



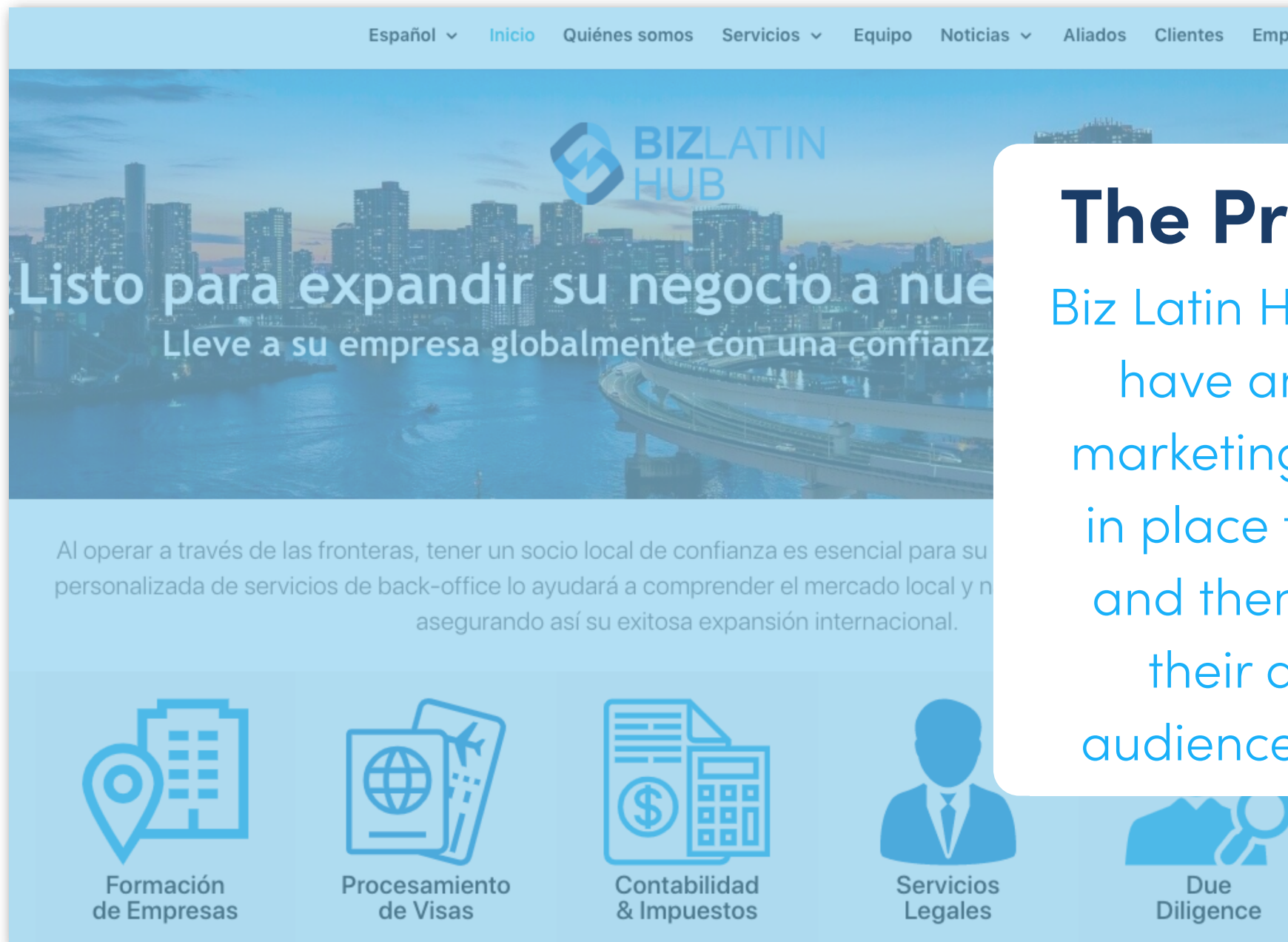
Biz Latin Hub Case Study

Driving Organic Traffic in Diverse Markets

Presented By:

COLIBRI





The Problem

Biz Latin Hub did not have an online marketing strategy in place to attract and then convert their diverse audiences online.

THE RESULTS

BIZ LATIN HUB INCREASED
TRAFFIC BY 900% WITH
COLIBRI'S HELP.

After the blog's strategy was
created and implemented, Biz Latin
Hub saw outstanding results.

