



# Biz Latin Hub Case Study

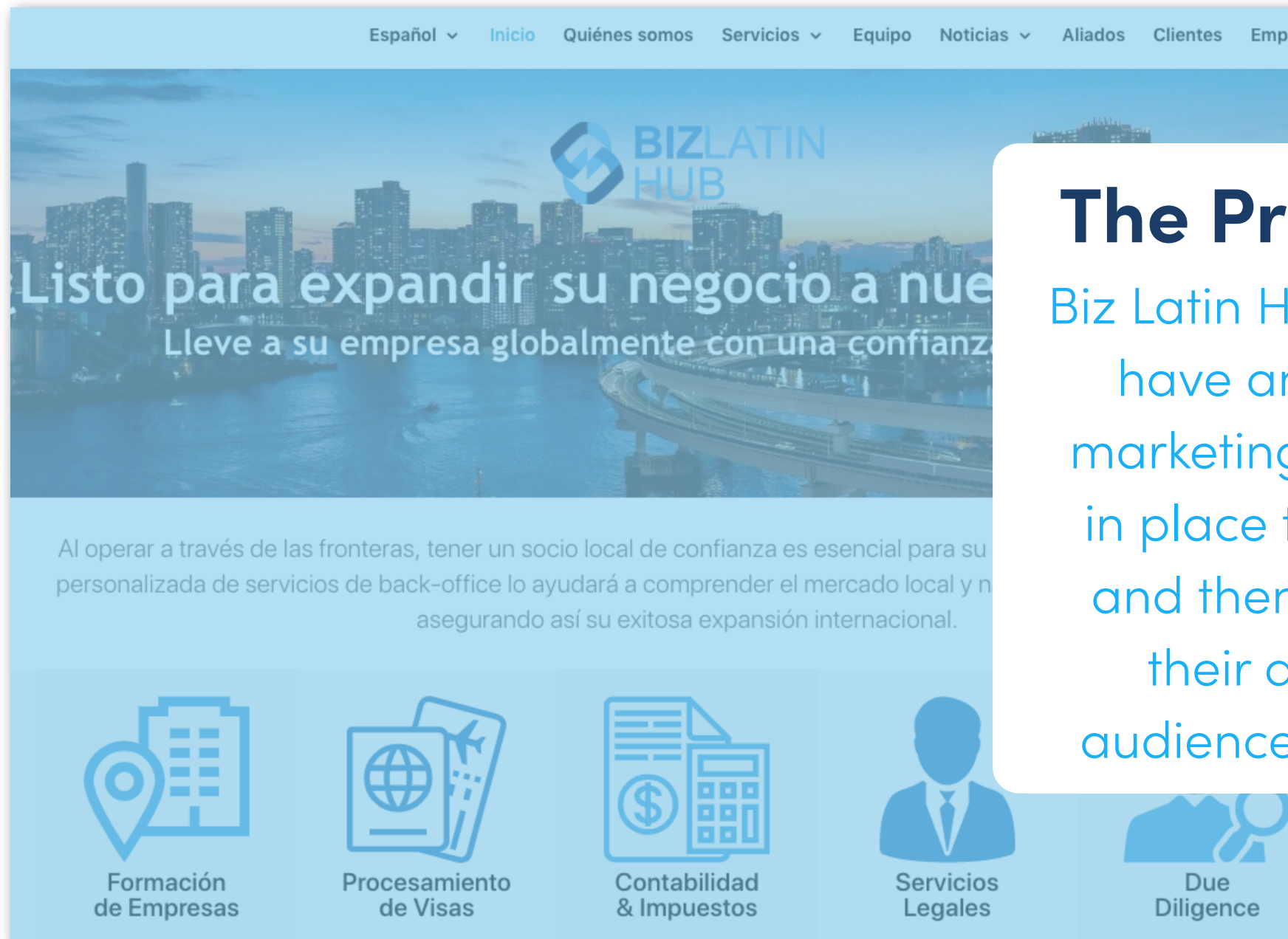
Driving Traffic & Conversions  
in Foreign Markets

Presented By:

**COLIBRI**



**BIZ**LATIN  
HUB



## 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 online marketing 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 **strategic online marketing efforts did not attract and convert** this clientele.

There were **missed opportunities** to lead these prospective clients to the website and then convert them into buyers of their service due to the lack of an online marketing strategy that would support a long-term SEO plan.



# What Kept BLH from International Success?

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

In the actual content, current SEO and marketing practices were not utilized to convert their leads into adopters of the service.

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 to convert their ideal clients.



# The Challenge of Speaking to a Foreign Audience

Biz Latin Hub has audiences in **different places** that speak **different languages** with **different cultural values**. 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 foreign audience in mind.

