DOCTOR VISIBILITY

# Listing platforms vs your own website

Listings borrow an audience already comparing. Your website is the one place you control the facts, story and data.

Swipe →

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AT A GLANCE



# What each one does

| | |
|---|---|
| AUDIENCE | Patients comparing on the platform vs patients searching your name |
| CONTROL | Platform sets layout and ranking vs you decide everything |
| DATA | Platform holds enquiries vs you hold them under your DPDP notice |
| COST | Free tiers and paid visibility vs hosting, no per-lead fee |
| RISK | Dependence on ranking and fees vs neglect of an outdated page |

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THE BIG THREE



# Where the relationship sits

| | |
|---|---|
| GOOGLE | With you, if the Business Profile is verified and owned |
| PRACTO | Shared: booking and patient account sit inside Practo |
| JUSTDIAL | Shared: enquiries are routed through the platform |
| THE POINT | On a platform you are renting the relationship. Know that you are. |

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ALSO MONITOR



# Discovery is not a three-way contest

- Apple Maps and Mappls, both claimable
- Insurer and TPA network lists, the first filter for cashless
- WhatsApp forwards that end in a Google name search
- AI assistants assembling answers from the same listings

The patient hears a name somewhere, then verifies it on the surface they trust.

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ONLY YOUR SITE



# What a profile card cannot do

- ✔ Be the source of truth with Physician structured data
- ✔ Explain procedures, cost drivers and real patient questions
- ✔ Own the relationship and the enquiry data lawfully
- ✔ Survive ranking, fee and feature changes on any platform

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QUARTERLY HYGIENE



# Identical details on every surface

- Name matches signage, no keywords, localities or taglines
- Address, pin code and map pin match everywhere
- Phone numbers you control, answered during listed hours
- Doctor names, qualifications and registration identical
- Every review in the last month has a privacy-safe reply

One named owner with every account; accounts belong to the organisation, never an employee or agency.

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MEASURE IT



# Which surfaces produce consultations

1. A tracked number or UTM link per surface
2. A mandatory how-did-you-find-us field at the front desk
3. Pull each platform dashboard monthly, side by side, never totalled
4. Count consultations completed, not calls or clicks
5. Review quarterly, by specialty

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REVIEWS



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# Reviews do not travel between platforms. A doctor with a strong rating on one can look new or thinly reviewed on another.

Run a reply routine on every platform. Never confirm a reviewer was a patient.

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READ THE FULL GUIDE



# Listings vs your own website, in full

- How Google, Practo and Justdial differ as products
- Running both without contradictions, with sameAs markup
- Where to put listing effort first, by practice size
- gauravphogat.com/doctor-listing-platforms-vs-own-website

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