RANKING FOR
9.6K
KEYWORDS IN
U.S. ALONE

#1 RANK
FOR 43
KEYWORDS IN
ENGLISH &
SPANISH

900%↑
IN MONTHLY
TRAFFIC

45%
OF LEADS
THROUGH
WEBSITE



Let's Rewind...



A Problem Worth Solving

Biz Latin Hub helps companies set-up and do business in foreign markets through various back-office services. The group helps businesses of all sizes, spanning various industries, to expand their operations in new terrain.

Although Biz Latin Hub **knew exactly who their ideal clients were**, their **content marketing efforts did not attract and convert** this clientele.

There were **missed opportunities** to lead these prospective clients to the website due to the lack of an online marketing strategy that would support a long-term SEO plan.



What Kept BLH from Ranking Organically?

Because of the **lack of online marketing strategy**, blog posts and webpages were created and published with little regard to the fundamental principles of how SEO and search intent work.

In the actual content, current SEO best practices were not utilized and there were many places for optimization.

From **on-page** to **off-page SEO factors** – mixed with a handful of other factors – the group was kept from driving the right traffic to their site organically.



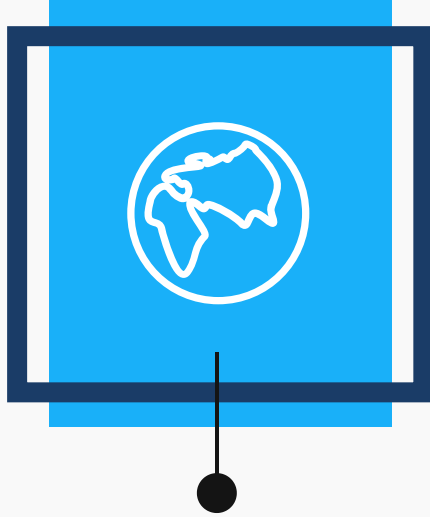
The Challenge of Speaking to Diverse Audiences

Biz Latin Hub has audiences in **different places** that speak **different languages**. The online marketing plan needed to reflect the diversity of their buyer personas from the search engine's perspective, too.

From **keyword analysis** to **topic creation**, content was not being developed with this diverse audience in mind.

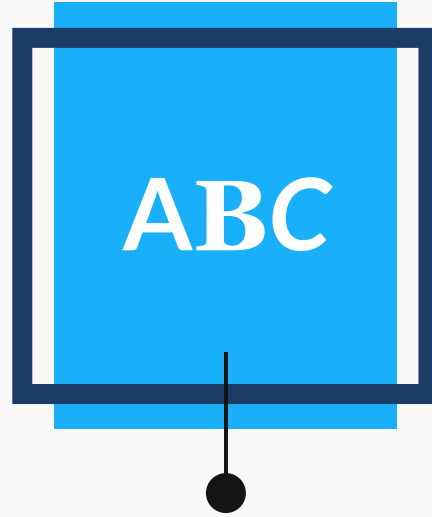
On top of that, speaking to a diverse audience requires working with a diverse team. Assuring the **quality of content in multiple languages** created by a diverse, remote team was challenging for the group.

The Solution



INTERNATIONAL SEO RESEARCH

SEO research was conducted with the diverse markets in mind to choose the best keywords and clusters to rank for.



SOLID SEO WRITING

All content had to follow best SEO practices in regards to structure, links, images, anchor texts, H1s, titles, metadescrptions, etc.



CONTENT MANAGEMENT

A strict quantity, quality, and schedule of content was outlined and implemented to increase the organic traffic to the site.



EFFICIENT TEAMWORK

A team of 8 content writers from Mexico, Colombia, USA, the UK, Brazil, and Peru were managed to implement the SEO strategy.



