

Financial Services Leader Announces Launch Of Global Expatriate Healthcare

By Position Front Page International Co., Ltd.

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Global Investments contracts Position Front Page International Co., Ltd. to supply SEO and Internet Marketing services for their new division Global Expatriate Healthcare.

Global Investments, established in 1994, has concentrated on developing its core business in the financial services sector, during which time it has gained a well-earned reputation for integrity and professionalism.

In an effort to expand their business, Global Expatriate Healthcare was formed, with the sole purpose of developing the company's health insurance business in Asia and the rest of the world.

Global Expatriate Healthcare sought out and found a medical insurer that would specifically design a plan to meet the needs of expatriates and their families.

They were very pleased to find a reputable insurer. Their international medical insurance plan is underwritten by LAMP Insurance Company Limited, who re-insures through Lloyds of London.

Global's next move was to contract internet marketing guru Archie Glikakis and his firm, Position Front Page International Co., Ltd, to build them a platform that could make buying health insurance online seamless and easy.

Position Front Page got to work straight away and secured the domain <http://www.globalhealthonline.com> then proceeded to design and develop the website. Once the website was online the guru took over. Within a short time the website jumped to a PR3 and was turning up page one results on Google for keyword queries "expat health insurance" and "expat medical insurance".

Position Front Page built a website that is both user friendly and search engine friendly, filled with relevant content and designed to sell, a feat many have tried to accomplish but failed. The website has strategically located call to action graphics that lead users through simple steps to get a quote and make the purchase online. "3 steps 5 minutes Protects You" was the brain child of Position Front Page's internet marketing team.

Overlooked in all the marketing hoopla is that Global really put out a great product. Their medical and health insurance plan, see details here http://www.globalhealthonline.com/medical_insurance_plan.php is very affordable covers exactly what you need to be covered for and is underwritten by a professional organization.

"The combination of great service and a great product in an online sector that is just beginning to grow promises great returns" says Archie Glikakis. "The website has a clean look and is getting attention. We are on the right track."

Position Front Page and Global Expatriate Healthcare are now ready to move ahead with Phase II of the project. "We know we have an industry leading product and we know it is priced right. We also know that it sells, so we want to spread the word" says Global Health's consultant Richard Haigh. "Position Front Page came up with a concept and we like it. We are finalizing it right now and intend on launching it very soon. Until then mums the word".

No one has ever undertaken a project like this one before. The concept buy online get covered in 5 minutes is new and could only have come from innovative, fresh minds willing to take a chance, like the people at LAMP Insurance Company, Global Investments, who continue to exceed client's expectations and Position Front Page.

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Position Front Page is a SEO Services Thailand Company specializing in Internet Marketing, Web Development, and Search Engine Optimization services

Category	Insurance, Health, Medical
Tags	expat medical insurance, expat health insurance, healthcare coverage, medical coverage
Email	Click to email author
Phone	+66 2 381-6001
Fax	+66 2 713-1556
Address	134 Ekamai Soi 12 Sukhumvit 63 Prakanog, Wattana
City/Town	Bangkok
State/Province	Bangkok
Zip	10110
Country	Thailand