

Georgii Liapko - SEO & Digital Growth Portfolio

Executive Summary:

- 12+ years SEO experience
- Healthcare, E-commerce, Local SEO
- Multi-site SEO management
- Technical SEO & Web Operations
- AI Search (AEO/GEO)
- Team leadership and process development
- Experience across 20+ websites and brands
- Revenue-focused SEO strategy

CASE STUDY #1

Haven Health Management

Challenge

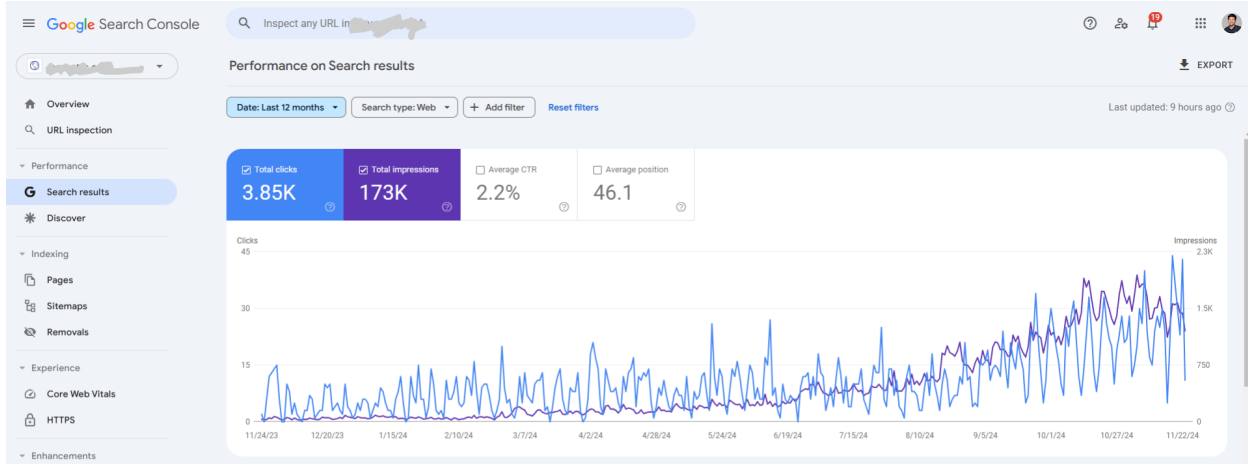
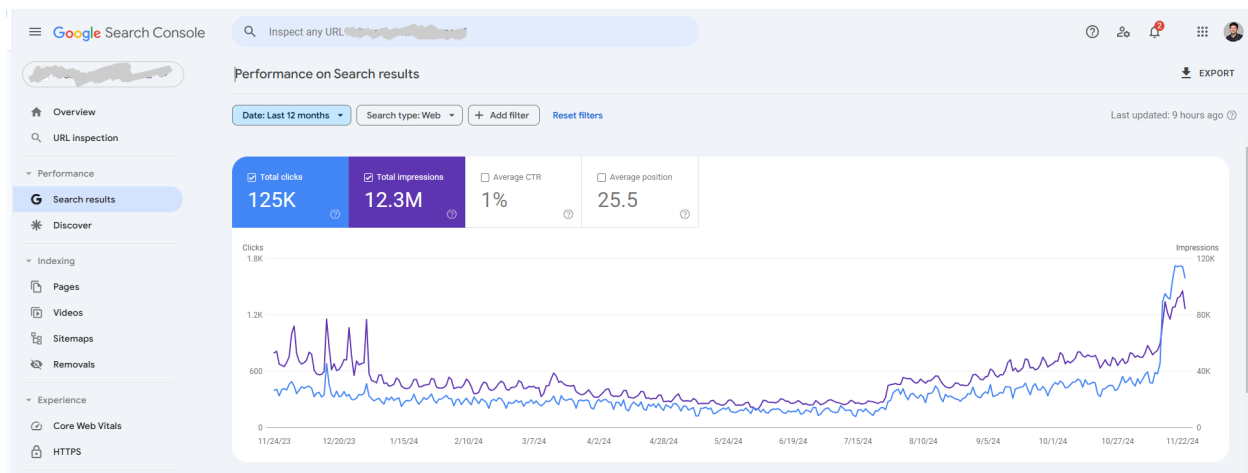
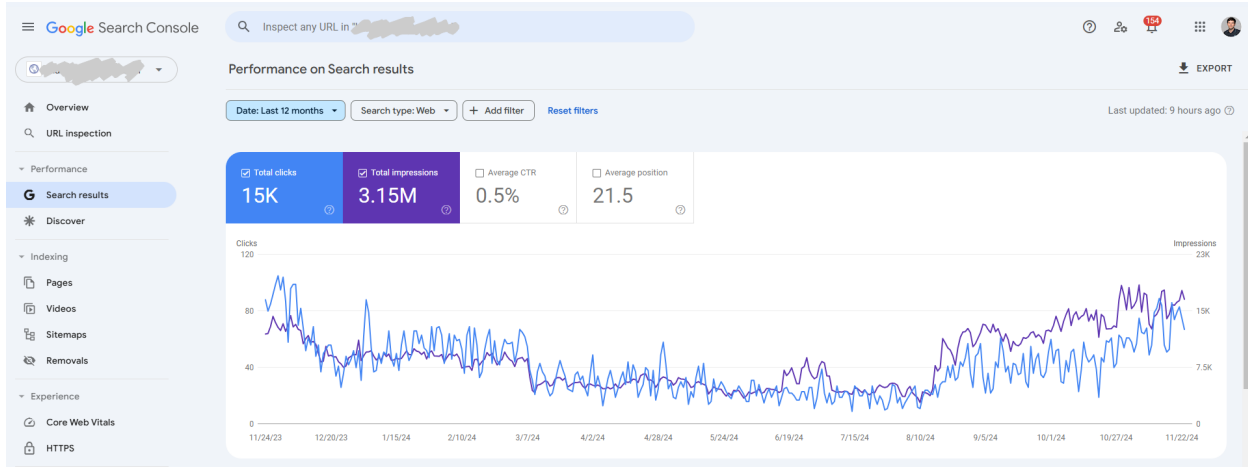
Haven Health Management operated multiple behavioral health and addiction treatment websites targeting similar audiences. Organic authority, content assets, and backlink equity were distributed across separate domains, creating internal competition and limiting long-term growth potential.