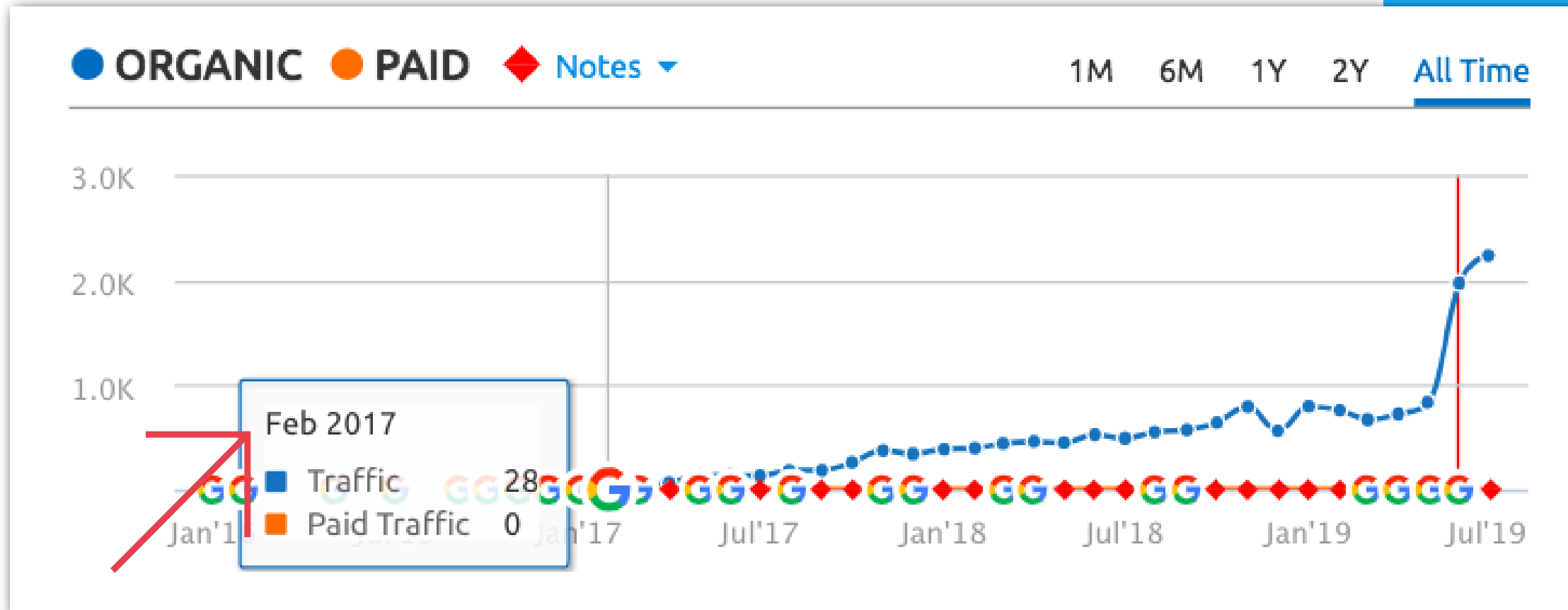
A Challenge Worth Accepting

Through the collaborative efforts of a savvy SEO strategist, crafty content creators, and a CEO with a clear vision, Colibri assisted by incorporating key solutions to turn the train of traffic towards the BLH website.

Each unique market was pinpointed and their pain points fleshed out in accordance with the SEO data at hand to implement **a content plan that would increase organic traffic** to the BLH website.

With an online marketing strategy set, Colibri was able to **produce and manage content that continues to rank first** in search engine's today.

A Snapshot of Where it Began



When Colibri began work in February 2017, Biz Latin Hub averaged 30 visits a day to their website.

THE → RESULTS

(WE'VE RETURNED!)

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NOW , THEY RANK...

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#1 FOR BRAZILIAN INVESTOR VISA

[English](#)

[Spanish](#)

What You Need to Know to Get a Brazilian Investor Visa and Permanent Residency

by Rebecca Dossantos | Jul 20, 2018 | Brazil, LATAM | 2 comments

Getting an investor visa allows a foreigner to live and work permanently in Brazil. Once you obtain an investor visa, you can invest in [opening a business in Brazil](#), Brazilian real-estate or stocks, and can even open a savings account in the country.

In this article, we will be going over what you need to know to get an investor visa in Brazil. Keep reading and ensure you are aware of all the ins-and-outs of the Brazilian Investor visa!



Getting a Brazilian investor visa will allow you to live and work permanently in the country

Brazilian Investor Visa

To obtain a Brazilian investors visa, you will need the following:

- Proof of identity
- Certificate of good conduct
- Curriculum vitae
- Proof of parental relationship or family
- Marriage certificate
- Academic credentials
- Proof of address

You probably have more questions! Don't worry, we have more answers for you in our next section.

