Golden Tide Consulting Releases Guide to Medical SEO

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Golden Tide Consulting, a leading provider of healthcare marketing services, has recently published its ?Guide to Medical SEO,? which explains how search engine optimization (SEO) techniques, such as on-page optimization, keyword research, content creation, and link building, can help medical practices and healthcare providers enhance their online reputation and drive more traffic to the medical practice website that can result into more patients.

Cynthia Johnson, founder of Golden Tide Consulting, says, ?Medical SEO (search engine optimization) is a digital marketing strategy that aims to increase the visibility of healthcare websites and content in search engine results pages (SERPs). Specific healthcare SEO strategies help Google to recognize a medical practice as a real business that stands out as being an expert in its specific field. Google likes to see the connection between the services offered by the medical practice and the credentials of the doctors that provide the services.?

There are four key types of SEO. These are: on-page SEO, off-page SEO, technical SEO, and local SEO. On-page SEO involves optimizing the content and HTML source code for a web page to ensure that it will be more search engine friendly. This includes optimization of headings, page titles, image alt tags, meta descriptions, internal linking, and other elements. Off-page SEO involves the strategies for boosting the

visibility and authority of a website via external factors, such as social media marketing, link building, and online reputation management. Technical SEO is focused on the technical elements of a website, such as mobile-friendliness, website speed, security, and website structure. It helps search engines in crawling the website, indexing it, and understanding better its content. Local SEO involves the optimization of the website for local searches. This requires optimizing based on local keywords creating local citations, developing and optimizing Google Business Profile listings (previously Google My Business), and obtaining online reviews from customers.

Local SEO for doctors is a specific type of local SEO that involves the optimization of a physician?s website for searches made for a medical practice in a particular local area. The goal of this kind of local SEO is to boost the ranking and online visibility of a physician?s website in local search results with the goal of attracting more patients from the local area. Key elements of local SEO for doctors include: Google Business profile optimization; local keyword research; local directory listings; and local content creation.

Medical SEO strategies include: keyword research, content marketing, local SEO on-page optimization, link building, and social media marketing. By implementing these SEO strategies, healthcare organizations would be able to boost their search engine rankings for certain healthcare-related keywords and increase their chances of being discovered by potential clients. Without SEO, these organizations may find it very hard to reach out to their target audience and could be missing out on valuable chances to enhance their online visibility, credibility, and patient engagement, and in the process gain new patients.

Benefits of medical SEO include: enhanced online visibility, more website traffic, improved credibility, enhanced patient engagement, better patient retention, targeted marketing, cost-effective marketing, and long-term benefits.

Cynthia Johnson says, ?As a company and as individuals, we are passionate about creating and implementing SEO campaigns for our clients. At Golden Tide Consulting, we frequently attend SEO seminars and conferences, follow the SEO leaders, and practice and test what we learn on other websites that we build for fun before we implement it on our clients? websites. We would love to see how we can help your website perform to its full potential. Contact us today for a free SEO audit, where we can show you your current state of SEO and how we can help improve it.?

Founded in 2019, Golden Tide Consulting offers the best possible healthcare marketing service to clients right from the start. Cynthia Johnson, the founder, has in-depth experience in online healthcare marketing, offering different kinds of services such as business consulting, social media marketing, marketing strategy, and web design for physicians and various healthcare organizations across the country. She has a dependable team of committed and diligent individuals who always do their best to serve clients.

Those who are interested in the medical SEO services offered by Golden Tide Consulting can check out their website, contact them on the phone or through email, or visit their LinkedIn page at https://www.linkedin.com/company/golden-tide-consulting/.

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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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