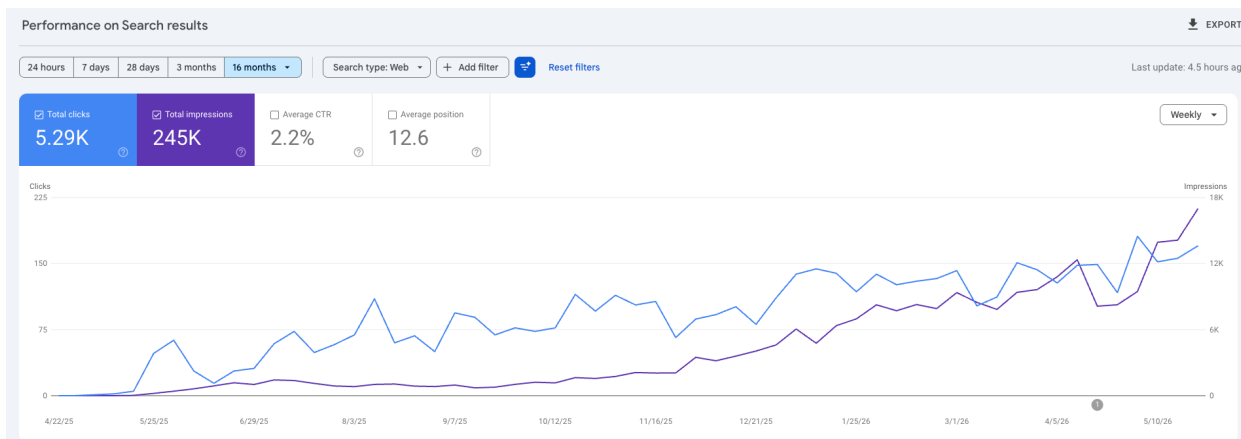
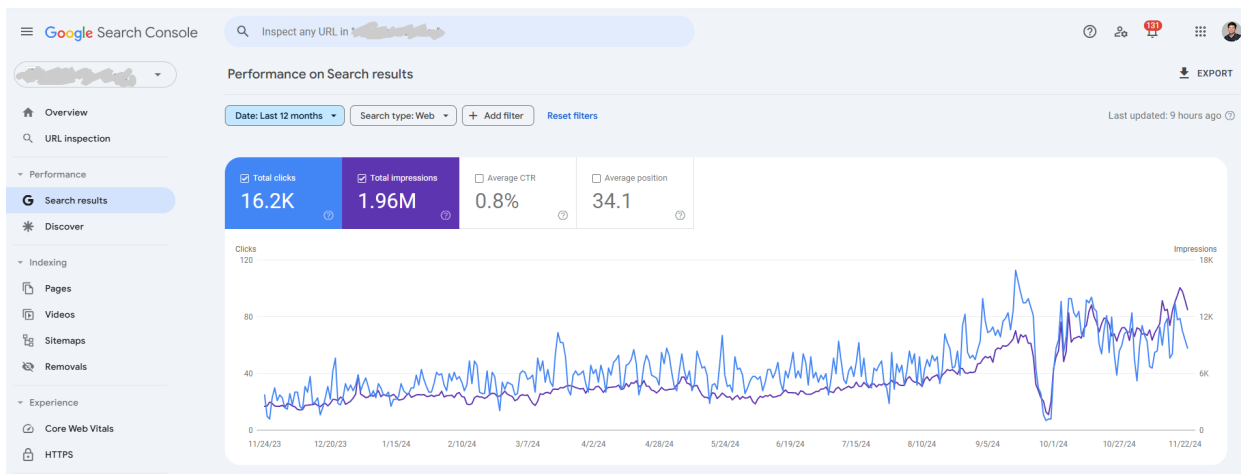
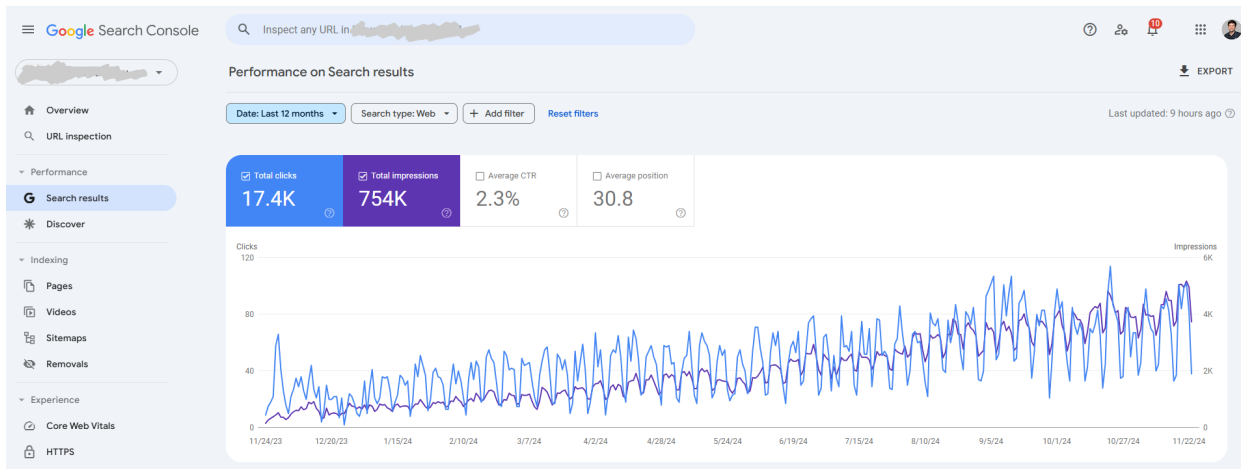
Actions

