

SEO for Doctors: The Challenges & Tactics to Address in 2020

Vlad Mkrumyan

Community Builder, Logic Inbound, United States



Abstract

This session's 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.



Biography

Vlad Mkrumyan is a serial entrepreneur, search engine marketing evangelist and a passionate networker, responsible for running five meetups including the Seattle Marketing and Demand Leaders Meetup – the largest marketing meetup in Seattle.

Vlad began his entrepreneurial odyssey as a teenager, when he launched the Shoplletes app which went on to have 30,000 active monthly users and 300,000 downloads on the Google Play Store. Just a few years after his first venture, Vlad started Skyreal, a real estate recruitment CRM for fast growing brokerages, growing to 13 brokerages across three states.

Each company that Vlad has started has been bigger and more ambitious, and Logic Inbound is his biggest, most ambitious venture. The SEO business is highly competitive, but running a team of 25 talented individuals, Vlad has propelled Logic Inbound into a fast growing SEO agency in Seattle.

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