

Indian Hospital Website Benchmark 2026

Privacy, speed, accessibility, language and booking on 100 Indian hospital websites. Crawled 14 October 2026. Full report, method and dataset: gauravphogat.com/indian-hospital-website-benchmark-2026/

Headline findings

Finding	Result
Load ad trackers before the visitor clicks anything	60 of 100
Show a cookie consent banner	11 of 100
Ad-tracking code on doctor profile pages	44% of 73 checked
Privacy policy mentions the DPDP Act	22% of 72 readable
Pass all three Core Web Vitals (real-user data)	22%
Lighthouse mobile performance of 90 or more	0 sites
Fail at least one basic accessibility check	86%
Offer a genuine Indian-language version	14%
Emergency number on homepage (90 general hospitals)	81%
Publish any prices	36%
Doctor profile shows a registration number	7% of 73
Median benchmark score (out of 100)	64

Segments

Median scores: specialty hospitals 75, multi-city chains 69, metro standalone hospitals 56, tier 2 city hospitals 47. Ad trackers load on arrival on 78% of chain sites, 70% of specialty, 50% of metro standalone and 35% of tier 2 sites.

Method in brief

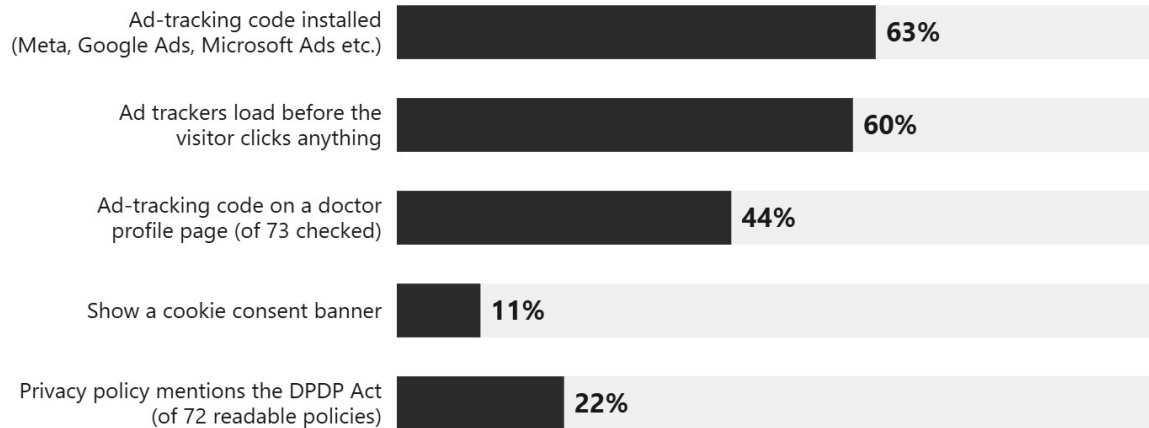
100 Indian hospital websites (40 multi-city chains, 30 metro standalone, 20 tier 2, 10 specialty) were crawled on 14 October 2026 in Chrome with no clicks or consent choices. Homepage, privacy policy, booking page and one doctor profile were checked per site. Speed from Google PageSpeed Insights and the Chrome UX Report. Tracker counts are minimums. Hospitals are anonymised. This is not a legal assessment.

Disclosure: the author works in hospital digital marketing. All checks were automated and applied identically to every site.

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Most hospital websites load ad trackers. Few ask first.

Share of 100 Indian hospital websites

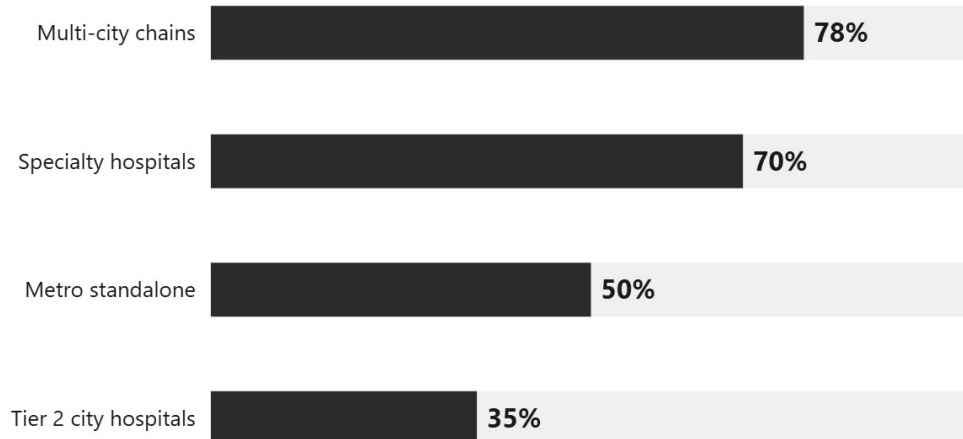


Tracking code detected in page source and network requests on first load, with no clicks or consent choices made. Tags loaded later through a tag manager are not counted, so these are minimums.