- Led SEO strategy across multiple treatment center brands.
- Developed and executed a multi-site consolidation strategy to combine three websites into a stronger unified digital presence.
- Planned URL mapping, redirect implementation, content migration, and preservation of existing rankings.
- Audited and optimized site architecture, internal linking, metadata, and indexation.
- Built scalable content strategies focused on treatment, recovery, and high-intent healthcare search topics.
- Collaborated with content, development, and leadership teams throughout migration and growth initiatives.

Results

- Successfully consolidated three websites while preserving critical organic visibility.
- Unified domain authority and backlink equity under a stronger primary brand.
- Expanded organic search footprint across treatment-related search categories.
- Supported sustained growth in organic traffic, lead generation, and brand visibility.
- Established a scalable content framework used to support future growth initiatives.





CASE STUDY #2

The Rx Advocates - Recovery After Major Google Core Update

Challenge

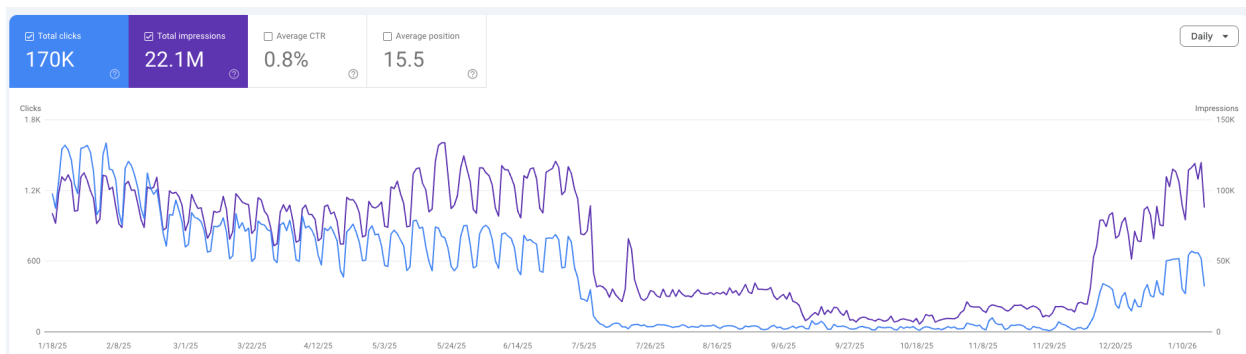
Following a major Google core update, organic visibility and traffic dropped significantly across key medication assistance pages. The site's previous strategy relied heavily on coupon-related intent, which became less effective after algorithm changes.

