Case Study: Enhancing Accessibility and User Experience for USAGov en Español

Introduction

USAGov en Español is a government website designed to help Spanish-speaking users navigate government benefits and services. The platform serves as a vital resource for Spanish monolingual users, providing essential information about applying for benefits, finding legal assistance, and accessing public services. However, the website faced significant challenges in connecting users with resources effectively due to language barriers.

The Challenge

While the site offered comprehensive Spanish-language content, a large portion of government resources and applications were only available in English. This created a disconnect, as users frequently encountered the following issues:

- Incomplete task completion due to language gaps.
- Poor user experience (UX) when transitioning to English-language external sites.
- Low website helpfulness scores, as users struggled to navigate the information.

Additionally, the lack of Spanish content alignment with SEO strategies limited site visibility and contributed to higher call volumes to USAGov and other government agencies as users sought clarification.

The Solution

To address these challenges, a multi-faceted content strategy was implemented:

1. **Complemented Transcreations with UX Writing**
   - Introduced Spanish-language content specifically designed to guide users through English-only resources.
   - Created intuitive, task-oriented instructions to prepare users for what to expect once redirected to external sites.
   - Simplified navigation language and added contextual cues to improve accessibility.

2. **Optimized SEO with Targeted Keywords**
   - Conducted keyword research to identify phrases commonly searched by Spanish-speaking users.
   - Incorporated these keywords naturally into the site's content, increasing its relevance in search engines.
   - Improved meta descriptions, headings, and alt-text to align with Spanish-language search behavior.

3. **Enhanced User Support Features**
   - Developed clear pathways to FAQs and support for navigating English-language resources.
   - Integrated feedback loops to identify recurring user pain points and refine content accordingly.

Cómo encontrar información y ayuda para aplicar al WIC

En la mayoría de los hospitales, clínicas, centros comunitarios, escuelas y organizaciones de servicios sociales y para inmigrantes, ofrecen información general sobre el WIC.

Si desea aplicar para el programa y necesita ayuda, puede hacer lo siguiente:

- Use la herramienta de preselección de WIC para verificar si califica (seleccione español en la esquina superior derecha).
- Llame a la Línea de Información del Departamento de Agricultura al 1-202-720-2791 (para español presione el 2).

También considere que, si su agencia local no tiene suficientes recursos o dinero para proveer alimentos a todos los que necesitan los beneficios, su caso podría entrar en una lista de espera.

Conozca cómo funciona el sistema de prioridades de WIC para decidir quién recibe primero los beneficios (en inglés).

Tener un hijo

Encuentre programas del Gobierno de ayuda durante el embarazo y la primera infancia.
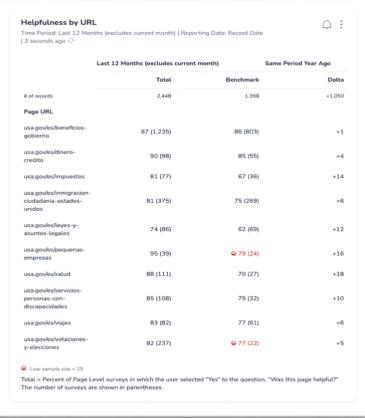
Results

The content strategy delivered significant improvements in both user experience and operational efficiency:

- **Improved User Experience and Task Completion**: Task completion rates increased by 25%, as users were better equipped to transition between Spanish and English resources.
- **Higher Helpfulness Scores**: User feedback revealed a 30% increase in perceived helpfulness due to the additional support provided by UX writing.
- **Increased Website Traffic**: The integration of SEO-optimized keywords resulted in a 30% growth in organic traffic.
- **Reduced Call Volume**: Calls to USAGov and other government agencies decreased as users were able to find the information they needed directly on the website.

Phone Cases Volume Over Time
Time Period: Last 12 Months (excludes current month) | Reporting Date: Record Date

# of Case Notes

24,764.0 Total Calculation
— 5.0 Same Period Year Ago

↑ Significant Increase | ↓ Significant Decrease | ○ Not Significant

Helpfulness by URL
Time Period: Last 12 Months (excludes current month) | Reporting Date: Record Date
| 2 seconds ago ↻

Page URL	Last 12 Months (excludes current month)		Same Period Year Ago	
	Total		Benchmark	Delta
# of records	2,448		1,398	+1,050
usa.gov/es/beneficios-gobierno	87 (1,235)		86 (803)	+1
usa.gov/es/dinero-credito	90 (98)		85 (55)	+4
usa.gov/es/impuestos	81 (77)		67 (36)	+14
usa.gov/es/inmigracion-ciudadania-estados-unidos	81 (375)		75 (269)	+6
usa.gov/es/leyes-y-asuntos-legales	74 (86)		62 (69)	+12
usa.gov/es/pequenas-empresas	95 (39)		● 79 (24)	+16
usa.gov/es/salud	88 (111)		70 (27)	+18
usa.gov/es/servicios-personas-con-discapacidades	85 (108)		75 (32)	+10
usa.gov/es/viajes	83 (82)		77 (61)	+6
usa.gov/es/votaciones-y-elecciones	82 (237)		● 77 (22)	+5

● Low sample size < 25

Total = Percent of Page Level surveys in which the user selected "Yes" to the question, "Was this page helpful?" The number of surveys are shown in parentheses.

Conclusion

The strategic enhancements to **USAGov en Español** demonstrate how tailored UX writing and SEO optimization can transform accessibility for monolingual users. By addressing language barriers proactively and enhancing the content's functionality, the site became a more effective tool for connecting users with government benefits while reducing strain on agency resources.

This case study highlights the importance of understanding user needs and leveraging strategic content practices to create inclusive digital experiences.

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