

BEAUTY BY DESIGN

About Beauty by Design en Español

- www.drTroell.com/es/
- Robert J. Troell, M.D., F.A.C.S.
- Las Vegas, NV & Laguna Beach, CA
- Cosmetic Plastic Surgery

Goals

- Translate website from English to Spanish to maximize exposure, outreach, and inclusion
- Optimize for Spanish SEO and increase # of entry points to the Spanish-language site from organic sources
- Connect with the Hispanic community in Las Vegas, NV & Laguna Beach, CA (and a 50-mile radius near locations)
- Maintain dynamic section of the site (blog) for content marketing featuring Quadrupled Certified Surgeon Dr. Troell as a physician trainer

Approach

- English to Spanish Website Translation
- Spanish SEO (on-site and off-site)
- PPC (AdWords), including Remarketing, to reach new audiences and increase Repeated Visitors
- Strategic Content Marketing (following editorial calendar, quality over quantity)
- Monthly Specials newsletter, SMS marketing, and Social Media Marketing

Results

- 141.35% growth in web traffic in 12 months (from 2,274 to 6,671 monthly Pageviews) – from Hispanic users
- Organic Search constitutes 52.97% of the overall traffic
- Over 50 monthly online submissions and 100 Mobile Click-to-calls per month from Smartphone users (PPC)



Case Study | Cosmetic Plastic Surgeon: Robert J. Troell, M.D., F.A.C.S.

Dr. Troell and Beauty by Design More Than Doubled in One Year its Traffic to the Website by Including the Hispanic Audience in its Marketing Efforts

Through English to Spanish Website Translation, Spanish SEO, and bilingual PPC efforts, Hispanic Market Advisors helps Beauty by Design expand its practice reach

The Challenge: Achieve a Fully Bilingual Website

“I want people to find me and my practice when searching on the web, regardless of their language preference,” said to me Robert J. Troell, M.D., F.A.C.S. The notion of building a fully bilingual website may sound foreign and too complex to many professionals (surgeons, dentists, dermatologists) to accomplish; however, with the right vendor and strategic partnership, clients can make this process smoother, transparent, and enriching. Furthermore, the benefits of the first-mover advantages over competitors in your local market often translate into better SERPs rankings, overall traffic, leads, and ultimately clients and revenues.

The challenge for [Quadrupled Certified NV and CA Surgeon Dr. Troell](#) was to first translate www.drTroell.com to Spanish, in a highly professional way (avoid Google Translate!), and then keep the two language versions of the site optimized, synchronized and up-to-date. After all, building on past successes without compromising what you have already built is easier said than done, and is a legitimate concern for most professionals as they enter uncharted territories.

During a “Marketing to Latinos” workshop at **The Institute of Advanced Body Sculpting** (May 2014) in Las Vegas [Sebastian Aroca](#) (@HispanicMarkets), Owner of Hispanic Market Advisors®, outlined some of the top strategies and tactics for converting your site to a responsive website design, translate your site to Spanish if your practice is located in one of the Top Hispanic Metro Areas, and execute an “All-Inclusive” Search Engine Marketing campaign to reach the entire spectrum of customers, as budget and capabilities allow.

In the next few paragraphs, you’ll be able to see how some of those tactics were applied to this campaign for lead generation efforts, and what lessons we can extrapolate from this case study.

The Path of Becoming a Fully Bilingual Website

We started with translating the site to Spanish. Turnaround: 21 to 30 days.



The translation included text (copy), images and video transcriptions. However, it’s important to note that having the content is not sufficed. Your practice needs also to be operationally ready to support Spanish-language callers and prospective clients. It’s not a bad idea to have a bilingual staff member who can respond in Spanish to solicitations and calls that come in to the office. Challenging? Maybe. But the payoff can be huge!

