WEBSITE COST

What a hospital website should cost

Ask five agencies and get five unrelated numbers. Here is what drives the price and how to make quotes comparable.

Swipe →

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WHY QUOTES VARY

Three things vendors rarely spell out

- What is included: content, photography, schema, or none of it
- How much is custom: a theme with your logo vs a tested booking journey
- What happens after launch: a year of support, or nothing

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INDICATIVE RANGES

Build cost by type of organisation

SMALL CLINIC	10 to 30 pages, theme, WhatsApp booking: 40,000 to 2 lakh
SPECIALTY CLINIC	30 to 80 pages, slot requests, schema: 2 to 6 lakh
SINGLE HOSPITAL	150 to 400 pages, directory, CRM, photos: 6 to 25 lakh
MULTI-UNIT GROUP	HIS real-time booking, multilingual, headless: 25 lakh to 1 crore plus

Rupees, indicative only. Low ends assume you supply content and decisions fast. Integrations alone can move a band.

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COST DRIVERS

What moves the total most

1. Page count and type: a hospital easily reaches 150 to 400
2. A filterable doctor database, not static profiles
3. Booking level: enquiry form, slot request or real-time
4. HIS, CRM and WhatsApp integration, where budgets often double
5. Languages: each needs URLs, medical review and sync

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WHERE MONEY GOES

Illustrative split for a 200-bed hospital

DEV, CMS	20% to 30%
INTEGRATIONS	10% to 25%: CRM, WhatsApp, HIS, analytics
DIRECTORY, BOOKING	10% to 20%
CONTENT, REVIEW	10% to 20%, the most underestimated line
DESIGN	10% to 15%, plus 5% to 10% each for discovery, photos, testing

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ANNUAL RUNNING COST

Where hospitals get surprised

HOSTING	Managed cloud: 25,000 to 3 lakh a year
CDN, FIREWALL	10,000 to 1.5 lakh
LICENCES	Forms, SEO, caching, backups: 10,000 to 1 lakh
AMC	10% to 20% of build cost
CONTENT	New doctors, packages, pages: in-house or retainer

A 12 lakh build with a 15% AMC is 1.8 lakh a year before hosting, licences and content.

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THE RULE

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Over three years, running costs can approach or exceed the original build. Compare vendors on three-year total cost, not build price.

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SCOPE IT

What makes quotes comparable

- Key journeys: book OPD, find a doctor, enquire, buy a package
- Sitemap with page types and counts; a field list per template
- Booking level and which system holds availability
- Every integration named, with whether APIs exist
- Core Web Vitals, accessibility, security and AMC terms in writing

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RED FLAGS

Walk away from a quote that has these

- A single total with no breakdown
- Unlimited pages at a low price, content excluded
- Domain or hosting registered in the vendor's name
- No redirect map from your existing site
- Guaranteed rankings, or source code withheld

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READ THE FULL GUIDE

Hospital website cost in India, in full

- Every cost driver, from doctor profiles to DPDP consent
- The full scope document checklist
- All eleven red flags in a quote
- gauravphogat.com/hospital-website-cost-india

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