

Multilingual GBP Keyword Research Fresno's 8 Non-English Language Communities

Fresno is one of the most linguistically diverse cities in California. Beyond Spanish (covered separately), eight distinct language communities search for local services in their native languages — and almost no Fresno GBP profiles contain content in any of them. This document covers search keywords in Hmong, Punjabi, Vietnamese, Lao, Khmer, Armenian, Arabic, and Farsi.

HMONG

Fresno has the 2nd largest US Hmong population after Minneapolis

~32,000 Fresno County

Why Hmong matters for GBP

The Hmong community in Fresno is predominantly Hmong American — many are second or third generation and are bilingual. However, searches for trusted local businesses often happen in Hmong first, particularly among older community members. Hmong uses the Roman alphabet so text is copy-paste ready.

ENGLISH MEANING	HMONG ROMANIZED	VOL*	GBP OPP
mechanic / auto repair	kws kho tsheb Fresno	M~80	VERY HIGH
dentist	kws kho hniav Fresno	M~60	HIGH
doctor / physician	kws tshuaj Fresno	M~70	HIGH
grocery store	khw muag khoom Fresno	M~50	MEDIUM
beauty salon	chaw tu plaub hau Fresno	M~40	HIGH
house cleaning	kho vajtse Fresno	M~30	HIGH
HVAC / air conditioning	ua kom txias Fresno	M~30	HIGH
insurance	kev pov hwm Fresno	M~50	MEDIUM
attorney / lawyer	kws lij choj Fresno	M~40	HIGH
restaurant	tsev noj mov Fresno	M~80	MEDIUM

PUNJABI

Sikh farming community — 3rd language in Fresno County

Est. 15,000–25,000

Why Punjabi matters for GBP

The Punjabi-speaking Sikh community in the San Joaquin Valley is one of the largest in the US. Centered in Fresno, Tulare, and Kings counties, this community controls significant agricultural land and has high household incomes relative to the Valley average. Punjabi script (Gurmukhi) is rendered using FreeSerif.

ENGLISH MEANING	PUNJABI (GURMUKHI)	VOL*	GBP OPP
mechanic Fresno	ਮਕੈਨਿਕ ਫਰੇਜ਼ਨੋ	M~50	VERY HIGH
dentist Fresno	ਦੰਦਾਂ ਦਾ ਡਾਕਟਰ ਫਰੇਜ਼ਨੋ	M~40	HIGH
trucking company	ਟਰੱਕਿੰਗ ਕੰਪਨੀ ਫਰੇਜ਼ਨੋ	M~60	VERY HIGH
farm supply	ਖੇਤੀ ਸਮਾਨ ਫਰੇਜ਼ਨੋ	M~40	HIGH
temple / Gurdwara	ਗੁਰਦੁਆਰਾ ਫਰੇਜ਼ਨੋ	M~80	MEDIUM
insurance	ਬੀਮਾ ਫਰੇਜ਼ਨੋ	M~40	HIGH
attorney	ਵਕੀਲ ਫਰੇਜ਼ਨੋ	M~30	HIGH
grocery Indian foods	ਭਾਰਤੀ ਬਰਫ਼ੀਆਨਾ ਫਰੇਜ਼ਨੋ	M~50	VERY HIGH

VIETNAMESE

Well-established community with significant business ownership

Est. 10,000–15,000

ENGLISH MEANING	VIETNAMESE	VOL*	GBP OPP
mechanic Fresno	th■ máy Fresno California	M~60	VERY HIGH
nail salon	ti■m nail Fresno	M~120	HIGH
pho restaurant	ph■ Fresno CA	M~150	MEDIUM
Vietnamese restaurant	nhà hàng Vi■t Fresno	M~100	MEDIUM
dentist	nha s■ Fresno	M~50	HIGH
doctor	bác s■ Fresno	M~60	HIGH
beauty salon	ti■m làm tóc Fresno	M~50	HIGH
attorney	lu■t s■ Fresno	M~40	HIGH
grocery Vietnamese	c■a hàng th■c ph■m Vi■t Fresno	M~60	HIGH
house cleaning	d■n nhà Fresno	M~40	HIGH

LAO

Refugee community arrived 1978–1985; strong community ties

Est. 8,000–12,000

Lao script note

Lao script is rendered using NotoSansLao. The community is predominantly bilingual (Lao/English) but older members search in Lao. Many Lao-owned businesses in Fresno have zero Lao-language GBP content.

