like that. The state of California has that. Look at the Spanish site. Huge disconnect. Here is English and here in Spanish. So what message are you sending to your Spanish speakers? You are not cool enough for Twitter? Hopefully the state of California is working on it but it sends the wrong message. If you are on this really cool modern English side and then click on espagnole it comes up with a different site -- espanol it comes up with a different site. US CIS, this is the English site and here is the Spanish site. It's similar and compatible and hopefully they are able to maintain it. And this is another example, HUD just re-designed their site. It's more web 2.0 and when you click on spanish up here, this is the old HUD. gov. I do not have friends there, but just keep this in mind. Notification. Again, I recommend linking the sites dont' have to be mirrored. A lot of Hispanics are okay in English and this is an example, this is the CDC. This is a resource so what they're saying is providing access to it and they have provided the things down here. So they are giving people access but letting people know that it's only available in English. I think that is great so if they are okay in English they will go ahead and they don't have to click to find out if it's in English and close their browser. This is how gobiernoUSA.gov does it. So this is the Office of patents and trademarks and they have that. You should also provide notification if there is a PDF. That is a standard Web practice. Okay, toggle functionality. That means if you have a similar English and Spanish site you want to let people toggle between the equivalent cases. This is an example of usa.gov. This is the job education volunteerism page. On this page is a plan that says a check out this topic in Spanish so when I click on that you go to the corresponding page and noticed that on the Spanish implanted page you can click to see this in English. So you can go back and forth between the two. So this is a great source of profit PUC a lot of visitors coming from usa.gov. It's also a great way for people to learn English. We say use this topic if they are not completely in translation of each other, their customized to the Hispanic audience. Okay. Number eight pick interactive features and functionality. Whatever your core mission is make sure that that functionality is available in Spanish. If you are USCIS and your core mission is this, you should help people in Spanish. I talked about sharing the communication Beecher and then the search engine. Hopefully in the audit you have internal search engines for your site and most of them should support Spanish. But if you start a Spanish initiative from scratch ask that question because sometimes Spanish characters show up. So this is gobiernoUSA.gov and on the right you have a utility's task. You have this share button, and these thing is that we talked about this is kind of a utility to allow you to share. This is the IRS. This is an awesome example from the IRS paid you know we have the tax refund. A big thing that people were looking for is what is the status of my tax refund. A key feature and functionality of the IRS. A lot of cases I don't know what has been going on. The Social Security and some of the other information, it is making it Spanish and little bit easier. And this is an example from the federal student aid program. So you were able to solicit federal aid. So their mission is to help people with scholarships and things so you can do that in Spanish. Pretty straightforward. This is the National did not call registry -- do not call registry to get people to sign up been so these are examples. You're Spanish site is now live in a packing. Make sure they can talk to integrated Systems, and external pads. Now I will get into marketing. I will try to go through this -- so invest the marketing and then they will compete don't think that if you build the Spanish site -- plan for and allocate marketing resources, leverage off line, have the stand alone URL and have it on your brochures. And then do the online marketing. So I will talk about social media, and retention in the next ten minutes.

