



All Consumidores Are Not Created Equal

Presentation for SES Latino

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July 10, 2006

The Good News & The Bad News: A Nascent Market

- **Spanish search mktg in relative infancy**
 - Small Spanish language ad inventory
 - Poor matching by search engines
 - Not many good tools to support keyword research
- **Good tools are coming to market, if you know where to look**



Small Spanish-language Ad Inventory Opportunity!

Google Web Images Groups News Froogle Maps more »
publicidad internet Search Advanced Search Preferences

Web Results 1 - 10 of about 28,800,000 for **publicidad internet**. (0.53 seconds)

Google Internet Marketing
www.google.com/onlinebusiness Boost your business profitability Market your website with Google!

Internet Marketing Secret
clickhere.org Free SEO Tools, Forums & Tips Internet Marketing Association IMA

Tip: Search for **English** results only. You can specify your search language in [Preferences](#)

"Publicidad por Internet publicidad internet publicidad en internet" - [[Translate this page](#)]
Publicidad por Internet **publicidad internet** **publicidad en internet**.
www.publicidad-internet.com/ - 16k - [Cached](#) - [Similar pages](#)

Publicidad Unidad Editorial - Internet - [[Translate this page](#)]
Audiencia y Difusión · Tarifas · Formatos y Ejemplos · Departamento Comercial · Ediciones · Suplementos · Magazine · Yo Dona · Descubrir el Arte ...
www.el-mundo.es/publicidad/internet/index.html - 24k - [Cached](#) - [Similar pages](#)

adms :: Agencia de **publicidad internet** y nuevos medios - [[Translate this page](#)]
Estudio de Comunicación, **Publicidad** y Diseño especializado en **Internet**, Marketing Interactivo, Marketing Directo y Nuevas Tecnologías.
www.admediastudio.com/ - 10k - [Cached](#) - [Similar pages](#)

Andy21.com - PubliNet - **Publicidad en Internet** - [[Translate this page](#)]
Diseño de páginas y sitios web estáticos y dinámicos + bases de datos. Nuestra experiencia demostrable en la red nos avala.
www.andy21.com/publiNet/ - 11k - [Cached](#) - [Similar pages](#)

Publicidad Internet | Campañas Publicitarias | Resultados ... - [[Translate this page](#)]
Resultados garantizados para su web con el posicionamiento en buscadores.
www.bitlonia.com/publicidad.asp?idMenu=14&idSeccion=14 - 56k - [Cached](#) - [Similar pages](#)

LION, Inc - **Internet Mortgage Lead Generation and Advertising ...**
Start building an effective lead strategy today call 800-786-8063 for a personalized needs assessment.
www.lioninc.com/amo_advertising - 5k - [Cached](#) - [Similar pages](#)

IAB Press Release
Overall **internet** advertising revenues (US) for 2005 totaled \$12.5 billion, ... Q4 2005 **internet** advertising revenues totaled a record \$3.6 billion, ...
www.iab.net/news/pr_2006_04_20.asp_29k - [Cached](#) - [Similar pages](#)

Internet Advertising
Cost effective online marketing strategies developed by TMPDM.
interactive.tmpdm.com

Internet Marketing
Targeted Marketing For Your Website Boost Sales. Beat the Competition!
www.hostway.com/smb/pay-per-click/

Promote Your Business
Online sales & marketing tools from Network Solutions. Learn more now.
NetworkSolutions.com

Internet Marketing
Over 600M Searches Per Month Quality - **Internet Marketing**
www.goClick.com

Need More Customers?
\$9900 system generates steady flow contactable customers ready to buy
www.CustomerAQ.com

Email Marketing
Create, send and monitor email campaign results. 60-day free trial
www.ConstantContact.com

Online Marketing Quotes
5 Online Marketing Price Quotes. Request, Compare & Save.
www.QuoteCatcher.com

Top 3 Website Rank \$39.95
Top 3 on Yahoo and 13 others or, First Page here and 5 others \$39.95

Done location in

Poor Matching by Search Engines Opportunity!


