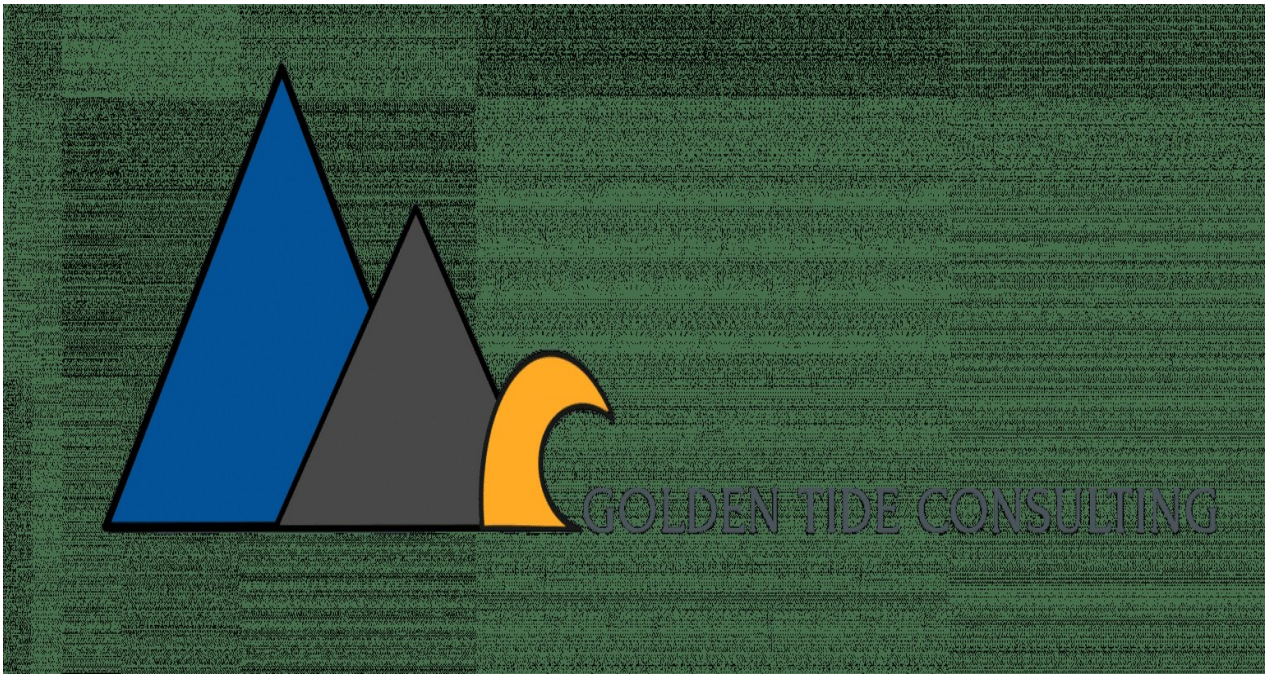

Golden Tide Consulting Is Helping Medical Facilities Attract Clients and Build a Strong Online Reputation

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Healthcare marketing company Golden Tide Consulting is helping medical service providers across the country establish authority and dominate local search results.

Golden Tide Consulting is an international team of digital marketing experts that specializes in Medical Marketing. Founder Cynthia Johnson and her team bring more than a decade of experience creating websites and SEO strategies for medical practices all over the US to help her clients improve their online reputation and drive foot traffic to their clinics. The company works with medical service providers of all kinds including women?s health, orthopedic, urology, dental, and more.

?Medical SEO is very different from general SEO,? says Cynthia. ?If homeowners are looking for a plumber or electrician, they know exactly what to search for. So, keywords for such businesses are predictable. However, when it comes to medical services, patients don?t know what exactly they are looking for. Their queries can be vague, such as 'what are the signs you need a root canal?' or 'what happens if I don?t treat a cavity?' The challenge, then, is to create a web presence that ranks well for all possible combinations of those valuable keywords.?

Creating custom, targeted content is just one part of an effective SEO strategy. Businesses may also need a thorough overhaul of their websites to make them more search-engine friendly including analyzing the quality of the content, the URL structure, technical SEO, and other on-page SEO factors. This level of SEO optimization cannot be achieved by just adding blog posts to a clinic?s website. Moreover, if a business decides to go the PPC (Pay Per Click advertising) route, it requires a whole different set of dedicated marketing skills.

The range of digital marketing services offered by Golden Tide Consulting includes medical SEO, medical PPC, modern responsive website development, and more. The company prides itself on delivering an average response time of under two hours, giving customers the peace of mind that help is readily available when they need it.

Clients have praised the company profusely on its Google Business Profile at https://goo.gl/maps/Cs1AQVC61s59agfE9. With a perfect 5.0 out of 5.0 overall rating, doctors and owners of medical practices thank Golden Tide Consulting for its SEO expertise, the responsiveness of its customer service, and the ability to deliver real results that translate to more customers and higher revenue.

A recent review says, ?The team is incredibly responsive. Any questions or concerns we had were promptly addressed, and they were always willing to go above and beyond to ensure our satisfaction. But perhaps the most impressive thing about Golden Tide Consulting was its ability to deliver results. Our campaign exceeded our expectations, and we saw a significant increase in leads and conversions as a result of their efforts. I would highly recommend Golden Tide Consulting to anyone in need of marketing consulting services. They are a top-notch company with a wealth of expertise and a genuine commitment to their client's success.?

One of the best examples of how Golden Tide Consulting can, for lack of a better word, turn the tide for a struggling medical practice, is demonstrated in a recent case study that can be found at https://business.google.com/website/golden-tide-consulting/posts/6588033171351352501. The company?s team of SEO experts was able to quadruple the number of visitors for an orthopedic clinic from 25K to 100K. The company achieved this by doing in-depth keyword research, writing targeted articles, and optimizing the website?s internal links, anchor texts, title tags, navigation, and much more. The outcome for the client was a rise in patient bookings across its 9 physical locations.

?We understand that every medical business has its own challenge based on the services it is offering, the local competition, and their own readiness in terms of a robust website and social media presence,? says Cynthia. ?Keeping this in mind, we offer clients customized solutions that are much more effective than the one-size-fits-all solution that other digital marketing agencies offer.?

Readers can get in touch with Golden Tide Consulting by contacting its sales department at (424) 272-6031.

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For more information about Golden Tide Consulting, contact the company here:Golden Tide ConsultingCynthia Johnson(424) 272-6031hello@goldentideconsulting.comGolden Tide ConsultingDover, DE 19901

Golden Tide Consulting

We are a medical marketing company that makes beautiful websites that bring in patients via top of the line SEO to drive organic traffic. We produce our own written content, and manage Google and Facebook ad campaigns, as well as social media accounts.

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