

AbogadosDeDefensa.com Launched to Match Attorneys with Hispanic Market

New website, www.AbogadosDeDefensa.com, aims to become the go to attorney directory for Spanish searches when looking for an attorney.

RIVERSIDE, CA, USA, May 14, 2014 /EINPresswire.com/ -- "[Abogados De Defensa](http://AbogadosDeDefensa.com)" translates to "Defense Attorneys" and that is just what you will find when you visit AbogadosDeDefensa.com. The new site is the latest attorney directory and legal reference site to launch and target the Spanish speaking marketplace.

"There are several attorney directories online, what makes us stand out is our focus on the Hispanic market," commented Pablo Fonseca, Marketing Manager for Abogados De Defensa. "Our goal is to be the #1 [Hispanic attorney directory](#) for criminal, family, immigration, bankruptcy, and personal injury lawyers."



The directory is open to all attorneys and if they cannot speak Spanish, they must agree to have at least one Spanish speaker on staff. Additionally, all attorney members must agree to abide by the website's code of conduct, and be in good standing with their respective state's Bar Association. In the 4 days the site has been up, about two dozen attorneys have signed-on. In addition to being a directory, past clients are also urged to rate their experiences with their attorneys and provide a rating of their satisfaction with their legal resolutions.

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Pablo Fonseca

Part of Abogados de Defensa strategy is to build a brand of trust and confidence with the Hispanic community and the

attorneys they work with. Abogados de Defensa plans to roll out commercials targeted on Pandora and YouTube to accomplish this.

Additionally, they plan on participating in local events wherever they find a majority of their traffic originating from. “That marketing strategy coupled, with our unique rating system will

help to accomplish that," finished Fonseca. "AbogadosDeDefensa.com is also built on a responsive platform, which means that it translates well onto any device. Our data shows that the Spanish market dominates when it comes to searching from mobile devices, so we need to be visible in the mobile space as well."

In addition to the directory of defense attorneys, Abogados De Defensa also maintains an extensive blog covering relevant and timely legal issues in Spanish. They encourage their participating attorneys to contribute and when needed they hire translators to keep the content accessible to their Spanish audience.

AbogadosdeDefensa.com is an attorney directory website targeted to the Hispanic market in the United States. "Abogados de Defensa" translates to "Defense Attorneys" and is a platform for Criminal, Immigration, Family, Bankruptcy, and Personal Injury Attorneys to reach the Hispanic market. Attorneys are welcome to apply to join the network by visiting: <http://abogadosdedefensa.com/register>.

Press release courtesy of Online PR Media: <http://bit.ly/1InMgqk>

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