Doug Nyren

SEO Analyst at Wayfair
Natick, MA, US
SEO Analyst at Wayfair

Biography

Hard working professional with a focus on all things internet/website related especially SEO. I have over 10 years of SEO experience in both B2C & B2B marketing and have worked on 50+ websites in a variety of different industries doing everything from; * analytics (Google Analytics, WebTrends, BrightEdge, etc.) * web development (PHP, HTML, CSS, mySQL, JavaScript, XML, etc.) * webmaster work & website management (Drupal 6 & 7 CMS and WordPress CMS) * content marketing, management & development * social media optimization & marketing * off-site internet marketing tasks like Webinars, Newsletters, Press Releases & Email Marketing to name a few * Search Engine Marketing: -> Paid Search - Google AdWords, Bing Ads, Facebook; Post Boost, Like Campaigns, etc., LinkedIn Ads, AdRoll, Yahoo Search Remarketing -> SEO - Content Marketing & Development, Link Building, Google Webmaster Tools, Google Analytics, Bing Webmaster Tools, On-Site Optimization; Title Tags, Keyword Rich URLs, Title Tags, Meta Keyword Tags, Header Tags, Image Optimization (ALT Tags & File Name) & Off-Site Optimization I have a passion for all things search related and look to further my experience and develop more internet marketing skills.

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance

Industry Expertise

Social Media, Information Services, Media - Online, Advertising/Marketing, Education/Learning, Internet, Information Technology and Services

Areas of Expertise

Digital Marketing, Web, Google, Web Analytics (Adobe Analytics / Site Catalyst IBM NetInsight), Internet Marketing Consultant, Internet, Search Behavior, SEO, Online Marketing, Analytics, Web Marketing, Internet Marketing, Web Analtyics, Google Analytics, Web 2.0, Landing Page Optimization

Affiliations

SU Alumni Club of Boston (Syracuse University)

Education

Syracuse University
Bachelor of Science IS/MIT & Political Science

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