LOCAL SEARCH

Where hospital enquiries really start

Listings win the quick local call. The website wins the considered choice. You need both, saying the same thing.

Swipe →

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AT A GLANCE

Listing vs website

SEEN IN	Maps and local search vs organic, ads, referrals, AI answers
BEST AT	Proximity, reviews, one-tap call vs doctors, services, packages, pricing
JOURNEY	Search, check, call vs compare, read, enquire
CONTROL	Shared with Google vs fully owned by the hospital
MEASURE	Calls and directions vs sessions, enquiries, bookings by page

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WHY LISTINGS COME FIRST

Google reviews are the real front desk

- Near me searches put maps above web results
- Reviews answer the first question: do others trust this place?
- Calling from the listing is one tap, ideal for urgent needs

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WHY THE WEBSITE DECIDES

Considered choices are won on pages

- Patients want qualifications, experience, facilities and costs
- Families compare hospitals across tabs, the website wins that comparison
- AI assistants cite website pages, not listings, for detailed questions

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CONNECT THEM

Five links between listing and site

1. Link each listing to its unit page, not the home page
2. Use call tracking so listing calls are counted separately
3. Keep name, address, phone, hours, specialties identical on both
4. Put the unit's review summary and directions on the unit page
5. Route every call and message into the CRM with its source

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WHAT GOES WHERE

Split the content, not the facts

SPECIALTIES	Summary on the listing, full detail on the site
DOCTORS	Listing only where rules allow, full profiles on site
REVIEWS	Native on the listing, summary and link on site
PRICES	Brief mention on listing, full inclusions on site
FAQS	On the listing, plus structured data on site

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WHERE AI LOOKS

Assistants pull facts by question type

NEARBY	Maps and listing data for timings and directions
PROCEDURE	Website pages, reviews, news, directories
DOCTOR	Doctor pages, directories, professional profiles
COSTS	Website package pages, news, aggregators

Listings win local and navigational questions. Pages win considered ones. Both must agree.

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FIX FIRST

Invest in this order

- ✔ **Inaccurate or unmanaged listings: fix these first**
  The cheapest improvement most hospitals can make
- ✔ **Then unit, service and doctor pages that answer directly**
  They drive considered enquiries and AI citations
- ✔ **One website, one page per unit, one listing per unit**
  Avoid microsites, they split authority and multiply maintenance
- ✔ **Fifteen minutes per unit a month**
  Health check, compare facts, reply to reviews, review sources

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READ THE FULL GUIDE

Listing vs website, in full

- The full what-goes-where table
- Tracking listing calls through to the CRM
- Handling reviews on the website under ad rules
- gauravphogat.com/google-business-profile-vs-website-hospitals

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