More Answers on How to Get a Brazilian Investor Visa

Lo que necesita saber para obtener una visa de inversionista y residencia permanente en Brasil

por Rebecca Dossantos | Ago 20, 2018 | Brasil, LATAM | 0 Comentarios

Obtener una visa de inversionista le permite a un extranjero vivir y trabajar permanentemente en Brasil. Una vez que obtenga una visa de inversionista, puede invertir en [abrir un negocio en Brasil](#), en bienes raíces brasileños o en acciones, e incluso puede abrir una cuenta de ahorros en el país.

En este artículo, repasaremos lo que necesita saber para obtener una visa de inversionista en Brasil. ¡Sigue leyendo y asegúrate de conocer todos los pormenores de la visa brasileña de inversionista!

Visa brasileña de inversionista

Para obtener una visa brasileña de inversionista, necesitará lo siguiente:

- Prueba de identidad
- Certificado de buena conducta
- Curriculum vitae
- Prueba de parentesco o familia
- Certificado de matrimonio
- Credenciales académicas
- Prueba de domicilio

¡Probablemente tengas más preguntas! No se preocupe, tenemos más respuestas para usted en nuestra próxima sección.

Más respuestas sobre cómo obtener una visa brasileña de inversionista



Tener una visa inversionista brasileña le permitirá trabajar y vivir permanentemente en el país

#1 FOR LEYES SOCIALES PERU

English

What are the Employment Laws in Peru?

by Fatih Memis | Oct 14, 2017 | Peru | 0 comments

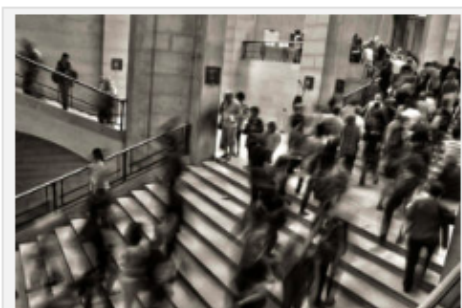
Peru has a population of approximately 32 million people and comes after Brazil, Colombia, and Argentina as the fourth largest country in South America. The population that is between the age of 15 and 64 years old stands at 20 million and represents the number of people who are allowed to work legally in the country. Those between the ages of 15 and 18 must have parental permission to work as well as have approval from the [Ministry of Labour in Peru](#).

Since several [free trade agreements in Peru](#) have been signed, the national poverty rate has decreased from 58.7 percent to 21.8 percent. This is due to President Pedro Pablo Kuczynski's focus on economic reforms and free-market policies with the goal of boosting investment in the country. Since then, Peru has become an attractive emerging market for foreign investors and expats. To [start a Business in Peru](#) or [apply for a working visa in Peru](#), a profound understanding of the labor law in Peru is essential. Furthermore, the importance of protecting the local employee's rights is a major concern for the Peruvian government and therefore it is important to know the restrictions for employing foreign employees.

General rules for Employment Law in Peru:

Below you will find some essential regulations considering [employment law in Peru](#):

- **The minimum wage for the year 2017:** PEN850 (Peruvian Soles).
- **Working days:** The maximum working days allowed per week is 6 days. Either 8 hours of working per day or a maximum of 48 hours per week.
- **Lunch break:** An employee has the right to a minimum break of 45 minutes.
- **Overtime:** The amount of the surcharge has to be agreed between employee and employer. However, the first 2 hours cannot be less than 25% of the total remuneration of the employee. For every extra



Lima's estimated population is 9,751,71 putting the capital center stage for GDP growth

Spanish

¿Cuáles son las leyes laborales en Perú?

por Rebecca Dossantos | Nov 2, 2017 | LATAM, Perú | 4 Comentarios



Perú tiene una población de aproximadamente 32 millones de personas y viene después de Brasil, Colombia y Argentina como el cuarto país más grande de América del Sur. La población que tiene entre 15 y 64 años de edad asciende a 20 millones y representa el número de personas a las que se les permite trabajar legalmente en el país. Aquellos entre las edades de 15 y 18 años deben tener permiso de los padres para trabajar, así como contar con la aprobación del [Ministerio de Trabajo en Perú](#).