Attracting Unique Visitors to the Optimized Spanish Web Pages

Once the Spanish-language pages were live and the site fully bilingual, we proceeded to attract qualified visitors to the site through geo-targeting Latinos in Las Vegas and Laguna Beach. The results were a **141.35% growth** in web traffic to the Spanish site (from 2,274 to 6,671 monthly Pageviews), and

a **68.33% growth** to the overall traffic (from 8,718 to 14,675 Pageviews) in 12 months. Read snapshot below from Google Analytics:



Today, Organic Search constitutes **52.97%** of the overall traffic, and a growth of **51.59%** from previous year.

Source / Medium ?	Acquisition		
	Sessions ? ↓	% New Sessions ?	New Users ?
1. google / organic	51.59% ↑ 6,855 vs 4,522	2.31% ↑ 87.83% vs 85.85%	55.10% ↑ 6,021 vs 3,882
Jun 25, 2014 - Jul 25, 2014	3,546 (51.73%)	90.02%	3,192 (53.01%)
Jun 25, 2013 - Jul 25, 2013	1,969 (43.54%)	87.66%	1,726 (44.46%)
% Change	80.09%	2.69%	84.94%

In Greater Depth: Using Content Marketing to Reach Hispanics in CA & NV

Beauty by Design and Dr. Troell adopted a [Spanish SEO strategy](#) where its main focus goes into creating ultra-valuable content in Spanish (procedure pages, articles, blogs, videos, before and after, etc.) and sharing it with its targeted audience through various channels.

Consequently, out of 20 Spanish-language primary keywords relevant to Dr. Troell en Español, 10 of them are on Top 10 of search results:

Google search for "rinoplastia las vegas".

Web Images Videos News Shopping More Search tools

About 296,000 results (0.43 seconds)

Cirugia Plástica de Nariz - drmarcos.com.mx
www.drmarcos.com.mx/ +52 81 8368 7878
Mejora tu imagen y autoestima Decídete a cambiar con el mejor
Financiamiento - Aumento de Busto - Cirugia Plastica

Tip: Search for English results only. You can specify your search language in Preferences

Cirugia de Nariz Las Vegas Rinoplastia Henderson Nevada ...
www.surgispalasvegas.com/surgery/rhinoplasty.htm Translate this page
Cirugia de Nariz o rinoplastia en Las Vegas NV y Henderson Nevada por el cirujano pl
stico Dr Arthur Cambeiro, ofreciendo procedimientos de ...

Embelllecimiento de la Nariz - Rinoplastia - Dr Robert Troell
www.drtroell.com/.../embellecimiento-de-nariz-rinopl... Translate this page
Rinoplastia: Fotografías de antes y después del tratamiento de ... Embellecimiento de
la Nariz / Rinoplastia. Fotografías ... Oficina de Las Vegas: 702.242.6488.

Embelllecimiento de la Nariz - Dr Robert Troell
www.drtroell.com/.../Cirugia Cosmética Facial Translate this page
Laguna Beach, California y Las Vegas, Nevada ... La rinoplastia, o "trabajo nasal" es
uno de los procedimientos de cirugía plástica facial más comunes.

When marketing to the Hispanic population in your local community (whether is at a city, county or state level), it is important that the content you build creates a great first impression and delivers what people are looking for. It is crucial to develop valuable content whenever possible and images that will appeal to the readers/clients. See below some samples of both English- and Spanish-language content developed by Beauty by Design in conjunction with Hispanic

Market Advisors, and press release distribution wires:

Bilingual blog posts:

- <http://www.drthroell.com/blog>
- <http://www.drthroell.com/es/blog>

Press releases (sample below):

- <http://www.marketwired.com/press-release/cme-live-surgical-workshops-sept-14-15-directed-robert-troell-md-facs-stanford-trained-1828506.htm>
- <http://www.marketwired.com/press-release/institute-advanced-body-sculpting-directed-robert-troell-md-facs-opens-location-gold-1812370.htm>

NOTE: today, Hispanic Market Advisors® is also executing a PPC (AdWords) in both English and Spanish, resulting in over 50 monthly online submissions and 100 mobile click-to-calls from Smartphone users. Call to learn more at 305.677.0651.

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

Let's discuss what we can accomplish together – [click here](#)