Regístrate Nuevos Publicar Toolbar Foros Ayuda
Compara precios Consulte a los expertos Recomendar

Recomendamos:
[Cursos y Masters](#)



Ganate una Nueva iPod **GRATIS**

[Anuncios Google](#) [Publicidad](#) [Campañas publicitarias](#) [Agencias de medios](#) [Artículos de publicidad](#)

[Avanzada](#)
[Agregar a favoritos](#)
[Recomendar](#)
[Imprimir](#)
[Bajar Trabajo \(Descargar\)](#)

En índice
 En texto completo
 En Internet
 

Teoría de la **Publicidad**

1. [Definición de Publicidad:](#)
2. [Necesidades.](#)
3. [Finalidad de la Publicidad:](#)
4. [Brief:](#)
5. [Investigaciones:](#)
6. [Producto o servicio nuevo.](#)
7. [Espiral publicitaria.](#)
8. [Medios.](#)
9. [Selección de la Agencia de publicidad.](#)

Definición de Publicidad:

Es una disciplina científica cuyo objetivo es persuadir al público meta con un mensaje comercial para que tome la decisión de compra de un producto o servicio que una organización ofrece.

Diferencia entre Propaganda y Publicidad:

La Publicidad tiende a la obtención de beneficios comerciales, en tanto que la Propaganda tiende a la propagación de ideas políticas, filosóficas, morales, sociales o religiosas, es decir, comunicación ideológica.

Comunicación:

1. **Emisor:** Quien emite un mensaje (Agencia de Publicidad).

Anuncios Goooooogle

Hair Removal Info
 We Know what you Need Find all the Info Here
www.hair-removal-info.be

Debt Consolidation
 Get some help for free! Find all the Info Here
www.moneywizard.be

Google's Site Targeted Tool (Free)

- Returns contextual keywords based on site content
- Recommended by Google only in English but sometimes works in Spanish
- Provides competitive & volume info
- Returned 50+ initial results from Chevy Spanish homepage: some relevant, some not



Showing keywords grouped by these terms:

[carros](#) (21), [camiones](#) (14), [comprar](#) (6), [concesionario](#) (8), [segunda mano](#) (6), [autos](#) (5), [chevrolet](#) (6), [Misc](#)

Keywords related to **carros** - sorted by relevance [\[?\]](#)

Keywords	Advertiser Competition [?]	Search Volume [?]
carros	<input type="checkbox"/>	<input type="checkbox"/>
carros chevrolet	<input type="checkbox"/>	<input type="checkbox"/>
fotos carros	<input type="checkbox"/>	<input type="checkbox"/>
fotos de carros	<input type="checkbox"/>	<input type="checkbox"/>
comprar carros	<input type="checkbox"/>	<input type="checkbox"/>
carros lujosos	<input type="checkbox"/>	<input type="checkbox"/>
super carros	<input type="checkbox"/>	<input type="checkbox"/>
carros deportivos fotos	<input type="checkbox"/>	<input type="checkbox"/>
carros nuevos	<input type="checkbox"/>	<input type="checkbox"/>
venta carros	<input type="checkbox"/>	<input type="checkbox"/>
carros usado	<input type="checkbox"/>	<input type="checkbox"/>
carros usados	<input type="checkbox"/>	<input type="checkbox"/>
carros modificados	<input type="checkbox"/>	<input type="checkbox"/>
carros tuning	<input type="checkbox"/>	<input type="checkbox"/>
carros exóticos	<input type="checkbox"/>	<input type="checkbox"/>
videos de carros	<input type="checkbox"/>	<input type="checkbox"/>
alquiler carros	<input type="checkbox"/>	<input type="checkbox"/>
seguros de carros	<input type="checkbox"/>	<input type="checkbox"/>

Overture and Google tools limited on Spanish terms. Sometimes, no terms at all are suggested.

Results are tailored to **English, United States** [Edit](#)

Keyword Variations | **Site-Related Keywords**

Enter one keyword or phrase per line:

chorizo Use synonyms

[Get More Keywords](#)

Choose data to display: **Keywords only** [?](#)

More specific keywords - sorted by relevance [?](#)

