LOCAL SEO

Location pages without the doorway risk

A page for every locality, generated from a template, is exactly what Google's spam policies describe. Build fewer, real ones.

Swipe →

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THREE TYPES

Different risk, different value

UNIT	One per hospital, clinic or centre patients visit. Almost always worth it
SPECIALTY-AT-UNIT	Cardiology at the west unit, when doctors or procedures truly differ
LOCALITY	Patients from a town where you are not. Where doorway risk lives

Spend nearly all your effort on the first two.

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WHAT GOOGLE SAYS

Doorway abuse, in Google's own examples

- Pages targeted at regions or cities that funnel users to one page
- Pages generated to funnel visitors into the usable part of a site
- Substantially similar pages closer to search results than a hierarchy
- Scaled content: many pages made to manipulate rankings

None of this forbids location pages. It forbids pages whose only reason to exist is a query.

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THE TEST

Five questions before you build

1. Is there a real place, service or team behind it?
2. Does it say something no other page says?
3. Is there evidence of demand from this area?
4. Would we build it if search engines did not exist?
5. Will a named person own it?

First answer no? Not built. More than one of the rest no? Not built.

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Modules filled with unit-specific facts

- Identity: name as on signage, address, main and emergency phones
- Getting there: landmarks, metro, parking, drop-off, accessible entrances
- Hours for OPD, emergency, pharmacy, diagnostics, visiting
- Doctors here with OPD days, insurers and TPAs accepted
- Real photographs, unit FAQs, matching structured data

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THE WRITING TEST

Could this paragraph appear on another unit's page with only the name changed? If yes, it belongs on a group page or nowhere.

Original means which gate the ambulance uses and which languages the front desk speaks.

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WHEN TO BUILD

Specialty-at-unit and catchment pages

BUILD	Own doctors, own OPD schedule, or procedures other units lack
SKIP	The only difference is the address. Link to the group page
CATCHMENT	Only with a real service: outreach OPD, coordinator, travel desk
ASK	Medical administrator lists what patients get here and nowhere else

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KEEP IT HONEST

Location pages decay fastest

1. A page register: type, owner, data sources, last review
2. Drive facts from the HIS roster, unit operations, TPA desk
3. When a Business Profile changes, the page changes the same day
4. Merge failing pages, redirect, drop from sitemaps
5. Review on events: unit opens, service moves, doctor leaves

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MEASURE

Against what each page was built to do

- Unit: branded impressions, GBP clicks, calls, directions, bookings
- Specialty-at-unit: specialty plus locality clicks, CRM enquiries
- Catchment: teleconsults, outreach OPD bookings, attributed admissions

No impressions, no enquiries, no call-centre use after a fair period? Merge or remove.

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READ THE FULL GUIDE

Location pages without thin content, in full

- A worked example: one city, two units
- The full unit page module list
- When a catchment page earns its place
- gauravphogat.com/building-location-pages-without-thin-content

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