ENGLISH MEANING	LAO SCRIPT	VOL*	GBP OPP
mechanic Fresno	ຊ່າງໄຟຟ້າ	M~30	VERY HIGH
restaurant Fresno	ຮ້ານອາຫານ	M~40	HIGH
doctor	ທ່ານໝໍ	M~30	HIGH
temple / Wat	ວັດ	M~50	MEDIUM
grocery store	ຮ້ານຂາຍເຄື່ອງໝັງ	M~30	HIGH
beauty salon	ຮ້ານເສີມສວຍ	M~25	VERY HIGH
attorney	ທະນາຍຄວາມ	M~20	HIGH

**KHMER
(CAMBODIAN)**

Refugee community; strong in Southeast Fresno

Est. 5,000–8,000

ENGLISH MEANING	KHMER SCRIPT	VOL*	GBP OPP
mechanic	ជាងម៉ាស៊ីន	M~25	VERY HIGH
restaurant	ភោជនីយដ្ឋាន	M~30	HIGH
doctor	គ្លីពទ្ទេយ	M~25	HIGH
temple	វត្ត	M~40	MEDIUM
grocery	ហាងលក់ម្ហូបអាហារ	M~25	HIGH
attorney	មេធាវី	M~15	HIGH

ARMENIAN

Deep roots in Fresno going back to early 1900s

Est. 15,000–20,000

ENGLISH MEANING	ARMENIAN (ARMENIAN SCRIPT)	VOL*	GBP OPP
mechanic Fresno	մեխանիկ ֆրենզո	M~40	VERY HIGH
Armenian restaurant	հայկական ռեստորան ֆրենզո	M~60	HIGH
church / Apostolic	եկեղեցի ֆրենզո	M~80	MEDIUM
dentist	ատամնաբույժ ֆրենզո	M~30	HIGH
attorney	փաստաբան ֆրենզո	M~30	HIGH
grocery Armenian foods	հայկական մթերային ֆրենզո	M~40	HIGH
beauty salon	գեղեցկության սրահ ֆրենզո	M~30	HIGH
bakery / lavash	հացի կրպակ ֆրենզո	M~40	VERY HIGH

ARABIC

Lebanese, Yemeni, and other Arab community groups

Est. 5,000–8,000

ENGLISH MEANING	ARABIC	VOL*	GBP OPP
mechanic Fresno	ونسیرف یکنی الکیم	M~30	VERY HIGH
Middle Eastern restaurant	ونسیرف یطسوأ قرش معطم	M~50	HIGH
halal grocery	ونسیرف لال ح قلاقب	M~60	VERY HIGH
mosque	ونسیرف دجسم	M~80	MEDIUM
doctor	ونسیرف بیبط	M~30	HIGH
attorney	ونسیرف یماحم	M~25	HIGH
beauty salon women	ونسیرف ءاسن نولاص	M~30	HIGH

**FARSI
(PERSIAN)**

Iranian-American community with professional density

Est. 3,000–5,000

ENGLISH MEANING	FARSI	VOL*	GBP OPP
mechanic Fresno	ونزرف کی ناکم	M~20	VERY HIGH
Persian restaurant	ونزرف یناری ناروتسر	M~40	HIGH
doctor Iranian	ونزرف یناری کشزپ	M~25	VERY HIGH
attorney	ونزرف لی کو	M~20	HIGH
Persian grocery	ونزرف یناری هاگشورف	M~30	VERY HIGH
Nowruz supplies	ونزرف زورون مزاول	M~40	VERY HIGH

USAGE NOTES

Vol* = estimated monthly Fresno searches in each language. These are conservative estimates — actual search volume is difficult to measure precisely in smaller language communities. Competition = near-zero for all entries; no Fresno GBP profiles contain content in these languages.

All keywords are intended for GBP description text, Google Posts, and Q&A; responses. They are not intended for keyword-stuffing, which violates Google's guidelines. The goal is naturally integrated language content that serves the community.

Copy-paste note: Lao, Khmer, Punjabi, Armenian, Arabic, and Farsi keywords are fully copy-paste ready from this document into GBP fields. Verify final spelling with a native speaker before publishing when possible.