

# RISING TIDE PHYSICAL THERAPY

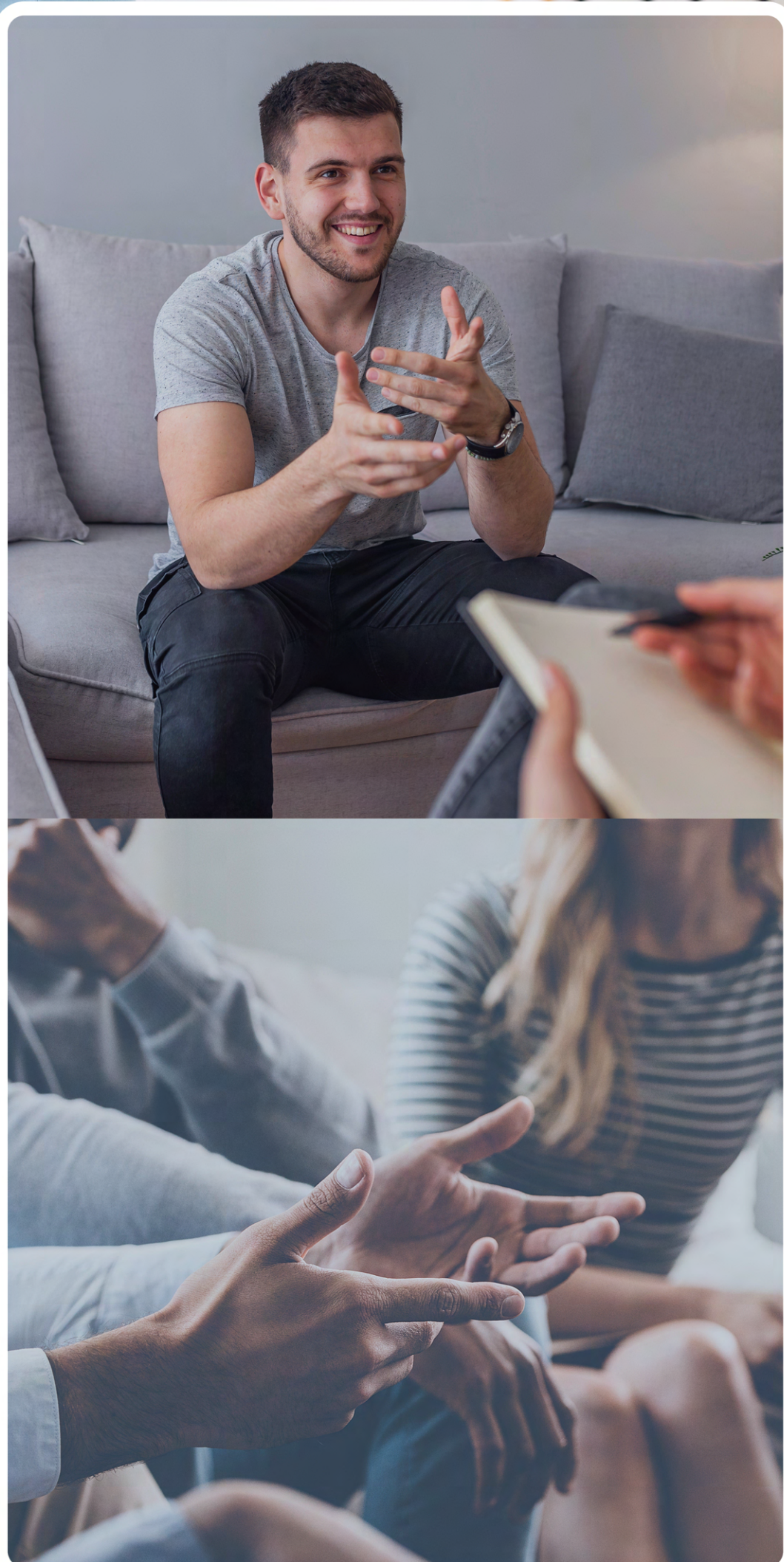


## THE STORY

### REBRAND & WEBSITE DESIGN

Rising Tide Physical Therapy focuses on rehabilitation from injury, surgery, and pain using specialized treatments, including electrical stimulation, manual therapy, manual traction, neuromuscular re-education, balance and vestibular therapy, therapeutic activities, exercises, and ultrasound.

As they were preparing to open their 4th location, the owners reached out to inquire about marketing and advertising services to brand their new clinic. As we learned more about their goals and objectives, it became very clear that what they really needed was a complete rebrand with one consistent brand name and identity to use across all 4 clinic locations. Having 3 separate brand names, identities, and websites was proving too difficult to keep up with. Not to mention, the websites for their first 3 clinics were not mobile responsive or SEO friendly, which in turn led to poor UI/UX. This resulted in limited data, reporting, and insight into user engagement and conversions.



# THE GOAL



## Create One Unique Brand Identity & Launch a New Improvised Website

As a growing company, Rising Tide needed all things creative, including brand naming and identity, logo, marketing collateral, and web design. Their focus on rehab for geriatric and competitive athletes required a brand identity that evoked strength and trust, while still appealing to multiple age groups — ranging from teens to recreational athletes and post-op surgeries among Gen X and Baby Boomers.

Additionally, the brand needed to have regional recognition and stand out from other PT clinics in the southwest central Florida region.



# DISCOVERY



## Measure, Analyze, Strategize, Succeed

Following a brand strategy and brainstorming session, our team got to work with market interest and research.

Not only did our team research the local market, but we also researched top PT clinics and brands across the nation. The new brand name had to match the clinic's UVP and mission.

As well as, be unique to the local area and have national trademark ability.

That's when we landed on "Rising Tide Physical Therapy."

# THE SOLUTION

Blue hues evoke strength, dependability, and trust – but also showcase the gorgeous blue waters of the local beaches. Combined with tall and elongated text, the Rising Tide brand came to life.

This can be seen across its logo, marketing collateral, website, and more.



# WEB DESIGN

## Treatment Programs

Physical Therapy is a safe and effective way to manage your pain and improve mobility. Our Rising Tide Physical Therapists are trained in the following treatments and modalities:



& Vestibular Rehab



About Locations Conditions Treatments The Surge Request Appointment Patient Portal

## How Can Rising Tide PT Help?

Tell us where you feel pain to learn how we can help you.



Arm/Elbow

Learn about stretching, massage techniques, and proper body mechanics that can help prevent worsening or further arm and/or elbow pain.



Back

Back pain can be exceedingly debilitating and can affect virtually all of our activities of daily living. Get relief from your back pain today.



Foot/Ankle

Our feet absorb the shock and impact of each step we take on a daily basis. Pain in the foot or ankle can be agonizing and affect your quality of life.



Hip

Pain in the hip can have debilitating effects on activities of daily living, since most activities involve the hip joint. Get relief now.



Knee

Have knee pain? It may be due to how your joints are moving above and below it. Learn how to get relief fast.



Shoulder

The treatment options to relieve your shoulder pain will depend heavily on the condition and cause of your pain. Schedule an assessment to get started.

The web design for Rising Tide was simple. Identify the pain points for patients while also showcasing each treatment modality and the team's expertise.

To do this we created a predictable and easy-to-navigate website hierarchy. While also incorporating frequently asked questions with high-volume search terms, SEO copywriting, high-res photos, and a patient portal.

# THE RESULTS

IMPROVED  
**BRAND VISIBILITY**  
&  
**REACH.**

[risingtidephysicaltherapy.com](https://risingtidephysicaltherapy.com)



*Since launching in early 2022, this local website has generated thousands of unique organic views in the first 90 days.*

