

The Moz Blog

The Moz blog is aimed at Spanish speakers who want to learn inbound marketing from the experts.

Tone

Posts need to be actionable in nature, persuasively exploring challenging topics.

We are targeting all Spanish speakers, be they in Spain, Latin America, or the US. It's important to remember the [TAGFEE](#) approach at all times.

Blog writing is informal, always addressing the reader as "tú" and never as "usted". It's important that readers feel like part of something greater than themselves. The world of inbound marketing is young, hip, and fun. Let the writing reflect that.

Boundaries

We try not to repeat topics unless there's something new to report. We won't accept content that appears blatantly commercial. "Black hat" posts are never allowed.

Correct

En 2012, Google lanzó un estudio fascinante sobre el mundo multi-pantalla. Pinta un cuadro complejo de la forma en que usamos varias pantallas para navegar por la web, y con frecuencia realizan actividades a través del móvil, tablet y la computadora de escritorio. Google puso fin a ese informe con ocho conclusiones, y esta fue la final.

Incorrect

La regla básica es que si usted elige hacer hincapié en las normas del mercado o las normas sociales, no puede cambiar arbitrariamente las reglas.

Headlines

Headlines should form a question, solve a problem, expose a secret, or list topics. Be as literal as possible when translating, but strive to localize it for Spanish speakers.

Correct

Cómo combinar las métricas de contenido en una sola

Incorrect

Una métrica de contenido para gobernarlos a todos

If headlines have numbers, they should be expressed as digits and not spelled out. For example, use 29 instead of twenty-nine.

Correct

8 maneras de utilizar las alertas por correo electrónico para impulsar el SEO - Whiteboard Friday

Incorrect

Ocho maneras de utilizar las alertas por correo electrónico para impulsar el SEO - Whiteboard Friday

Links, Images and Format

Translations should be faithful to the originals. Keep the links, images, and formatting consistent wherever possible. However, you may link to Spanish translations of your English references.