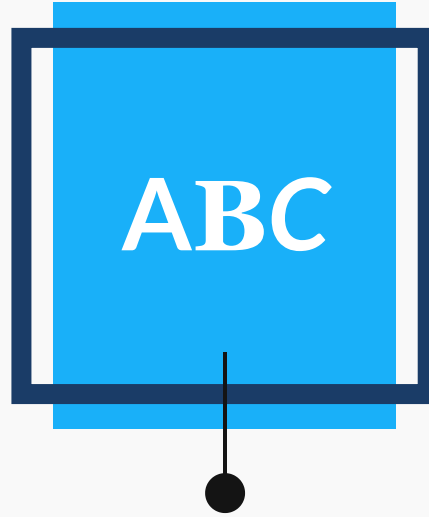
On top of that, speaking to a foreign audience requires working with a native team of the region to assure the **quality of content in a different language & culture**.

# The Solution



## INTERNATIONAL SEO RESEARCH

SEO research was conducted with the foreign 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 brand's presence online.



## EFFICIENT TEAMWORK

A team of content writers from the U.S., the UK, Mexico, Colombia, and more were managed to implement the SEO strategy.



## A Challenge Worth Accepting

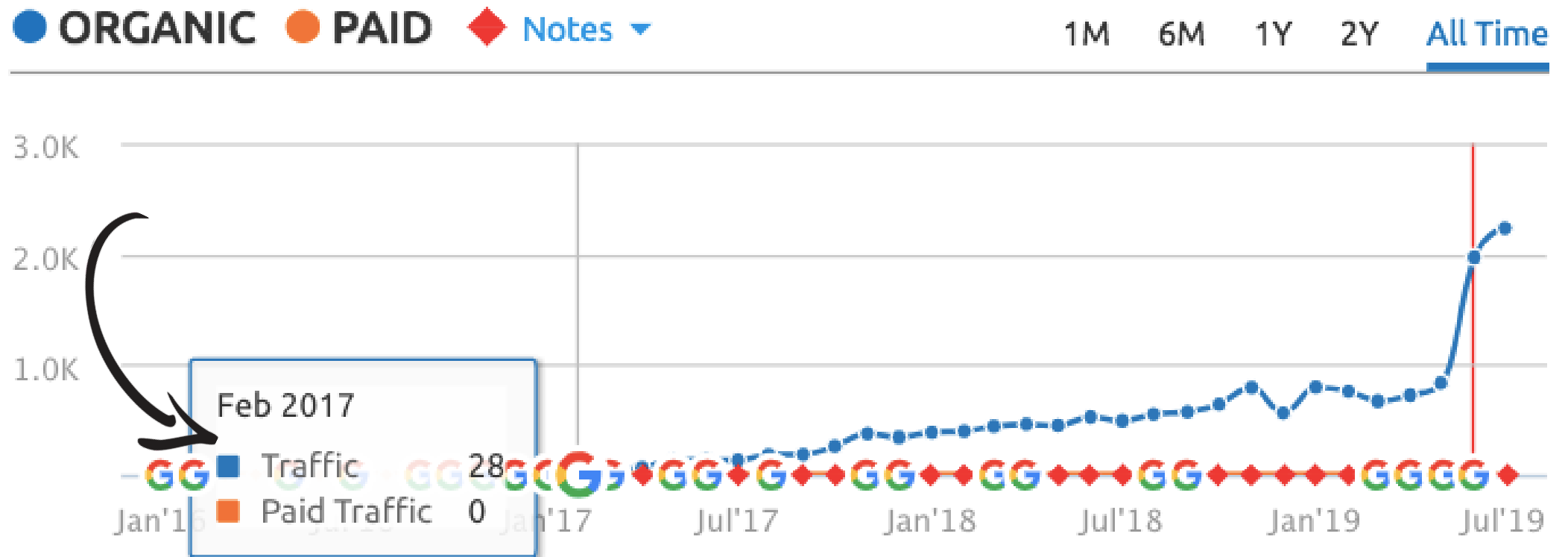
Through the collaborative efforts of savvy SEO strategists, crafty content creators, and a CEO with a clear vision, Colibri helped incorporate key solutions to lead people to buy BLH's service.

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

With an online marketing strategy set, Colibri was able to **produce and manage content that continues to rank first and convert clients** until this day.

