SEARCH STRATEGY

SEO vs GEO for hospitals

SEO ranks your pages. GEO gets you cited inside AI answers. Same foundations, one set of pages, different discipline.

Swipe →

Gaurav Phogat
gauravphogat.com



THE DIFFERENCE

SEO and GEO side by side

GOAL	Rank a page vs be named or cited in an AI answer
UNIT	Pages and keywords vs entities: group, units, doctors, specialties
TRUST	Links and technical health vs consistent facts and corroboration
STYLE	Comprehensive keyword pages vs answer-first, definitions, tables, FAQs
MEASURE	Rankings and clicks vs how often a fixed prompt set cites you

Gaurav Phogat
gauravphogat.com



SHARED FOUNDATIONS

Fix these before either

- ✔ Crawlable, fast, mobile-friendly site with clean URLs
- ✔ One strong page per unit, service line and doctor
- ✔ Google Business Profiles that match the website
- ✔ Structured data for hospital, doctors, specialties, FAQs
- ✔ Named authors or medical reviewers on content

Gaurav Phogat
gauravphogat.com



ONLY GEO REWARDS

What classic SEO treats as optional

- Answer-first: the first two sentences work as a standalone quote
- Entity consistency across site, directories, aggregators, news
- Definition and comparison pages, the shapes assistants answer in
- Corroboration: independent mentions in trade and regional press
- Freshness: Perplexity in particular favours recently updated sources

Gaurav Phogat
gauravphogat.com



PRIORITISE

Where to put the effort

WEAK BASICS	Shared foundations; nothing else works until these do
UNCITED	Ranks but no AI citations: answer-first rewrites, FAQs, entity clean-up
NEW UNIT	SEO for local queries, with GEO structure built in
COMPETITIVE	Both, GEO for comparison and definition questions
INTERNATIONAL	GEO: overseas patients research through assistants first

Gaurav Phogat
gauravphogat.com



AVOID

Mistakes I see

- A separate GEO agency duplicating content
- Chasing AI mentions while basic listings are still wrong
- Rewriting everything for AI and losing the depth that ranked
- Measuring GEO with a single check instead of a trend

Gaurav Phogat
gauravphogat.com



NINETY DAYS

One plan that serves both

WEEKS 1-2	Audit pages, listing mismatches, top questions, current AI answers
WEEKS 3-5	Fix listings, merge duplicates, add structured data, review dates
WEEKS 6-9	Rewrite openings of top pages, add FAQs from real questions
WEEKS 10-12	Pitch expert stories to media, run the first AI answer check

No separate budget line for AI. Same team, more disciplined SEO.

Gaurav Phogat
gauravphogat.com



REPORT TOGETHER

Five lines in one report

1. Organic enquiries and treated patients by landing page, from the CRM
2. Rankings for priority questions, as an early signal
3. AI answer share across a fixed question set
4. Who is cited instead, showing where content is thin
5. Listing accuracy across units, it underpins both

Gaurav Phogat
gauravphogat.com



THE SHORT VERSION

"

SEO is how patients find your pages. GEO is how assistants find your facts. Build one set of pages that serves both.

Gaurav Phogat
gauravphogat.com



READ THE FULL GUIDE

SEO vs GEO for hospitals, in full

- How to split the budget between the two
- Regional-language pages for SEO and GEO
- When GEO should lead
- gauravphogat.com/seo-vs-geo-for-hospitals

Gaurav Phogat
gauravphogat.com

