HOSPITAL SEO

Link building for healthcare websites, white-hat only

No paid links, no exchanges, no mass sign-ups. Slower, but it compounds and never costs you a spam update.

Swipe →

Gaurav Phogat
gauravphogat.com



THE PROBLEM

"

Either nobody has done any, or an agency has quietly bought guest posts and PR packages that Google explicitly describes as link spam.

A bought-looking profile risks a manual action and contradicts the trust signals health sites need.

Gaurav Phogat
gauravphogat.com



LINK SPAM

What Google's spam policies name

- Buying or selling links, including goods or services for links
- Excessive exchanges and partner pages built for cross-linking
- Automated link programs and low-quality directories
- Keyword-rich links in widgets, forum comments or signatures
- Advertorials and guest posts with optimised anchor text

Gaurav Phogat
gauravphogat.com



LINK ATTRIBUTES

Qualify what you do not vouch for

SPONSORED	Any link given for money: paid listing, advertorial
UGC	Links in patient questions, forums, comments
NOFOLLOW	A source you point to but do not endorse
NONE	Editorial links you stand behind: WHO, ICMR, journals

Qualifying links does not hurt rankings. Leaving a paid link unqualified can breach policy.

Gaurav Phogat
gauravphogat.com



ALREADY EARNED

Reclaim the links you deserve first

- ✔ Unlinked mentions of the hospital, doctors and units in news and partner pages
- ✔ Broken links from migrations: map old URLs, set permanent redirects
- ✔ Existing relationships: colleges, associations, conferences, insurers, NGOs

In almost every audit this step surfaced more than months of outreach.

Gaurav Phogat
gauravphogat.com



CITABLE PAGES

Build pages other people want to send readers to

- Patient preparation guides, clinically reviewed
- Caregiver resources: discharge paperwork, cashless claims
- Regional-language patient resources, which are scarce
- Doctor pages with qualifications, registration, publications
- Anonymised, reviewed insights from your own data

Gaurav Phogat
gauravphogat.com



OUTREACH

Treat the other side as a person with readers

1. Pick the target page first and know why it deserves a link
2. Find genuinely relevant local, association and college sites
3. Read the page you are pitching
4. Write one short, specific note; no templates
5. Never offer anything in return; follow up once, then stop

Gaurav Phogat
gauravphogat.com



AGENCY SCOPE

Most bad links arrive through vendors

- No buying, exchanging or automating links
- No advertorials with ranking links
- Disclose every link with its source; hand over the outreach log
- Monthly list: link, target page, how it was won

If a vendor cannot explain how a link was earned, assume it was bought.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

White-hat healthcare link building, in full

- Local links that fit a hospital
- Free tactics that still cross the line
- What to measure and what to ignore
- gauravphogat.com/link-building-for-healthcare-websites-whitehat-only

Gaurav Phogat
gauravphogat.com

