



FOR IMMEDIATE RELEASE

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News Release

Hispanic Dental Association Converts its Website to Responsive Design

Partnership with Hispanic Market Advisors continues to Strengthen HDA's Digital Footprint

WASHINGTON, DC October 25, 2014 – The Hispanic Dental Association is pleased to announce the conversion of its website www.hdassoc.org to a responsive web design. This upgrade was made possible due to HDA's collaboration with [Hispanic Market Advisors](#)[®] to continue to bring a fresh and dynamic look to our brand that corresponds with our efforts to expand and strengthen our digital presence across all platforms and devices.

Latino internet users are more likely than other groups to go online using a mobile device. By connecting with our members and Internet users across all devices (desktop, tablets, and smartphones), our brand can position our digital presence to be functional and inclusive," noted David Pena, Jr, Executive Director, Hispanic Dental Association. "We are confident that Hispanic Market Advisors and its partnering agency Southline Creative Labs will continue to help HDA empower its brand to impact our mission."

OUR MISSION STATEMENT--"As the leading voice for Hispanic oral health we provide service, education, advocacy, and leadership for elimination of oral health disparities in the Hispanic community"

As the world becomes increasingly more mobile and interconnected, Latinos are becoming smarter in researching for information and solutions before making any decisions and referrals to their family and friends. "Smartphone-optimized websites are better and more effective than non-responsive websites to connect and engage with Latinos in the US," said Sebastian Aroca, President, Hispanic Market Advisors[®].

The total percentage of mobile traffic continues to grow across all industries. It is predicated mobile traffic will equal desktop traffic by the end of 2015. "At HDA, we noticed that almost 30% of the traffic into our website was coming from mobile or tablet devices. As the leading voice for Hispanic oral health, we felt we needed to optimize our website for mobile," added Carolina Pena, Marketing Coordinator, Hispanic Dental Association.

The partnership with Hispanic Market Advisors[®] continues to offer HDA professional members the ability to create a dentist profile in Spanish <http://odontologia-us.com> to connect HDA professional members with the general public in search for services ([click here to create a complimentary profile](#)).

A Note on Terminology

The terms "Latino" and "Hispanic" are used interchangeably in this report.

About the Hispanic Dental Association (HDA) @HDAassoc

The Hispanic Dental Association is a national, non-profit organization comprised of oral health professionals and students dedicated to eliminating oral health disparities in the Hispanic community by providing Service, Education, Advocacy, and Leadership.

About Hispanic Market Advisors[®]

Hispanic Market Advisors[®] is a dynamic young boutique company connecting brands with Latino clients online. Hispanic Market Advisors[®] provides [Website Responsive Design](#), [English to Spanish Website translations](#), and [Spanish SEO](#), among other services. Visit www.hispanicmarketadvisors.com to learn more.