



<http://www.HispanicMarketAdvisors.com>



About Consolidated Credit en Español

- <http://espanol.consolidatedcredit.org>
- Fort Lauderdale, FL
- In 20 years, Consolidated Credit helped over 5 million consumers get out of debt safely and effectively.

Goals

- Connect with the Hispanic community in the US
- Build partnerships with key influencers working with the Hispanic market
- Grow web traffic from relevant trusted sources

Approach

- PPC in Spanish and Hispanic SEO
- Social Media & Blogging (following editorial calendar)
- Public Relations (bilingual press releases)

Results

- 44% growth in web traffic in 12 months
- 21 Spanish-language primary keywords in Top 3
- Optimized the web properties for the search engines
- Increased reach of Spanish readers through content partnerships
- Built network of Latina Mom Bloggers and Hispanic media/publications



Case Study | Small Business: Consolidated Credit

Consolidated Credit Counseling Services improves its online presence in the US Latino market by adopting a pure organic Latino SEO campaign

Hispanic Market Advisors, Latino SEO/SEM agency, spearheads the Latino SEO efforts for Consolidated Credit

The Challenge: Changes in the Search Engine World

After Google, also referred to as the search engine giant, has forever changed the world of Internet marketing, web masters who cater to the Hispanic population in the United States are starting to see the significance of content marketing and organic search engine optimization.

For individuals who work with search engine optimization (SEO), website development and online content publishing, things have changed in the most drastic ways. These changes came into effect on February of 2011 when Google rolled out Panda, an update to their search engine algorithm. This update was quite serious because it was designed to do away with what Google heads referred to as "Internet trash." Panda eliminated sites that were using unscrupulous techniques to achieve high rankings, too many ads and a suspicious number of backlinks. Link farms and spam sites were also destroyed. Some of these sites maintained respectable rankings before Panda was introduced.

Internet marketers who remember the introduction of Panda can tell you that the situation was quite messy. SEO and Internet marketing professionals have always been aware of Google algorithm changes, but never did they expect the changes that would be implemented when Panda was released. Google engineers state that the first release of Panda affected over twelve percent of the global results that were in English. Approximately three months later, two more Panda updates were released--2.0 and 2.1, and these websites' rankings dropped even further.

The work that was accomplished with Panda was not complete. As a matter of fact, Google released 20 more updates to Panda in multiple languages by November of 2012. Then Penguin was released. Penguin also redefined search engine optimization rules as well as the SERPs of a large number of websites. Bing also reported that it is important to really diversify your search engine marketing approach and building authority in order to stay ahead of the algorithm curve.

The Evolution is the Solution: Going from Link Building to Link Earning

Once Panda was released, the game of search engine marketing changed in a variety of ways. While keyword research and backlinking are still an integral part of search engine marketing, the way to obtain backlinks has changed. Before the introduction of Panda, SEO experts created websites that were relevant to the websites of their clients, and these experts would use networks to attain a large number of backlinks at a time. All of these links would lead back to their clients' websites. Once Panda was released, this method for acquiring backlinks no longer worked.

Expert SEO analysts do not believe that link building is obsolete; rather, they believe that Panda and Penguin has merely changed the way backlinks are acquired. Instead of links being created, they need to be formed naturally,

just like when the Internet first began. In those days, webmasters were happy to post links on their site that they deemed interesting to themselves and their readers. For content marketing that is of exceptional quality, inbound links must come from authoritative websites that carry a high search engine ranking.

Using Content Marketing and Partnerships to Reach Hispanic-Americans

[Consolidated Credit Counseling Services](#) adopted an SEO strategy where its main focus goes into creating valuable content and sharing it with its audience. Some of that shareable content includes infographics, news articles, educational videos, and other valuable tools and resources such as financial calculators. When earning high quality links, some relevant sites for Consolidated Credit (en Español) are:

- Community Forums, like Comunidad de FICO® Foros en Español or Foro Univision
- Finance Blogs & trustworthy Websites that are the category of finance
- GOV Websites that provide financial advice
- Social Media websites and blogger networks such as Latina Mom Bloggers
- Hispanic Chamber of Commerce and an assortment of non-profit organizations that provide financial advice
- Hispanic Media, such as journals and editorials. Example: HolaCiudad.com, Huffpost VOCES, Mundo Fox, CNN en español, just to mention a few

Consequently, out of 66 Spanish-language primary and secondary keywords relevant to Consolidated Credit en Español, 21 of them are on Top 3 of search results:



When marketing to the Hispanic population in the United States, it is important that the content that you use will be able to speak to these people and get them interested in what you have to offer. Some suggestions that your content can focus on are topics that concern the family living of those in this country or current events that people of Hispanic origin will find interesting.

Regarding whether or not to create content that is in Spanish, well, that will all depend on who your audience is. If you have Spanish-language readers, it is crucial to develop Spanish-language content whenever possible and photography that will appeal to them. See below some samples of Spanish-language content developed by Consolidated Credit and Hispanic Market Advisors in conjunction with [Latina Mom Bloggers](#) and some Hispanic media content partners, and press release distribution wires:

Hispanic media content partners:

- ✦ http://voces.huffingtonpost.com/ines-mato/mal-credito-estilo-de-vida_b_2768354.html
- ✦ http://voces.huffingtonpost.com/ines-mato/boda-presupuesto_b_2637841.html
- ✦ <http://www.holaciudad.com/como-esta-tu-puntaje-credito-n288815>
- ✦ <http://www.holaciudad.com/4-pasos-comenzar-el-2013-ahorrando-n269470>
- ✦ <http://latino.foxnews.com/latino/lifestyle/2012/08/26/op-ed-lack-education-linked-to-record-levels-debt/>
- ✦ <http://dinero.univision.com/finanzas-personales/credito/manejo-deudas/article/2012-09-19/jovenes-eeuu-endeudados-tarjeta-credito-tips>

Latina Mom Bloggers:

- ✦ <http://www.cuponeando.net/2012/10/como-maximizar-tus-ahorros-para-celebrar-halloween-sin-romper-el-presupuesto/>
- ✦ <http://www.mamaxi.com/le-tenes-miedo-a-las-tarjetas-de-credito/>
- ✦ <http://ahorrosparamama.com/bebesyninos/consejos-para-ahorrar-dinero-en-halloween#comments>
- ✦ <http://www.ahorrandodolares.com/2012/10/consejos-para-celebrar-halloween-sin-salirse-del-presupuesto.html>

Press releases

- ✦ <http://www.marketwire.com/press-release/Falta-de-Educacion-Financiera-Conduce-a-Endeudamiento-1773921.htm>
- ✦ <http://www.marketwire.com/press-release/Semana-Nacional-de-Proteccion-del-Consumidor-Consejos-de-proteccion-para-uso-de-1764100.htm>

“Some Deliver Empty Promises, We Deliver Trackable Results!”
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