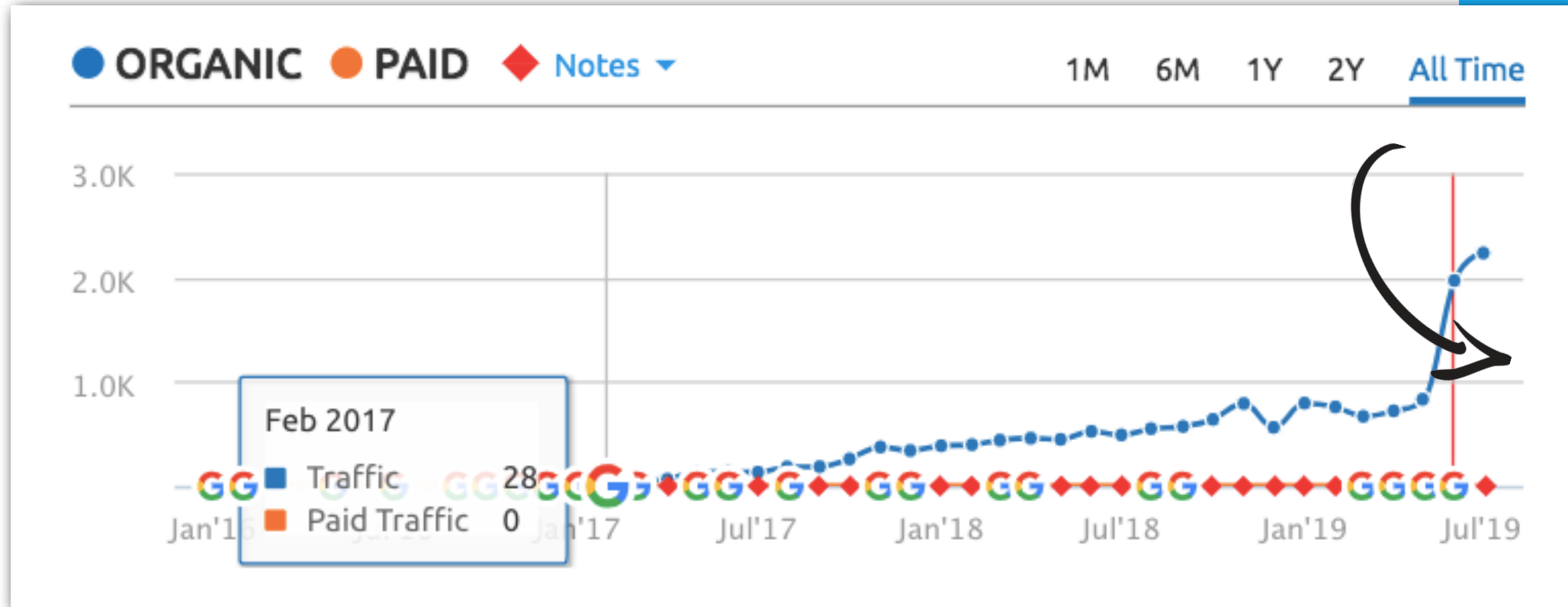
\*PLEASE NOTE: Biz Latin Hub is not a *current* client of Colibri.. This case study reflects work done and measured between Feb 2017 and July 2019.

# A Snapshot of Where it Began



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

# Where They Are Now (July 2019)



Biz Latin Hub was able to see steady growth in organic traffic to their website and average daily website visits in the **thousands**.

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# THE RESULTS

(WE'VE RETURNED!)

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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!

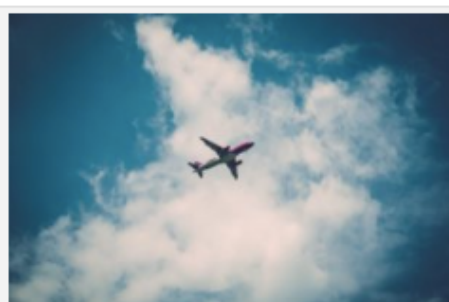
### Brazilian Investor Visa

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



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

## 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!

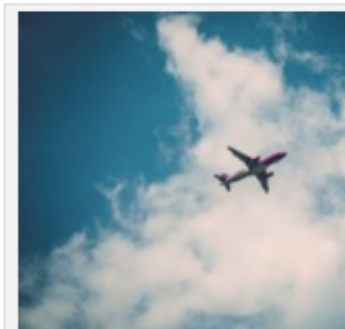
### Visa brasileña de inversionista

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 le permitirá trabajar y vivir permanentemente en el país

