



<http://www.HispanicMarketAdvisors.com>

FITZGERALD & COMPANY, LLC

About FitzGerald & Company en Español

- www.fitzgeraldlawcompany.com/espanol/
- Boston, MA
- Immigration, criminal and personal injury lawyers in New England

Goals

- Optimize for SEO and increase # of indexed pages and entry points to the site from Spanish-language customers
- Connect with the Hispanic community in the New England region through rich sharable content
- Build partnerships with influential Boston media and theme-based sites

Approach

- Spanish SEO (on-site and off-site)
- Deep Content Marketing (following editorial calendar, quality over quantity)
- Public Relations (bilingual press releases, strategic wire distribution points) and Guest Postings

Results

- 122% growth in web traffic in 6 months (from 4,290 to 9,554 monthly Visits)
- 15 Spanish-language primary keywords in Top 3
- Optimized the Spanish web pages for the users and the search engines
- Became frequent contributor to Boston media and Immigration media (featured as Expert in Immigration Law)
- Built network of 3 Hispanic media partners for guest postings



Case Study | Boston Immigration Lawyer: Desmond P. Fitzgerald

Fitzgerald & Company More Than Doubled in Six Months its Traffic to the Spanish-language Website by Adopting Organic Spanish SEO Campaign

Hispanic Market Advisors, Spanish SEO/SEM agency, spearheads the Spanish SEO efforts for FitzGerald & Company, LLC

The Challenge: Optimize the Spanish Site and Attract Qualified Traffic

For many if not most webmasters, professionals and business owners, the search engine is the only portal into the vast sea of the Internet. Gaming Google’s systems (as well as taking advantage of search psychology) with a proper keyword analysis and on-site optimization is essential if you want your website to show up high on the list when people do a search. This is true whether your website is in English, Spanish, or any other language.

The challenge for [Boston Immigration Lawyer Desmond P. Fitzgerald](#) was to optimize the Spanish-language version of his website that was in the directory /espanol/ and then attract potential clients to the Web pages with a clear call to action which was to generate as many “request for appointments” as possible.

During the “[SEO Strategies and Tactics for the Latino Market](#)” session at Hispanicize 2013 in Miami, [Sebastian Aroca](#) (@HispanicMarkets), Owner of Hispanic Market Advisors®, outlined some of the top strategies and tactics for optimizing a Spanish-language website for the Spanish-preferred and Spanish-dominant segment of the Latino market. In the next few paragraphs, you’ll be able to see how some of those tactics were applied to the site www.fitzgeraldlawcompany.com/espanol/ for the Boston Immigration Attorney, and what lessons we can extrapolate from this case study.

Getting Home Organized Before Inviting Your Guests

We started with a Crawl Diagnosis and then fixed any errors the Spanish-language site had. Some of the issues Hispanic Market Advisors® was able to fix included:

- 4XX (Client Error)
- SEO-Friendly URLs (rewrote some URLs to include Spanish terms)
- 301 Redirects from old URLs to new rewritten URLs (to avoid 404 errors)
- Long URL (> 200 characters)
- Duplicate Page Content
- Internal Linking (Optimize User Experience)
- Intra-Language Linking (link to the right page in the other language)
- H1, H2, and H3 tags, and image ALT tags
- Title Element Too Long (> 70 Characters)
- Missing Meta Description Tag
- Too Many On-Page Links
- Duplicate Page Title
- Xml and HTML Sitemaps
- Robots.txt

Attracting Unique Visitors to the Optimized Spanish Web Pages

Once the “home” was organized well, we proceeded to invite the “guests” through Content Marketing to reach Latinos in Boston. The results were a 122% growth in web traffic to the Spanish site in 6 months (from 4,290 to 9,554 monthly Visits). Read snapshot below from Google Analytics:

Nov 28, 2013 - Dec 28, 2013: ■ Visits

May 28, 2013 - Jun 28, 2013: ■ Visits

Visits

122.70%

9,554 vs 4,290



Unique Visitors

117.68%

7,756 vs 3,563



Pageviews

90.51%

14,016 vs 7,357



In Greater Depth: Using Content Marketing to Reach Hispanics in Boston

Fitzgerald & Company, LLC adopted a [Spanish SEO strategy](#) where its main focus goes into creating ultra valuable content in Spanish and sharing it with its targeted audience through various channels. Some of that shareable content includes blogs, articles, educational videos, newsletters (“boletines” en español).

When earning high quality links, some relevant sites for Fitzgerald & Company (en Español) are:

- Immigration Blogs & trustworthy Websites that are the category of immigration
- GOV Websites that provide immigration advice
- Social Media websites and blogger networks around the topic “Immigration Reform”
- Mass Latino Chamber of Commerce and an assortment of non-profit organizations that provide advice on Latino and immigration issues
- Hispanic Media, such as journals and editorials. Example: HolaCiudad.com, Huffpost VOCES, El Mundo Boston, ALPFA Boston, just to mention a few



Consequently, out of 60 Spanish-language primary and secondary keywords relevant to Fitzgerald & Company en Español, 15 of them are on Top 3 of search results:

Rankings Report for www.fitzgeraldlawcompany.com/espanol/ For All Engines



When marketing to the Hispanic population in Boston, Massachusetts, 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 immigration status of those in this State or current events that people of Hispanic origin will find interesting around the topic of “Immigration Reform.”

If you have Spanish-language readers, it is crucial to develop Spanish-language content whenever possible and images that will appeal to them. See below some samples of Spanish-language content developed by Fitzgerald & Company in conjunction with Hispanic Market Advisors and some Hispanic media content partners, and press release distribution wires:

Hispanic media content partners:

✚ <http://voces.huffingtonpost.com/desmond-p-fitzgerald/>

✦ <http://www.holaciudad.com/todo-inmigracion-b194>

Press releases (sample below):

✦ <http://www.marketwired.com/press-release/calendario-para-solicitudes-de-inmigraci%C3%B3n-por-fitgerald-company-1848916.htm>

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