Source: Indian Hospital Website Benchmark 2026 (100 sites, crawled 14 Oct 2026) · gauravphogat.com

Chains are the most likely to fire ad trackers on arrival

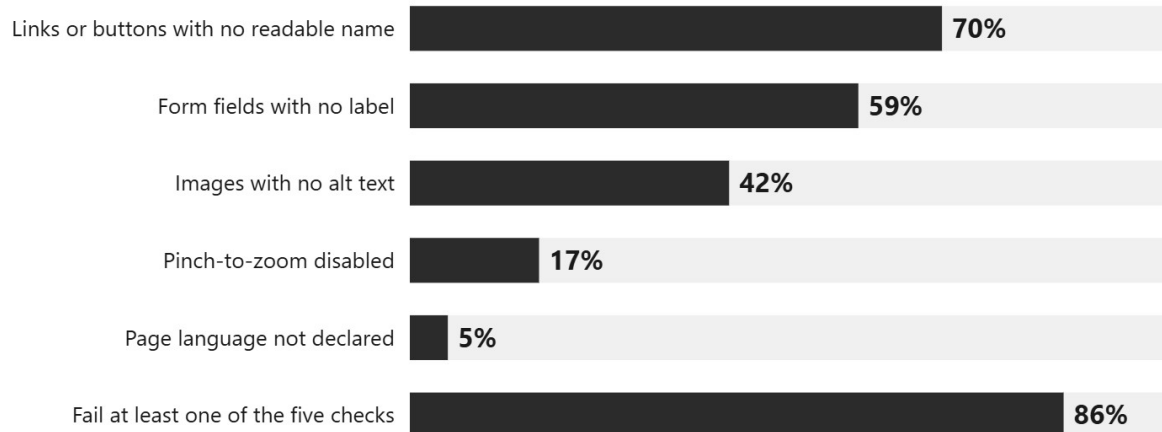
Share of sites where Meta, Google Ads or Microsoft Ads trackers load before any click



Source: Indian Hospital Website Benchmark 2026 (100 sites, crawled 14 Oct 2026) · gauravphogat.com

86% of hospital homepages fail a basic accessibility check

Share of 100 homepages failing each check (screen-reader and low-vision basics)

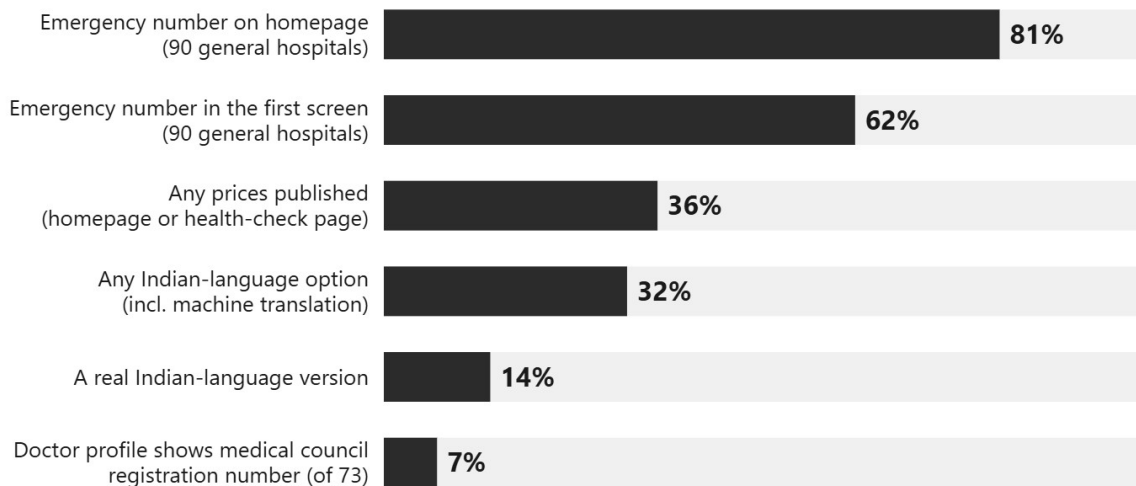


Automated checks on the homepage only. Passing them does not make a site accessible; failing them means a screen-reader or low-vision user will hit a barrier.

