

LOGIC INBOUND

Title: SEO For Doctors: The Challenges & Tactics to Address in 2020

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This sessions goal is to demonstrate successful & reproducible tactics that will increase search traffic, conversions, & improve your rankings in Google.

Looking at our campaigns & experiments in 2019, we'll review examples of SEO tactics that have increased rankings, how much traffic improvement was seeing over 3, 6, and 12 month timelines. I will present the processes and documentation we used so that attendees can replicate and perform the work independently with their teams as they are able. This session will be targeted to those with mid-tier knowledge of SEO who want to increase results

Learning Objectives:

1. It will deliver actionable information and assets that attendees can use to grow their online presence and earn more traffic

2. Attendees will be able to create high value content for any keyword target with specific recommendations on how to optimize the content and what related targets the page can be optimized to

3. and create a list of high value outreach targets that already connect to their competitors and related entities in their target market.

Biography:

Hayk Saakian has been developing apps and building businesses from an early age. He designed and developed the Pacific Middle School's website as a 6th-grader and in high school, developed a series of Android apps that accumulated over 300,000 downloads on the Google Play Store.

After studying computer science at UC Berkeley, Hayk's passion as an entrepreneur led him to drop out and start Skyreal, a real estate estate recruitment SaaS. Hayk poured all of his experience as a developer and entrepreneur into Logic Inbound, where he now helps his team execute on high-performing marketing campaigns for billion-dollar businesses.

Hayk has landed coverage on the WordPress Podcast, Search Talk Live for iHeartRadio, the Blind Entrepreneur Podcast among many others.

Presenting author details

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