Match Type: [?](#)
Broad

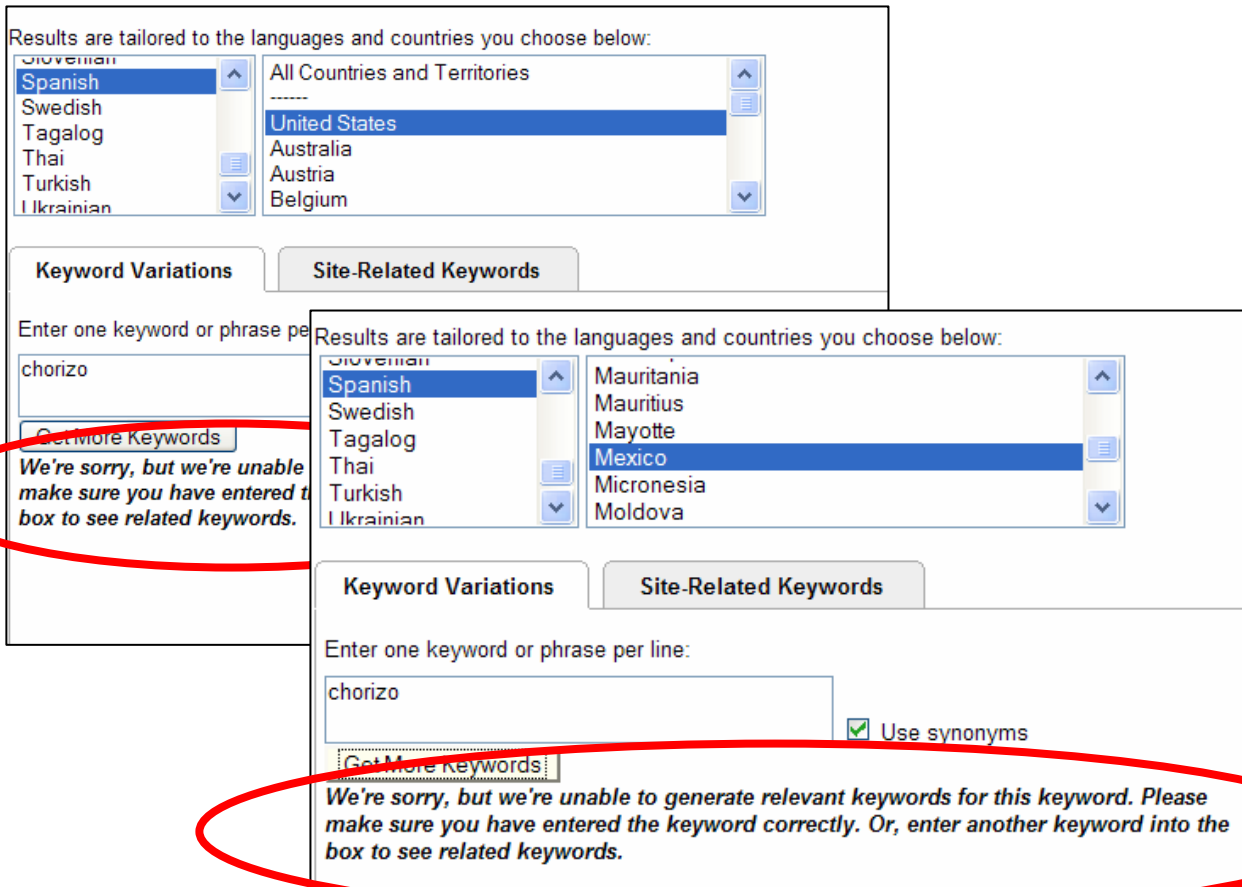
Keywords	
chorizo	Add »
chorizo sausage	Add »
Add all 2 »	

Download all keywords: [.csv \(for excel\)](#), [.csv](#)

- Only 1 suggestion by Google KW Tool for “chorizo”
- Tailored to English-US

Second attempt: Google Keyword Tool for “chorizo”

- When results tailored to Spanish-US and Spanish-Mexico – zero search results!



Results are tailored to the languages and countries you choose below:

Spanish	All Countries and Territories
Swedish	-----
Tagalog	United States
Thai	Australia
Turkish	Austria
Ukrainian	Belgium

Keyword Variations | Site-Related Keywords

Enter one keyword or phrase per line:

chorizo

Get More Keywords

We're sorry, but we're unable to make sure you have entered the box to see related keywords.

Results are tailored to the languages and countries you choose below:

Spanish	Mauritania
Swedish	Mauritius
Tagalog	Mayotte
Thai	Mexico
Turkish	Micronesia
Ukrainian	Moldova

Keyword Variations | Site-Related Keywords

Enter one keyword or phrase per line:

chorizo

Use synonyms

Get More Keywords

We're sorry, but we're unable to generate relevant keywords for this keyword. Please make sure you have entered the keyword correctly. Or, enter another keyword into the box to see related keywords.

