



**ALTURA INTERACTIVE**  
spanish digital marketing

# TRANSCREATION SERVICES FOR LAWYERS

Project Start on 2018 (On going) - Case Study Results from Nov 2022 to Mar 2023

## Executive Summary

In the United States, approximately 41 million people speak Spanish. While many of them are also fluent in English, there's a preference among some to communicate in their primary language, especially during sensitive and stressful situations.

To address this need, a group of dedicated lawyers who want their Spanish-speaking clients to feel comfortable and understood partnered with us. We took their existing English content and carefully translated it into Spanish, ensuring that Spanish-speaking users have access to the information they need.

Our goal was to help law firms provide accurate and easily understandable information that meets the needs of every client, regardless of the language they prefer to use.



## Project Overview

### The Challenge

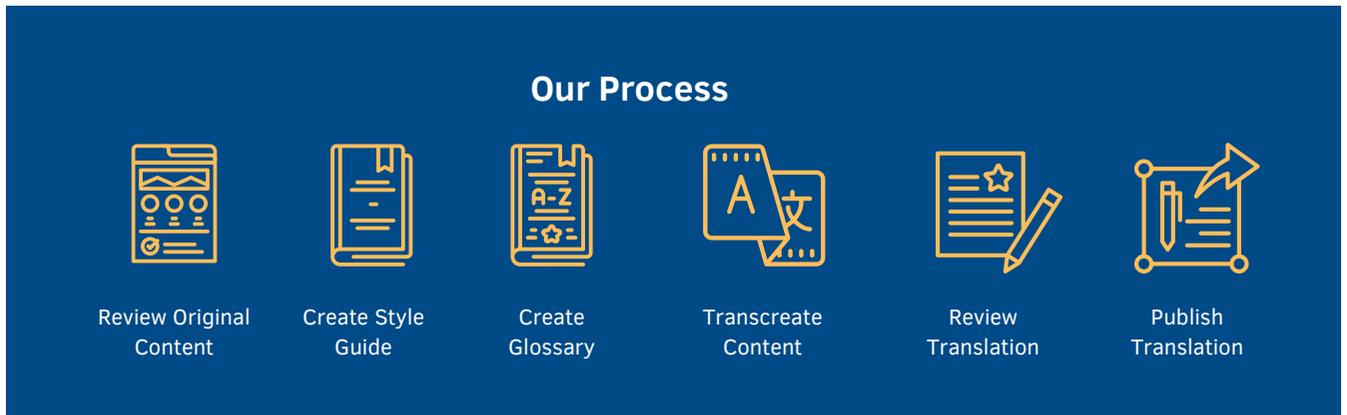
Translating content for lawyers requires a technical approach, where the translation team conducts in-depth research on the terms used and pays great attention to detail to ensure that all crucial information is accurately conveyed without the risk of a different interpretation from the original language.

### Proposed Solutions

To generate the desired volume and quality of content, we implemented the following steps:

- **Style Guide:** We understand the vital role of clarity and consistency in legal documents. Our strict adherence to comprehensive style guidelines guarantees that every translation meets the high standards expected from a document produced by a legal group.
- **Glossary:** We create a list of terms to be used, and their approved translations based on context, ensuring accurate and consistent translations aligned with the brand.
- **Double Editing:** Our meticulous process involves two rounds of thorough review and editing by professionals who have a deep understanding of the style guide and glossary. This ensures that the translation is polished and refined to perfection.
  - **For texts covering complex topics,** we go the extra mile by engaging a lawyer for a third review. This additional layer of expertise ensures that every intricate detail is meticulously examined and accurately conveyed.

Our comprehensive approach has allowed us to deliver translations that are accurate, captivating, and compelling.



## Results

Our collaboration with law firms has yielded the following outcomes:



**1,000+** Spanish Leads in five months



**4,000+** organic visits via Spanish Keywords



**133%** increase in time spend on page



**245k+** words on average per month

# Contact Details

Would you like to delve deeper into our work? Feel free to contact us at any time! We're more than happy to provide further information and answer any questions you may have.

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