



<http://www.HispanicMarketAdvisors.com>



**About Mama XXI**

- <http://www.mamaxi.com/>
- Blog en español para la mujer Latina del nuevo siglo
- Tecla Awards for Best Spanish Language Creator

**Goals**

- To continue growing the blog while improving SEO
- To adapt my blog to responsive technology
- To improve the speed of my blog

**Approach**

- Blog Audit & Blog Performance
- User Behavior Analysis
- Programming & Coding
- Web Support & On-Site SEO

**Results**

- Updated META Tags
- Revised URLs & File Names
- Compressed Images & added ALT tags
- Enhanced tabs and drop menu
- Improved Page Speed
- Analyzed Plug-Ins and removed unnecessary ones
- Updated WordPress theme
- Installed SEO Plug-In
- Enhanced Google Analytics configuration
- Set up Google Webmaster Tools
- Conducted Spell Checker
- Removed Broken Links pointing to 404 pages
- Generated Sitemap (XML)



**Case Study | Blogger: Mamá XXI**

**Latino SEM Brand-New Web Service Packages for Bloggers Helps Mamá XXI Stay SEO Optimized and Relevant to the Search Engines**

*Hispanic Market Advisors®*, US-based Latino SEO/SEM agency, Comprehensive Blog Audit & Optimization for Best Spanish Language Creator – Romina Tibytt of Mamá XXI

**The Challenge: Continue to Grow the Blog While Improving SEO**

A blog audit can help you identify areas you can dramatically improve your search engine visibility and user experience - both of which lead to better rankings, readership levels and ultimately revenue for your blog.

An effective content audit will improve your blog in a number of ways. You may discover that your Page Speed is below industry average and needs attention. Or you may discover that your blog is not yet 100% mobile friendly or responsive.

Romina Tibytt of Mamá XXI was awarded at Hispanicize 2016 the [Tecla Awards for Best Spanish Language Creator](#) – and knows well how to react when she perceives a challenge. How to cope with creating great engaging content while keeping up with the many On-Site SEO activities required for a blog? Those action items may include (but not limited to) code clean up, META tags revisions, URLs & file names revision, image optimization and compression, PageSpeed Insights analysis, WordPress theme upgrades, broken links checker for the blog, and the list goes on and on...

**The Solution: Annual Blog Check-Up & Tune-Up!**

This challenge is not foreign to most bloggers. After identifying this need, Hispanic Market Advisors® designed a package for providing web services to the Latino blogger community. Romina Tibytt of Mamá XXI [www.mamaxi.com](http://www.mamaxi.com) became the first recipient of that service when she accepted being part of the BETA tester team simulating being a real customer.

Through this brand-new program, Hispanic Market Advisors® is positioning to market this service through LatinoSEM.com.

Some of the items (checklist) included in this service are:

**Programming & Coding**

- ✓ Code Clean Up (HTML, CSS, and JavaScript code)
- ✓ Contact Forms Configuration (Gravity Forms)
- ✓ Google Tag Manager (Revision)

**Web Support & On-Site SEO**

- ✓ META Tags Revision
- ✓ URLs & File Names Revision
- ✓ Image Optimization/Compression
- ✓ Keyword Research & Analysis
- ✓ User Behavior Analysis
- ✓ PageSpeed Insights
- ✓ Plug-Ins Analysis
- ✓ Plug-Ins Revision and Updates
- ✓ Comments Plug-In Install (Disqus or Facebook comments)
- ✓ SEO Plug-In Analysis & Install
- ✓ WordPress Theme Upgrades
- ✓ Google Analytics Set Up
- ✓ Google Webmaster Tools Set Up

- ✓ Spell Checker for Website
- ✓ Broken Links Checker for Website/Blog (Report)
- ✓ Sitemap Generation (HTML/XML)
- ✓ Social Media Icons Configuration

## Programming & Coding, Web Support & On-Site SEO

Marketing budgets should always be contingent upon revenue projections. This holds true also for bloggers who monetize through their writing, web content and relationships with brands and marketing & PR agencies.

Keeping your blog fresh and clean is vital for your sustainable success. With that said, Mamá XXI [www.mamaxxi.com](http://www.mamaxxi.com) experienced meaningful improvements in the following areas:

- ✓ **Page Speed**
- ✓ **Mobile Friendliness**
- ✓ **On-Site SEO**

## Conclusion – Final Thoughts

When writing to the Latino market in the United States, it is important that the content of your blogs speak to your audience and who knows best your audience than you. However, to keep them captivating and coming back to your blog, it's important that you focus in what you do best, which is writing, sharing, and social listening.

Also important is that you code correctly your blog and websites so that the search engines (your other important audience) can find your content and index it properly. This is when you can use a service such as this offered by Hispanic Market Advisors® through LatinoSEM.COM.

While many folks would say that search engine optimization (SEO) is an area that most bloggers will never get into, smart bloggers will find a way to keep their blogs optimized and relevant. Having your blog fresh, clean and fast will also be another key to deepen your relationship with your clients (brands and agencies) and gain their Trust and Business for sustainable success.

**“Some Deliver Empty Promises, We Deliver Trackable Results!”**  
Let's discuss what we can accomplish together – [click here](#)