LOCAL SEO

Why patients still call your old number

Your clinic moved. Your citations did not. How to find and fix every listing you never created.

Swipe →

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WHAT A CITATION IS

Your details on sites you do not control

CORE FIELDS	Name, address, phone, timings, website, doctors and qualifications
WHY	Maps apps compare sources to decide how confident they are
PATIENTS	Act on whatever they find first
REALITY	Hygiene, not a ranking lever. Wrong ones reliably cost enquiries

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MASTER RECORD FIRST

One signed-off version before touching listings

1. Name exactly as on signage, no keywords or localities added
2. One address format: floor, building, street, locality, pin
3. A clinic number you control, not a personal mobile
4. Timings by day, including Sundays and lunch breaks
5. One form of each doctor's name, as registered

Put it on your own site first: footer, contact page, structured data.

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WHERE TO BE LISTED

The Indian citation set that matters

- Google Business Profile, then Apple Maps, Mappls, Bing Places
- Healthcare directories and local search engines, claim before creating
- Insurer and TPA network lists, via your empanelment contact
- ABDM facility and professional registries, medical register
- WhatsApp Business, social bios, visiting cards, signage

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INDIAN ADDRESS QUIRKS

What breaks consistency here

- Landmark addresses: opposite the temple on one site, not another
- Old and new road names in both forms
- Shop 4, First Floor versus 1st Flr, Unit 4
- Transliteration that does not match the signage
- Map pin on the main road, entrance in the lane behind

Settle each once in the master record. Check the pin on foot if you must.

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THE AUDIT

A few focused hours, one spreadsheet

1. Search clinic name, each doctor, current and old numbers, old address
2. Paste every result's URL and fields into a row
3. Classify: correct, incorrect, duplicate, unclaimed, closed-but-live
4. Prioritise maps and major directories, then insurer lists
5. Fix through each platform's process, recheck in a few weeks

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DUPLICATES

Claim, merge, never delete and recreate

- Keep the listing with more reviews and the correct location
- Report or merge the other through the platform
- Moved? Update the address, do not open a new listing
- Doctor left? Use the platform's practitioner route, not silence

Deleting a listing to fix a small error usually loses its reviews and history.

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STAYING CONSISTENT

A small change-control habit

- One owner, logins held by the clinic, not a vendor
- A change log: date, platform, reason
- Triggers: move, new number, doctor joins or leaves, timing change
- Holiday hours set ahead of festivals, everywhere at once

Mass submission to a hundred generic directories adds little and risks link spam.

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READ THE FULL GUIDE

Citations and NAP consistency, in full

- Special cases for doctors at several locations
- Practitioner versus clinic listings on Google
- What citations will not do for you
- gauravphogat.com/citations-and-nap-consistency-for-clinics

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