Sample Overture Keyword Suggestions:


OBTÉN UNA COTIZACIÓN GRATUITA: 2006 FORD MUSTANG VOLVER A SELECCIÓN DEL VEHÍCULO

Describe a continuación el vehículo que deseas que coticemos. Obtendrás la cotización en las próximas 24 horas.

ELEGIR MODELO Y COLORES

Selecciona uno o más modelos:

- Coupe V6
- Coupe GT
- Convertible V6
- Convertible GT



EXTERIOR: Seleccionar uno o más

INTERIOR: Seleccionar uno o más

OBTÉN UN PRECIO DE INTERNET

Nombre: * (Requerida*)

Apellido: *

Correo electrónico *

Número de teléfono *

ELIGE LAS PREFERENCIAS

PAQUETE:

- Estándar
- Deluxe
- Premium

Keyword Selector Tool

Not sure what search terms to bid on? Enter a term related to your site and we will show you:

- ◆ Related searches
- ◆ Estimated number searched on last month

Get suggestions for: (seconds)

Note: All suggested search terms are subject to our standard editorial review process.

No suggestions for cotizaci%C3%B3n%20gratuita%20de%20carro.

Herramienta de sugerencia de palabras

¿No está seguro de las palabras para las cuales presentar una oferta? Introduzca una palabra relacionada con su sitio y le mostraremos:

- ◆ Búsquedas relacionadas que incluyen su palabra
- ◆ Número de veces que esa palabra ha sido buscada durante el último mes

Obtener sugerencias para: (puede tardar hasta 30 segundos)

Nota: Todas las palabras sugeridas están afectas a nuestro proceso de revisión editorial estándar.

No hay sugerencias para cotizaci%C3%B3n%20gratuita%20de%20carro.

- *Inventory.overture.com* ineffective for Spanish keyword generation
- “cotización gratuita de carro” (free car quote) returned no results – even in Spanish version

Google and Overture keyword tools measure relevance to keywords, not to your website

Results are tailored to **English, United States** [Edit](#)

Keyword Variations | **Site-Related Keywords**

Enter a webpage URL to find keywords related to the content of the page.

 Example: <http://www.example.com/catalog/product?id=718>

Include other pages on my site linked from this URL

▶ [Or, enter your own text in the box below. \(optional\)](#)

Showing keywords grouped by these terms:
[jacksonville jaguars](#) (6), [animal](#) (13), [rain forest](#) (5), [jaguar](#) (4)

Keywords related to **jacksonville jaguars** - sorted by relevance

Keywords

jacksonville jaguars
jacksonville jaguars memorabilia
jacksonville jaguars jersey
jacksonville jaguars gifts
jacksonville jaguars apparel

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search: [Go!](#)

[Visit](#) | [Calendar](#) | [Animals & Plants](#) | [Kids](#) | [Education](#) | [Membership](#) | [Get Involved](#) | [Donate](#)

[Zoo Home](#) | [Park Home](#) | [Tickets & Hotels](#) | [Corporate Sales](#) | [Group Events & Catering](#)

SAN DIEGO ZOO.org

[animal bytes home](#) | [reptiles](#) | [birds](#) | [insects](#) | [mammals](#) | [amphibians](#)

Quick facts

Video Byte: Jaguar



Photo Bytes

Mammals: Jaguar

Range: North, Central, and South America
Habitat: rain forests, swampy areas, grasslands, woodlands, dry forests, and even deserts

Is that a jaguar I'm looking at?

While jaguars and leopards look a lot alike, there are ways to tell them apart. Jaguars are stockier and heavier, with shorter, thicker tails. They have dark spots on their backs, called rosettes, with an irregular broken border and often a spot in the center. Leopards (from Africa and Asia) also have dark rosettes on a tawny coat, but if you look closely at each rosette, you'll see that there is no spot inside, and the rosette edge is unbroken.

A roaring good time

There are four big cats in the biological grouping called *Panthera*: jaguars, lions, tigers, and leopards. These are the only big cats that can roar. They roar to scare off other animals and defend their territory.

What's a black panther?

Most jaguars have tawny-colored fur with black rosettes, but some have black-on-black, or melanistic, coloration. (Click here to Spot the Cat Coats.) Usually jaguars that are found in darker rain forest areas are black. So, are they black panthers? No, there is no such animal! "Panther" is just an old general term that comes from the *Panthera* animal grouping name, and is sometimes used to describe leopards, jaguars, and pumas.



