ENTITY SEO

Does Google know who your doctors are?

Namesakes, stale affiliations and merged campuses are identity problems. Keyword work never touches them.

Swipe →

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THE PROBLEM

Search a consultant's name. What comes back?

- A directory listing with an old fee
- A profile at a hospital the doctor left years ago
- A namesake in another city
- Your own page, somewhere lower down

AI assistants summarise the same confused picture for patients, with confidence.

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YOUR ENTITIES

A hospital's world, mapped

ORGANISATION	The group or legal entity and its brand
PLACES	Each hospital, clinic, diagnostic centre, pharmacy
DEPARTMENTS	Publicly facing units: emergency, cancer centre, fertility clinic
PEOPLE	Doctors, and leaders who speak publicly
OFFER	Specialties, procedures, tests and packages

The relationships between them are where hospitals gain most.

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HOW GOOGLE DECIDES

"

You cannot write your own knowledge panel or pay for one. You can only make the facts about you clear, consistent and corroborated.

The sources Google trusts are largely outside your website.

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ONE CANONICAL HOME

One page per entity, everything links there

- One profile per doctor, not one per unit
- One page per unit, matching Business Profile and signage
- One about page naming the legal entity
- Stable URLs; redirect permanently if you must change
- One name form everywhere, including regional scripts

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CORROBORATION

Independent sources that make Google confident

- Google Business Profiles for each unit
- Medical council records and ABDM registries
- Accreditation lists, insurer and TPA network lists
- Faculty pages, society pages, indexed research
- Directories and news that name you correctly

Mostly auditing and correcting, not creating. Never commission your own encyclopaedia entry.

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STRUCTURED DATA

Four markup patterns do the lifting

ORGANIZATION	Home or about page: name, legal name, logo, sameAs links
HOSPITAL	One per unit, linked to the parent organisation
PHYSICIAN	IndividualPhysician with practicesAt pointing to your units
PROFILEPAGE	Doctors who write or review clinical content

Markup must match what the page visibly says, or it is a contradiction.

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HARDEST ENTITIES

Doctors cause most of the confusion

1. Namesakes: full name, specialty, city, photo, external links
2. Several places: be accurate about units and days
3. Leavers: agreed departure process, redirect, listings updated
4. Own brand: link to their site and ask for the reverse link

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QUARTERLY CHECK

A day or two per cycle

1. Search brand, units and top doctors signed out, from the city
2. Check facts against the inventory
3. Ask two or three AI assistants standard questions, log errors
4. Spot-check directories and registries
5. Validate markup, log every fix with owner and date

Report error count by type and time to fix. Quiet, but it moves.

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READ THE FULL GUIDE

Entity SEO for hospitals, in full

- The entity inventory to build before markup
- When a department deserves its own profile
- The AI assistant test set to run quarterly
- gauravphogat.com/entity-seo-for-doctors-and-hospitals

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