

# **Doug Nyren**

**SEO Analyst at Wayfair**

Natick, MA, US

SEO Analyst at Wayfair

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## **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.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Author Appearance

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## **Industry Expertise**

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

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## **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 Analytics, Google Analytics, Web 2.0, Landing Page Optimization

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## **Affiliations**

SU Alumni Club of Boston (Syracuse University)

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## **Education**

**Syracuse University**

Bachelor of Science IS/MIT & Political Science

**Newton South High School**

General Studies General Studies

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