>> So search engine marketing.
>> In Spanish it's a lot easier to do well on Google, a lot less competition but a lot less certain volume. This is a screen shop for the word when "government" in Google and there are 734 million Web pages that Google indicates. This is the equivalent term in Spanish which is "gobierno" in there is only 129 million pages. This is not a SEO class, but make sure you follow the specifications so don't forget about SEO. This is a little screen shot up with the Hispanic search market looks like and we actually did a blog post on this. Google has an interesting relationship in that the power the search for all of these websites, these are all Hispanic websites. According to my calculations for the 7% of Hispanics searches go through Google. So if they are able to buy keywords that is the lion's share of the market. The rest is shared by Microsoft and Yahoo!, hopefully you all know Yahoo and Microsoft went into a partnership and Microsoft's new search engine is called bing. So that will not take effect until sometime in 2010 so if you are starting up with something now, start with Google and then kind of see how the Microsoft Yahoo! partnership plays out in 2010. That will be about 40%. So if somebody uses Univision search engine, its power by Google. So you will show up on all of these others. Social media. I am a big believer in the social media and, indeed, to with them. This is an astronaut who is Hispanic, he has $38,000 he tweets from space. So he practices bilingual, and here is Spanish and here is English. So there is proof that there is Hispanics on Twitter. This is gobiernoUSA.gov in Spanish that launched a couple months ago, 759 pans fans and we are starting to engage people. And this is [Indiscernible] and they have widgets in spanish and with the h1n1 flu that any government side could copy and paste and put it on their site and update. In this case this is flu and daily health tips pretty all of these things are pretty cool. For those of you on the call, some government agencies can not buying media, they cannot by keywords or bandwidth so we have come up with another tactic. I talked about this in the content for social media but there is a relative lack of Spanish language content out there. As a result a lot of Hispanic websites, such as AOL Latino are looking for content. So we have developed content and then syndicate it to different Spanish websites. So what they're getting is content that is relevant to the Hispanic audience of high quality and awareness of branding and they get a link back to the site. So if you are developing content, think about syndicating it paid you get SEO benefits. This is another example of an article. So that is a cool tactic. Partnership, same kind of idea here, if your government agency for the most part are putting out information that is valuable to citizens and is important for local or national audiences, in this case innovation was interested in what gobiernoUSA.gov was doing -- Univision was interested in what gobiernoUSA.gov was doing so they integrated into Univision and part of the mission is to empower Hispanic computers so they found what gobiernoUSA.gov was doing relevant and they wanted to get this information on to the audience. And last but not least, retention marketing paid all of the other tactics were integration based paint to give them a reason to come back. My favorite example of ready.gov in Spanish. I think that is great that people can subscribe for more information. And if 100 people come to your site and five or six of them sign up, you can contact them on a frequent basis. One problem is once you click on this button at the side the experience is in English. I would recommend that they provide this in Spanish. That is what gobiernoUSA.gov does, you can sign up for e-mail alert in Spanish. With a few minutes left for questions, that is what I had paid one last thing, this is a RSS feed for gobiernoUSA. So that is a good way to engage people. That is what I have for you guys pick here is my contact information we have a blog on the topic on all of the best practices. Please check that out and I will open it to questions.

>> This is Darryl and I know that Laura and Lelani are out there from gobiernoUSA.gov and Laura wants to say what they have done in terms of Spanish marketing so let everybody know what you have going on over there.

>> Hi everybody this is Laura and all I am one of the managers of gobiernoUSA.gov. I wanted to expand a little bit on -- and Lee touched on this already. He talked about the Spanish language guidance glossaries and this is a resource that we had four webcontent.gov paid in you, meaning everybody who is listening to this that even the term billions and trillions have given us a lot of trouble. So we have created very recently, a couple days ago we posted on the site just to give some guidance to people on how to translate these terms because of the number of zeros mean different things if you are in Latin America, U.K., Spain, or the United States paid this is what we are doing to try to help out the web content community and also this is a very important thing that we manage people to such expectations when we address them in Spanish. So we have a lot of resources and if you have additional resources that you would like us to consider to include in this guide, please, send them to me. I would be more than happy to take a look at it. You can access this through webcontent.gov.

>> Great, thank you, we appreciate you sharing that with us. Lee, we have a couple questions. Do you have a few moments?

>> Catherine wanted to know if you could expand on why a Spanish URL is better and what are the pros and cons from a SEO prospective.

>> What I said is that you should use a dedicated URL so from a SEO perspective if you have a Spanish URL and the site is Spanish I think it will be consistency in that. That is really the point that if the site is in Spanish the URL should also be in Spanish. The main thing is to have a dedicated URL like gobiernoUSA.gov. It's a lot easier to remember and the offline marketing it's easier to have a simple dedicated URL.

>> Great. We have a question that came in that if you are doing a clinical partial Hispanic project what kind of designs D recommend?

>> I'd think it depends on what the strategy is. If you are doing a partial Hispanic project and its event related or Hispanic Heritage month and you can have a lot of flexibility and freedom in terms of the design grid if you just take part of your English site and make it available to Hispanics, you can play around with the color palette but also you need to remember about the practice of compare ability. You also wanted to be compatible to your English site. So if it stand alone and is brand new feel free to go for something that is a little bit more Hispanic, a little bit more flair and try to make it consistent with that site.

>> Crete. Well, thank you very much for your time today and we want to thank all of you for joining us at web manager university as a reminder this webinar was recorded and we will do the best to get the lead back to everybody that attended by tomorrow to download it as well as the slide presentation. If you have any additional questions please feel free to contact Lee at the contact information on the screen or you can contact us at webmanageruniversity@gsa.gov. We will be sending out an online evaluation form. Please take a moment to fill that out as the feedback that you provide this is a valuable to us in providing materials, course materials that will benefit your needs. We are trying something new this semester we are sending out the tracks updates about every three months so in about three months you can expect an e-mail from us to find out how you are doing, having been able to apply some of the inflammation that you learned today to some of these sites that unit -- some of the information that you learned today to some of the sites that you manage could and we have the courses on the Web site, webmanageruniversity.gov.

>> Thank you all for joining us and we will now end the webinar.

>> Thank you take care.

>> Being [event concluded]