LOCAL SEO

Near me is a signal, not a keyword

Five needs hide behind doctor near me searches. Each wants a different listing, page and phone, not more copy.

Swipe →

Gaurav Phogat
gauravphogat.com



THREE FORMS

Local healthcare searches look alike to Google

EXPLICIT	orthopaedic doctor near me, hospital near me open now
PLACE	dermatologist in Kondapur, cardiologist Indore
IMPLICIT	paediatrician, MRI scan, typed on a phone with no place

Google ranks local results on relevance, distance and prominence. The phrase adds nothing it did not infer.

Gaurav Phogat
gauravphogat.com



FIVE INTENTS

What the patient actually needs

URGENT	Accurate 24-hour hours and an emergency phone that is answered
APPOINTMENT	Specialty-at-unit pages with doctors, OPD days, a booking link
COMPARISON	Review volume and quality, credible doctor profiles
TEST	Services listed, package pages with inclusions and preparation
COST	Insurance and TPA pages per unit, price ranges where allowed

Gaurav Phogat
gauravphogat.com



THE DEFAULT CASE

Implicit local searches, phone in hand

- The listing does the work. The searcher may never see a website
- Hours and open-now status decide eligibility at the moment of need
- Phrasing is conversational, often mixed with a regional language

If the listing, hours, phone and linked page are right, you are already competing.

Gaurav Phogat
gauravphogat.com



LISTINGS MUST

What the Business Profile has to do

- Exact hours, including 24-hour emergency and holidays
- Categories that match the unit's real specialties
- A booking link straight to the specialty, not the homepage
- A phone answered within a few rings during OPD hours
- Photos of the real entrance, reception and parking

Gaurav Phogat
gauravphogat.com



WHERE PATIENTS ARE LOST

The hospital appears, then loses them in ten seconds

- One generic listing for a whole campus, no services
- Listing phones that route into a multi-level IVR
- Duplicate or orphan profiles left by past agencies
- Stale hours around festivals and public holidays
- Practitioner profiles for doctors who have left

Each is fixable in days by the existing team. Fix all of them before commissioning content.

Gaurav Phogat
gauravphogat.com



THE BEST PROBLEM

"

Self-declared superlatives rarely help rankings, patients discount them, and they can run into medical advertising rules. Make the evidence easy to find instead.

Do not write near me into headings either. Use the locality, a metro station, a landmark.

Gaurav Phogat
gauravphogat.com



MEASURE

Near-me performance lives outside Search Console

1. Profile performance: calls, directions, clicks, bookings per unit
2. Campaign-tagged website and booking links in each listing
3. Answered rate and time to answer on listing numbers
4. Appointments booked and honoured from listing sources, in the CRM

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

Near me search intent, in full

- What pages must do for each intent
- Rules for solo doctors and small clinics
- The 2026 NMC advertising guidelines, applied
- gauravphogat.com/near-me-search-intent-in-healthcare

Gaurav Phogat
gauravphogat.com