Dinner on the run

Jaguars stalk and ambush their ground-dwelling prey at night, instead of chasing it like cheetahs and lions do. They can run pretty quickly, but this is not an important skill for them. Their large jaw muscles allow them to kill their prey by piercing the skull with their sharp teeth. This allows them to eat spectacled caimans and hard-shelled reptiles like turtles and tortoises. Researchers have counted over 85

Search engines can get confused by Spanish characters

Google [Web](#) [Images](#) [Groups](#) [News](#) [Froogle](#) [Maps](#) [more »](#)

cañón [Advanced Search](#) [Preferences](#)

Web Results 1 - 10 of about 291,000,000 for cañón. (0.24 seconds)

Canon World Wide Gateway
Network Headquarters for **Canon** websites around the world. available in English and Japanese.
www.canon.com/ - 23k - [Cached](#) - [Similar pages](#)

Canon Camera Museum
A virtual museum of **Canon** Camera History from the first camera to the latest one.
www.canon.com/camera-museum/ - 23k - [Cached](#) - [Similar pages](#)
[[More results from www.canon.com](#)]

Canon USA, Inc.
Manufacturer of 35mm, APS, point-and-shoot, and digital cameras, lenses, and accessories.
www.usa.canon.com/ - 32k - [Cached](#) - [Similar pages](#)

Camcorders - Professional Camcorders - Consumer Camcorders - Canon ...
Canon's range of professional digital camcorders is made for demanding creative ... At the heart of all these video cameras is **Canon's** philosophy of ...
www.usa.canon.com/consumer/controller?act=ProductCatIndex1Act&categoryId=102 - 41k - [Cached](#) - [Similar pages](#)
[[More results from www.usa.canon.com](#)]

PowerShot
Specifications for **Canon** PowerShot digital cameras.
www.powershot.com/ - 97k - [Cached](#) - [Similar pages](#)

Canon Europe - Home
Canon is a world leader in imaging products and solutions for the digital home and office.....
www.canon-europe.com/ - 35k - [Cached](#) - [Similar pages](#)

Canon Europe - Products & Solutions
Browse **Canon's** comprehensive range of products, services and solutions for the home or work place.....
www.canon-europe.com/Products_Solutions/index.asp - 53k - [Cached](#) - [Similar pages](#)

Canon USA Consumer Products
Sign up to receive exclusive **Canon** savings, rebate offers, ... 2006 **Canon** USA, Inc. All rights reserved. Duplication in whole or in part without permission ...
consumer.usa.canon.com/ - 172k - [Cached](#) - [Similar pages](#)

Done location

cañón

Proyector
Visite el sitio oficial de HP en español y vea guías de compra.
www.hp.com/sbso/espanol



The same keyword can have very different meanings among US Latino audience segments

- Largest US populations hail from Mexico, Puerto Rico, Cuba, South America, El Salvador
 - E.g. “bicho” means “bug” in Mexico & South America, but in Puerto Rico... slang for something else entirely!



Recommended KW Tool Features

- To generate most effective and relevant lists, use a tool(s) which...
 1. Ideally, recommends keywords based on a site URL
 2. Should *not* only look at metatag data, however
 3. Should *not* only look at your website
 4. Evaluates relevance *with respect to your site*
 5. Rank orders degree of relevance to your site and/or offer

KeywordDiscovery Tool by Trellian (Paid)

- 8 European languages
- 21 billion keywords in database – uses dictionary approach
- Constrained by Overture’s matching rules
 - Suggestions are depluralized
 - Results *must contain KW from original query*; ignores all queries that don’t (e.g. hipoteca)
- Subscription starts at \$49.95/mo.
- Dictionary-based tools (e.g. database driven) not as dynamic, but use for volume if needed

Search Term: Results:

Select Database:

Exclude Terms:

Phrase Match

Note: Overture results are provided as a separate option for completeness. They are **NOT** included in the Global KeywordDiscovery database.

