HOSPITAL WEBSITES

Speed is a booking lever, not a ranking trick

A patient on a phone in a hurry will not wait for a slow doctor page. What Google measures and how to fix it.

Swipe →

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WHAT GOOGLE MEASURES

Three Core Web Vitals, 75th percentile, mobile

LCP	Main content visible in 2.5 seconds or less
INP	Taps and clicks respond in 200 milliseconds or less
CLS	Layout shift of 0.1 or less while loading

INP replaced FID on 12 March 2024. An agency still reporting FID is out of date.

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WHERE IT SITS

"

Speed is a tie-breaker between similarly useful pages. The stronger case is commercial: a patient on a patchy connection taps the next result.

You lose that enquiry whether or not your ranking moved.

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THE USUAL CULPRITS

What slows hospital sites down

- Home page sliders for campaigns that ended months ago
- Doctor photos uploaded straight from the camera
- Tag sprawl: pixels, heatmaps, chat and WhatsApp widgets everywhere
- Doctor search that loads the whole directory into the browser
- Full regional-language fonts, consent banners, building videos

Nobody could name the owner of many scripts. Removing them was the quickest win.

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FIELD VS LAB

Why teams argue about different numbers

FIELD	Real Chrome users. Feeds Search Console. What Google sees
LAB	Simulated load, like Lighthouse. Good for debugging
INP	Lab cannot measure it. Uses Total Blocking Time as proxy
TEMPLATE	Low-traffic doctor pages lack data. Fix the template once

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FIX SEQUENCE

Largest gains, least engineering time

1. Baseline by template from the Search Console report
2. Audit third-party scripts. Remove orphans, defer the rest
3. Resize, compress, reserve space, lazy-load below the fold
4. Stabilise layout, then break up long JavaScript tasks
5. Caching, a CDN with Indian edges, verify in field data

Field data is a rolling 28-day window. Allow time before declaring victory.

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MOBILE CHECKS

Fast is necessary, not sufficient

- Call and WhatsApp buttons visible without scrolling
- Forms ask for name, phone and reason only
- Doctor names and OPD days as text, not images
- No pop-up blocking a patient who wants a phone number

Before a launch: load test the booking flow and name someone on call.

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GOVERNANCE

Speed decays. Make it a contract term

- ✔ A performance budget in the agency contract, part of acceptance
- ✔ No script without an owner, purpose and expiry date
- ✔ A lab check on key templates in every deployment
- ✔ Hold the HIS booking vendor to the same standard

Report form completion, mobile call clicks and paid bounce rate, not just the score.

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READ THE FULL GUIDE

Core Web Vitals for hospitals, in full

- Priorities by page type: directory, booking, locations
- Reading Search Console with PageSpeed Insights
- What the work costs and who pays
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