# #1 FOR LEYES SOCIALES PERU

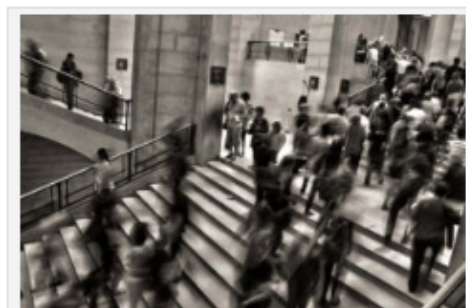
## English

### 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.



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

### 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

## 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](#).

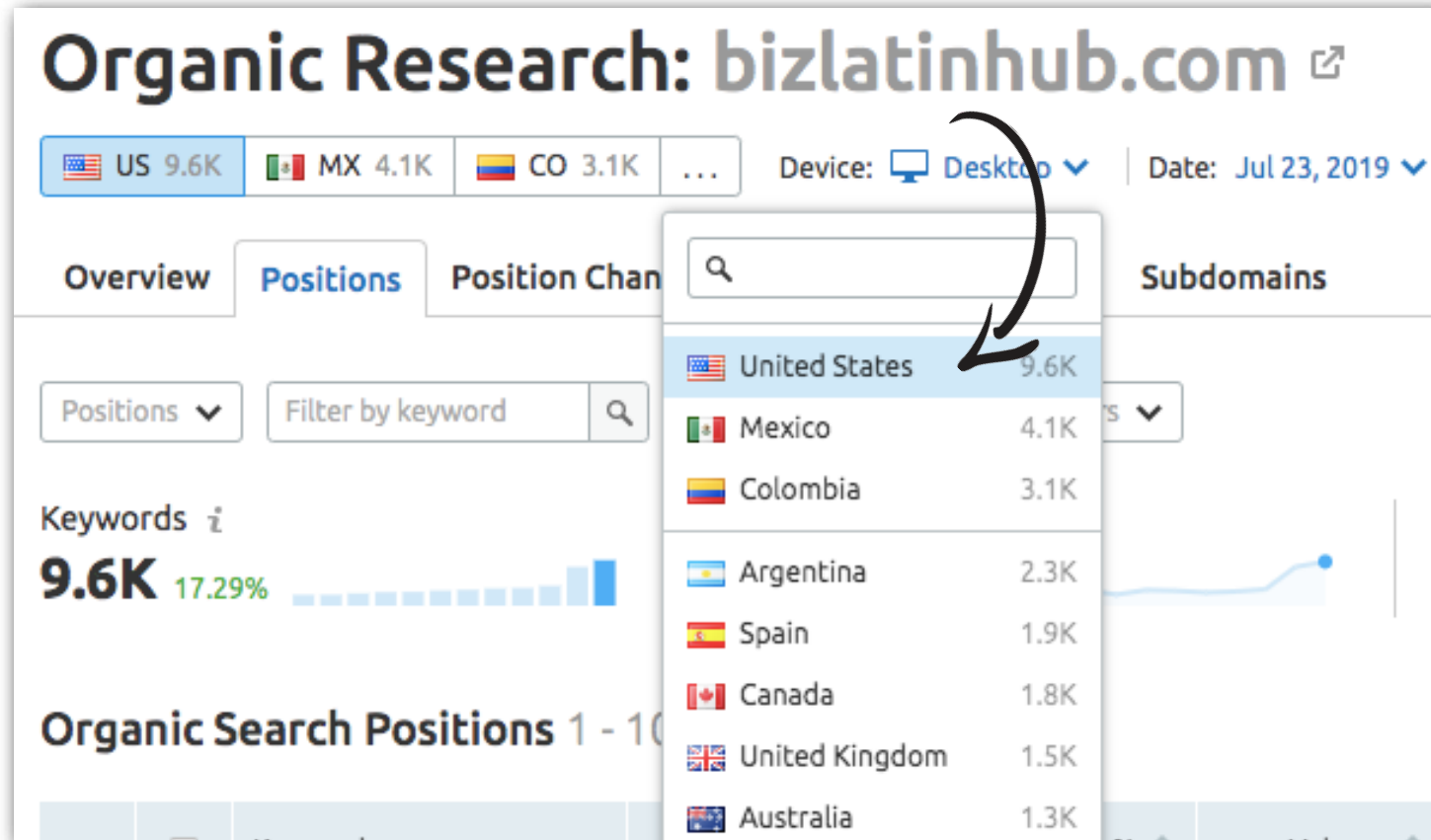
Desde que se firmaron varios [acuerdos de libre comercio en Perú](#), la tasa de pobreza nacional ha disminuido del 58.7 por ciento al 21.8 por ciento. Esto se debe al enfoque del presidente Pedro Pablo Kuczynski en las reformas económicas y las políticas de libre mercado con el objetivo de impulsar 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; es generalmente cae el domingo para la mayoría. Sin embargo, el empleado puede trabajar los domingos

# BLH Ranking in Foreign 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  
foreign audience at [ColibriContent.Com](https://ColibriContent.Com)

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