Results: 100

	Query	Searches
<input type="checkbox"/>	prestamo	271,007
<input type="checkbox"/>	prestamo personales	10,233
<input type="checkbox"/>	prestamo coche	5,952
<input type="checkbox"/>	prestamo hipotecarios	5,684
<input type="checkbox"/>	prestamo rapido	4,993
<input type="checkbox"/>	prestamo credito	4,905
<input type="checkbox"/>	prestamo urgentes	4,253
<input type="checkbox"/>	prestamo on line	3,965
<input type="checkbox"/>	solicitud prestamo	3,908
<input type="checkbox"/>	informacion sobre prestamo personal	3,894

WebConfs Website Keyword Sugg. Tool (Free)

- Reads metatags, then delivers kw suggestions that contain metatag keywords using Overture inventory tool
- Limited by that tool; results are only in English



Keyword Suggestion	Searches / month
make and model	3,592
leupold tactical model make it a hit	1,384
model make up	990
how to make a model volcano	949
make and model magazine	490
how to make a dna model	481
make a virtual model of yourself	464
car make and model	391
how to make a model of the solar system	369
automobile make model	325
how to make a model of the heart	217
how to make a model clay volcano	200
make your own model	195
model prefer make up	175
how to make airplane model	174
how to make a model of an atom	171
how to make model rocket	165
model without make up	152
how to make a model castle	145
eye make up model	142

<http://www.webconfs.com/website-keyword-suggestions.php>

WordTracker Metasearch Tool (paid)

- Compiles keywords from meta search engines, not just Overture
- 322MM keywords in database
- Tool takes learning; must drill in for related keywords

Related keywords for cotizacion gratuita de carro

Why do I need related keywords?
[Click here](#)

1. [cotizacion gratuita de carro](#)
2. [compras](#)
3. [buscadores](#)
4. [precio coche](#)
5. [posicionamiento](#)
6. [webs](#)
7. [paginas web](#)
8. [foro](#)
9. [vehiculos](#)
10. [paginas](#)
11. [Pocket PC](#)
12. [las mas vistas](#)
13. [premiadas](#)
14. [home hotel bueno aire](#)
15. [en](#)

Searching...115 row(s) returned
Taken from all Dogpile & Metacrawler queries over the last 90 days.
[Click here to add all keywords to your basket](#)

Keyword (?)	Count (?)	Predict (?)	Dig (?)
vehiculos industriales ocasion	129	167	
vehiculos industriales	110	142	
vehiculos usados	62	80	
vehiculo electrico	47	61	
vehiculos	42	54	
alquiler coche vehiculo	29	37	
alquiler coches vehiculos	29	37	
alquiler de vehiculos industriales	29	37	
alquiler vehiculos santander cantabria	29	37	
maquinas lavado vehiculos	27	35	
vehiculos industriales usados	26	34	

Adapt's KeywordFinder Tool (yes, this is ours!)

- Interprets all content of page, delivers suggestions based on real-time analysis of original & similar sites
- Evaluates relevance to *marketer's website*
- Works for all languages



carros nuevos

www.chevrolet.com/es/

Clear Get Status Submit [Help!](#)

KW to analyze

URL to analyze

Keyword:	Relevance to URL:
Compra venta de autos usados	17%
automoviles	17%
Precios de autos	16%
De carros nuevos	12%
Coches nuevos	11%
Compra venta de autos	11%
Autos nuevos mexico	11%
Clasificados de autos	11%
Nuevos y	11%
Compra de autos usados	11%
Carros nuevos	11%
Ofertas de autos	11%
Fotos de autos	10%
De coches	10%
Coches en	10%
Precios de autos nuevos	10%
De autos nuevos	10%
Venta de coches	10%
Venta autos nuevos	10%
Venta de carros nuevos	6%
Venta de autos	6%
autos nuevos o usados	6%
Los carros nuevos	6%
Usados en	6%
compra y venta de autos	6%
Autos usados venta	6%
Venta de carros usados	6%
venta de autos usados	6%

(small sample of all keywords returned)

The Jacksonville Jaguars don't belong in the Zoo!

www.sandiegozoo.org/animalbytes/t-jaguar.html

Clear Get Status Submit Help!

Scoring is ON

Expansion results for:

kw: None

url: www.sandiegozoo.org/animalbytes/t-jaguar.html

endangered species ::: 6.0
 san diego zoo ::: 4.0
 panthera onca ::: 4.0
 san diego ::: 4.0
 black jaguar ::: 3.0
 jaguar skins ::: 2.0
 tapetum lucidum ::: 2.0
 big cats ::: 2.0
 jaguar skins ::: 2.0
 tapetum lucidum ::: 2.0
 big cats ::: 2.0

Conservation & Research - Shop Zoo - Press Info - Buy Tickets/Book Hotels

search: Go!