Actions Taken

- Conducted a full content and intent audit.
- Shifted content strategy from coupon-focused pages toward patient assistance program (PAP) intent.
- Rebuilt content templates and page structures.
- Improved internal linking architecture.
- Reviewed backlink profile and removed/disavowed over 250 low-quality referring domains.
- Coordinated content, SEO, development, and business stakeholders around a unified recovery plan.

Results

- Organic visibility recovered after subsequent core updates.
- Traffic returned to pre-update levels and continued growing.
- Lead generation exceeded levels seen before the traffic decline.
- Established a more resilient content model aligned with long-term search intent.



CASE STUDY #3

Miami Sound Rental - Local SEO Growth & Lead Generation

Challenge

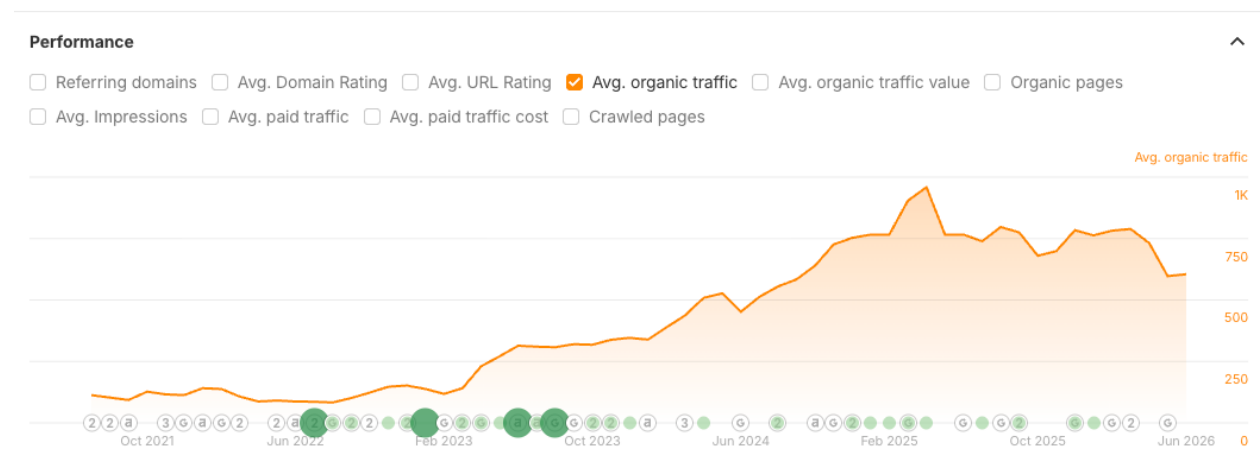
The company operated in a highly competitive local market and relied heavily on paid advertising and referrals. Organic visibility was limited, and the website was not fully optimized for local search intent.

Actions Taken

- Restructured website architecture and service pages.
- Optimized on-page SEO across key commercial pages.
- Improved internal linking and keyword targeting.
- Expanded location-focused content.
- Executed local SEO and link-building initiatives.
- Enhanced technical SEO foundations following a website redesign.

Results

- Increased organic traffic by approximately 3x.
- Improved visibility for high-intent local search terms.
- Increased lead generation from organic search.
- Established a stronger long-term organic acquisition channel.



CASE STUDY #4

NKamin - E-commerce Growth Through SEO & Digital Operations

Challenge

As a growing e-commerce business in a competitive home improvement market, NKamin needed to scale online sales, improve search visibility, and build operational systems capable of supporting long-term growth.

Actions Taken

- Managed digital growth initiatives across multiple websites for more than 10 years.
- Oversaw SEO, analytics, CRO, content, and development functions.
- Led SEO strategy across multiple websites and product categories.
- Built and optimized e-commerce content at scale.
- Improved site architecture, category structure, and internal linking.
- Implemented analytics, conversion tracking, and A/B testing processes.
- Coordinated website development, SEO, content, and business operations.
- Developed internal tools and workflows to improve efficiency and scalability.

Results

- Increased online sales by more than 300% within four years.
- Increased online sales by more than 500% over seven years.
- Successfully managed digital growth initiatives for over a decade.
- Built scalable systems supporting continued business expansion.

