



www.aatia.org

The Letter

of the Austin Area Translators
and Interpreters Association

September 2003

You and Google AdWords

GOOGLE PROBABLY ALREADY HAS A place in your translation toolbox: type a difficult expression in one language, use Advanced Search to look for it in another, and you will often find a bilingual explanation. However, Google offers another tool directly relevant to translators confronted with foreign competition in a variable market—advertising.

AATIA website already appears in its Austin Yellow Pages listing, so anyone can find members using the association's online Linguist Locator. Marketing experts generally agree that increased advertising means increased sales. The very bottom of any Google search screen has a blue bar with a link labeled "Advertise with Us." After investigating, I decided to give it a try.

Today, if you Google-search for a Japanese interpreter, Thai interpreter, Bulgarian, Slovak, Serbian, or Punjabi interpreter, you will see off to the right a discreet, tasteful invitation to visit the AATIA website. The same thing happens if you search for a Thai, Serbian, Hungarian, Hebrew, Bulgarian, or Bosnian translator. Because there is less demand for their languages, it is more advantageous for those linguists to join our association and benefit from increased visibility on the AATIA website. Google requires greater specificity, however, when advertising more popular languages. Luckily, you can work around that.

Airfare and travel costs make it advantageous to find interpreters by geographic area. Searching for "Spanish interpreter" + Texas is an effective way to discover local talent, so anyone who adds Texas to their search for a Spanish, Russian, German, French, Chinese or Arabic interpreter will also turn up

www.aatia.org. To add specificity to *translator* searches in such popular languages, I have been alternating among different subject areas. Spanish technical translator will trigger the ad one month and medical translator or legal translator will bring it up the next, *mutatis mutandis* through our various major languages.

At a cost of about \$12 since June, this campaign has generated nearly 400,000 images of our AATIA "business card" ad with its active Web link. It would have cost us three times that much to mail out brochures to those who actually clicked on our link.

This added visibility attracts not only customers, but also dues-paying members. Clients immediately find what they are looking for without annoying junk-mail spam. Linguists clearly see the practical advantage of joining or returning to AATIA. Already we have reversed the declining trend and gained back membership numbers lost since 2001.

This trial has clearly demonstrated the effectiveness of Google's AdWords as a way to raise AATIA's profile globally, and I will be proposing its adoption as a key element of our public relations strategy for as long as it proves cost-effective.

—J. Henry Phillips ★



Recommended Viewing

THE WEEKLY SERIES "ADOPTION" on the Hallmark Channel will feature AATIA member Traci An-drighetti and her husband Graham Kunze on Sunday evening, September 14, 2003. Their story, the premier episode of the season, will showcase the adoption of their son Dmitriy in Pavlodar, Kazakhstan. ★

Explore international opportunities in two September events

ATA localization seminar

IF YOU'VE MISSED THE EARLY BIRD discount (August 29 deadline) take heart. You can still get a member discount when you register for one or both days of the ATA/AATIA Localization Seminar on September 6–7 at the Omni Hotel in downtown Austin.

As the international community grows increasingly intertwined, localization becomes crucially important and so does the need for localization specialists. Whether you are translating website content, training materials, computer software, or other documentation, this seminar will provide insight and training to enhance your skills for the global marketplace.

Find details about the conference and registration at www.atanet.org/localization.

September 13 meeting

AATIA WILL CONTINUE THE FOCUS on international opportunities for linguists at the September 13 general meeting.

Frank Flauto, Director of the International Department of the City of Austin and Editor of the City of Austin's weekly newsletter of international activities, will describe two new opportunities for AATIA members: the opening of the International Center of Austin and the World Congress on Information Technology, which will be held in Austin in 2006. ★

OGSIG in your future?

AATIA MEMBERS INTERESTED in forming an Oil and Gas Special Interest Group should contact Hank Phillips at 834-1941. ★