Visit Calendar Animals & Plants Kids Education Membership Get Involved Donate

Zoo Home | Park Home | Tickets & Hotels | Corporate Sales | Group Events & Catering

SAN DIEGO ZOO.org

| animal bytes home | reptiles | birds | insects | mammals | amphibians |

Quick facts

Video Byte: Jaguar



Photo Bytes

Class: Mammalia (Mammals)
Order: Carnivora
Family: Felidae
Genus: *Panthera*
Species: *onca*
Length: 3.8 to 6 feet (1.1 to 1.8 meters); tail length 18 to 30 inches (45 to 75 centimeters)
Weight: males—average 121 pounds (55 kilograms), although some have been documented at up to 300 pounds (136 kilograms) in the Pantanal region of Brazil; females—79 pounds (36 kilograms)
 Life span: 12 to 15 years in the wild, up to 20 years in zoos
Gestation: 3 to 3.5 months
 Number of young at birth: 1 to 4, average is 2

Mammals: Jaguar



Range: North, Central, and South America
Habitat: rain forests, swampy areas, grasslands, woodlands, dry forests, and even deserts

Is that a jaguar I'm looking at?

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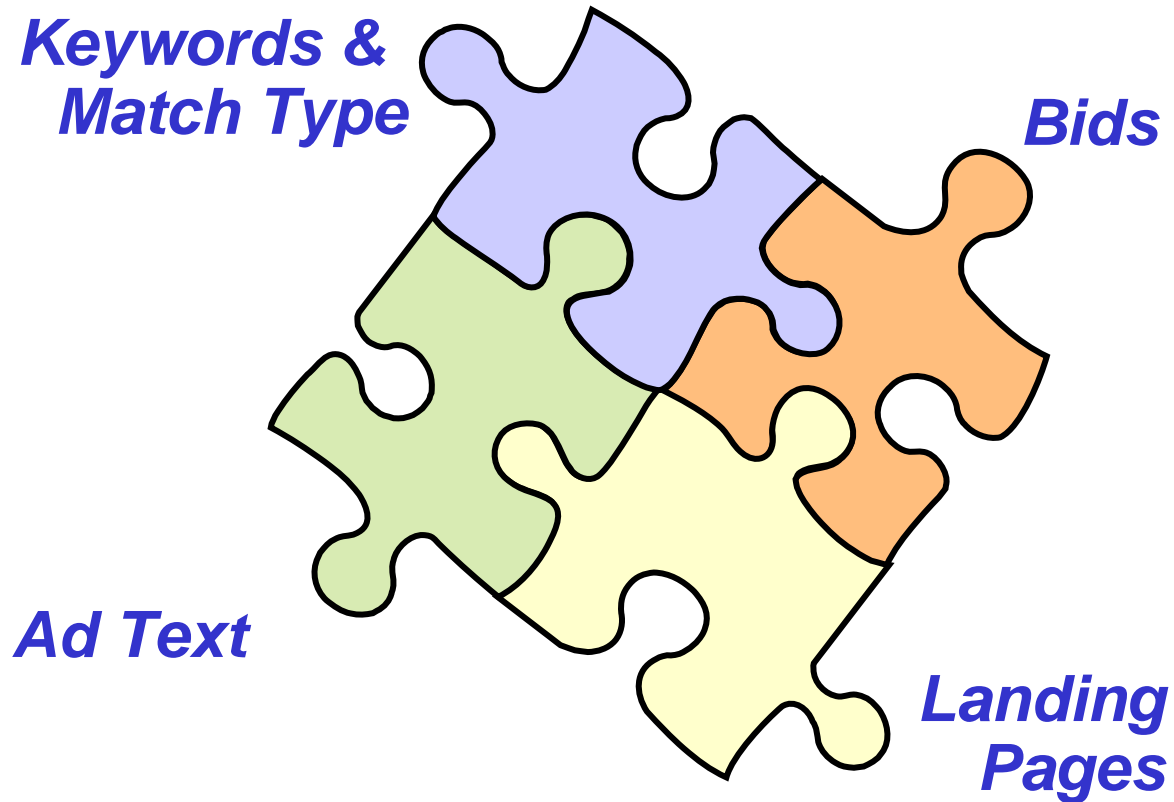
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Keyword Discovery must be Continuous

- **Keyword list gen is ongoing, not a one-time event**
 - Constantly expand lists to find relevant words based on performers, prune non-performers
- **Find technologies that don't require you to think of keywords!**
 - Search engines don't ask for help matching organic

Keywords are just part of the picture!



Thank You!
from



alex@adapt.com
www.adapt.com
(626) 941-0220