Source: Indian Hospital Website Benchmark 2026 (100 sites, crawled 14 Oct 2026) · gauravphogat.com

What a patient can and cannot find on the homepage

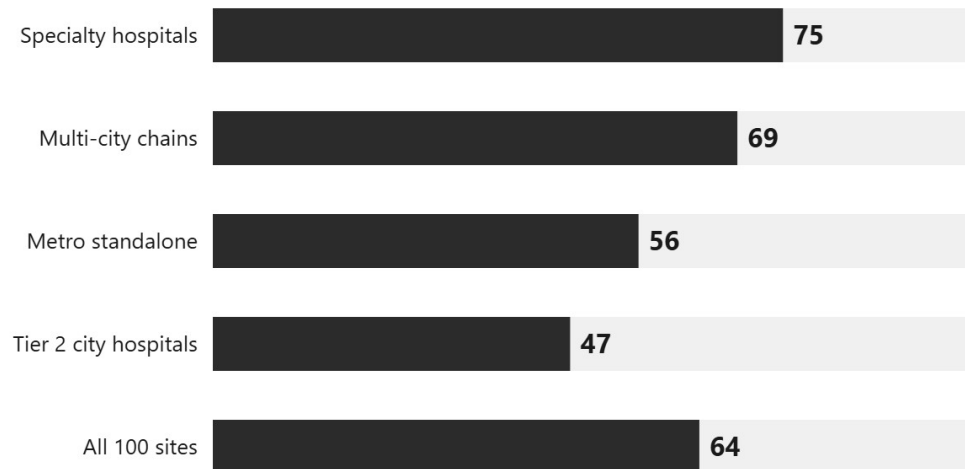
Share of hospital websites



Source: Indian Hospital Website Benchmark 2026 (100 sites, crawled 14 Oct 2026) · gauravphogat.com

Tier 2 hospital websites trail on almost every measure

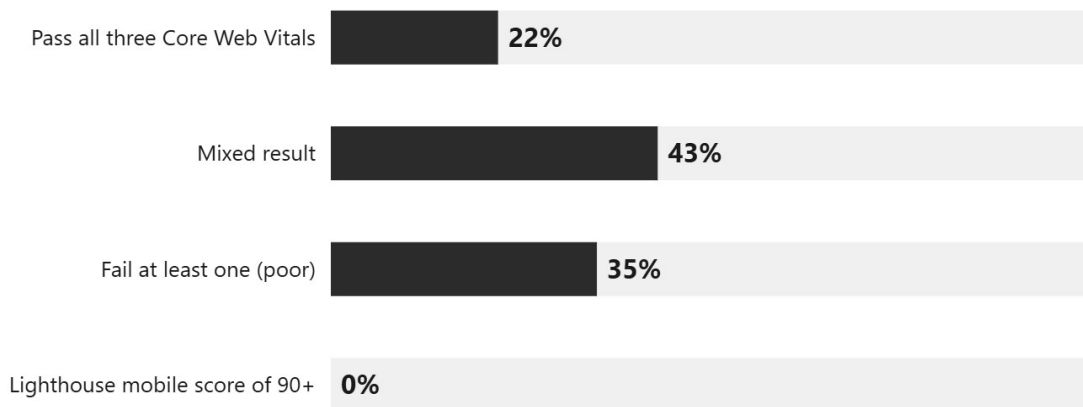
Median benchmark score out of 100 (speed, booking, doctor pages, schema, WhatsApp, AI readiness)



Source: Indian Hospital Website Benchmark 2026 (100 sites, crawled 14 Oct 2026) · gauravphogat.com

Fewer than one in four hospital websites pass Core Web Vitals

Share of sites by real-user Core Web Vitals result (Chrome UX Report, mobile)



Field data available for 98 of 100 sites. Median Lighthouse mobile performance score: 43.5. Median homepage weight: 5.2 MB.

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