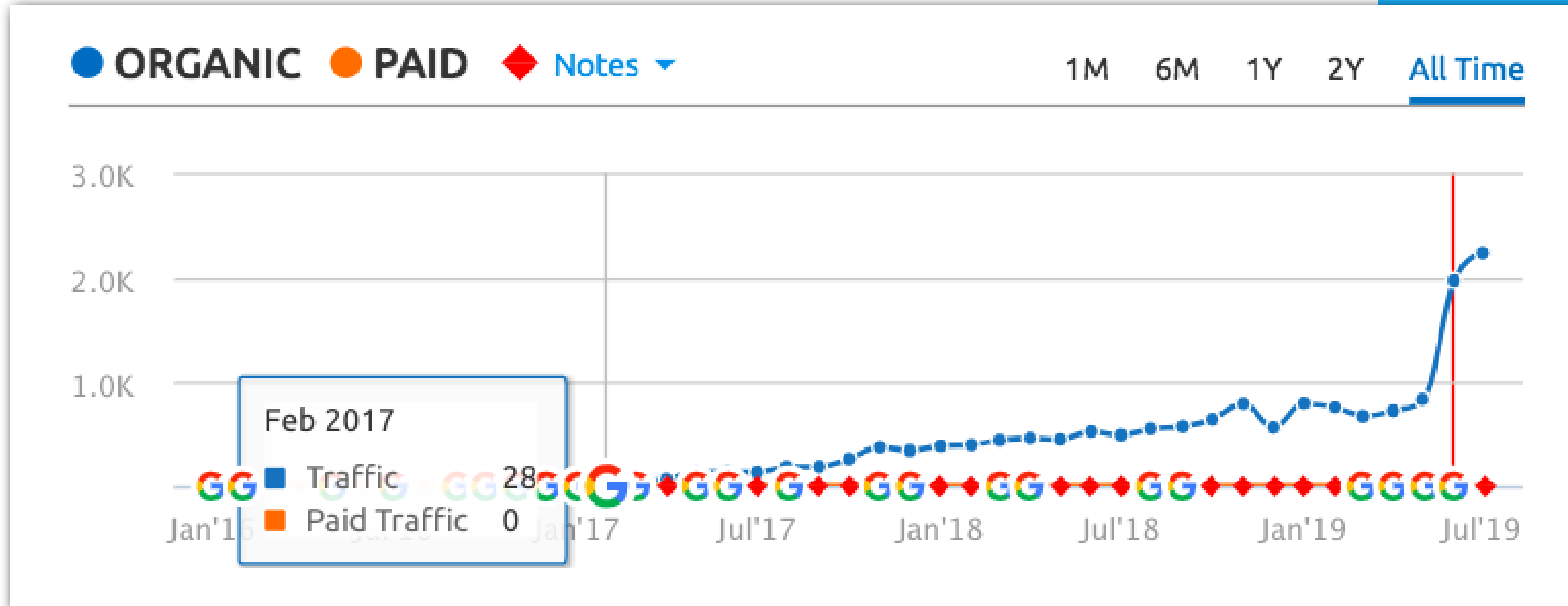
Desde que se firmaron varios [acuerdos de libre comercio en Perú](#), la tasa de pobreza nacional ha disminuido del 58.7 por ciento al 21.8 por ciento. Esto se debe al enfoque del presidente Pedro Pablo Kuczynski en las reformas económicas y las políticas de libre mercado con el objetivo de impulsar la inversión en el país. Desde entonces, Perú se ha convertido en un atractivo mercado emergente para inversionistas extranjeros y expats. Para [iniciar un negocio en Perú](#) o solicitar una visa de trabajo en Perú, es esencial una profunda comprensión de la legislación laboral en Perú. Además, la importancia de proteger los derechos de los empleados locales es una gran preocupación para el gobierno peruano y, por lo tanto, es importante conocer las restricciones para [emplear empleados extranjeros](#).

Reglas generales para la Ley de Contratación en Perú:

A continuación encontrará algunas normas esenciales que consideran la ley de empleo en Perú:

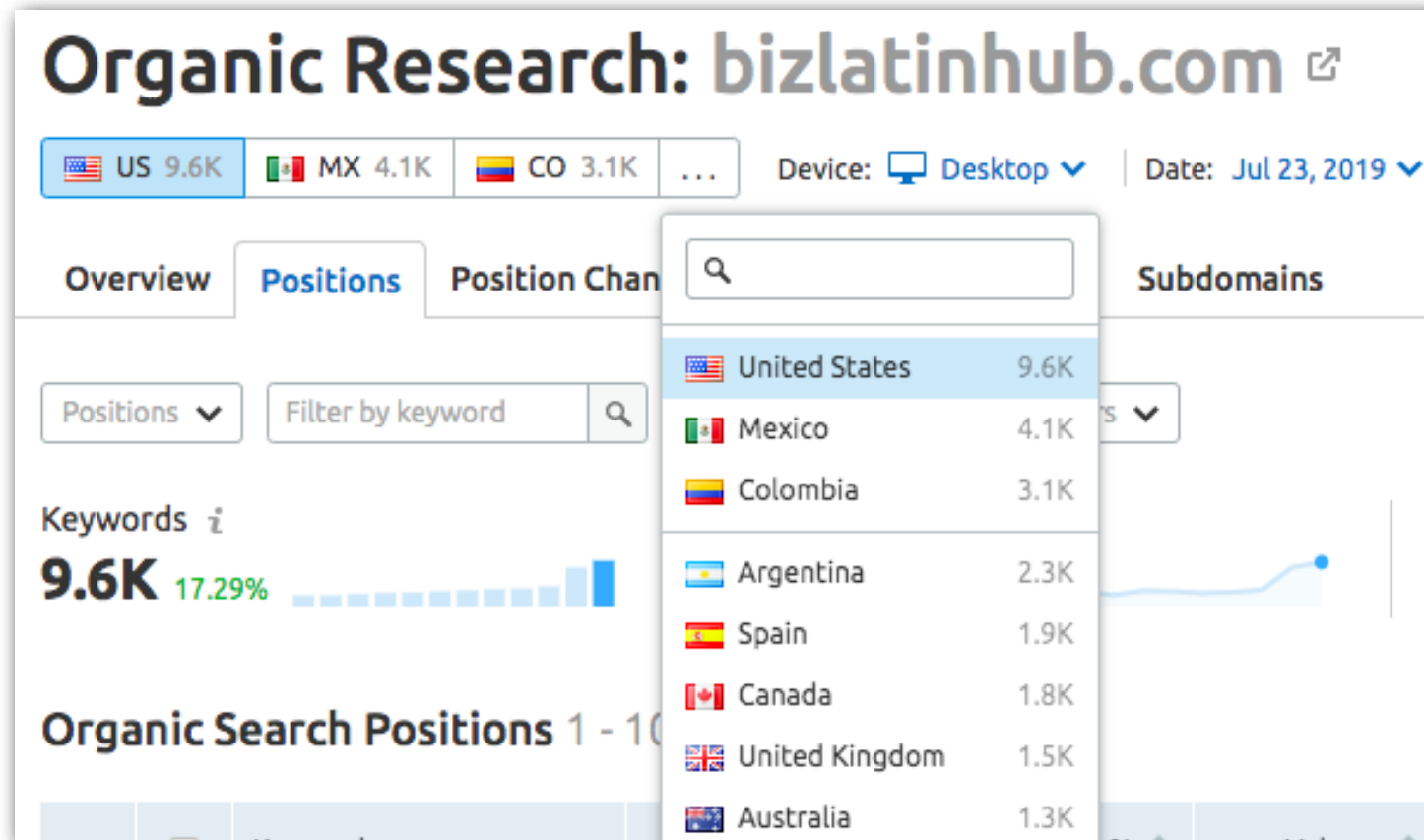
- El salario mínimo para el año 2017: PEN850 (Soles peruanos).
- Días hábiles: el máximo de días laborables permitidos por semana es de 6 días. O bien 8 horas de trabajo por día o un máximo de 48 horas por semana.
- Hora del almuerzo: un empleado tiene derecho a un descanso mínimo de 45 minutos.
- Horas extras: el monto del recargo debe ser acordado entre el empleado y el empleador. Sin embargo, las primeras 2 horas no pueden ser menos del 25% de la remuneración total del empleado. Por cada hora adicional, el recargo no puede ser inferior al 35% por hora.
- Descanso semanal: un empleado tiene derecho a un tiempo de descanso de 24 horas por semana; esto generalmente cae el domingo para la mayoría. Sin embargo, el empleado puede trabajar los domingos y

BLH Organic Traffic Over Time



With Colibri's help, Biz Latin Hub was able to start seeing steady growth in organic traffic to their website.

BLH Ranking in Diverse Markets



Colibri helped Biz Latin Hub rank for their buyer keywords in multiple English and Spanish-speaking markets.

Colibri has a brilliant command on both English and Spanish SEO, which was essential for our service. They taught our employees best SEO practices, and greatly improved our lead generation process.



Craig Dempsey
Biz Latin Hub



Got Traffic?

Learn how we can help you reach your
diverse audiences at ColibriContent.Com

COLIBRI

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