HOSPITAL SEO

The schema markup a hospital actually needs

Tell search engines and AI assistants the facts directly, so they stop guessing who you are and where.

Swipe →

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PLAIN TERMS

A standard form about each page

WHAT	A shared vocabulary of types and properties, in JSON-LD
AUDIENCE	Never the patient. The systems that decide what patients see.
LIMIT	Thin text with perfect markup is still a thin page
WHY NOW	Entity clarity for AI answers, not rich results

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THE HOSPITAL ENTITY

Mark up each unit as a hospital, not a business

- Official name exactly as on signage and listings
- Full address, main phone, emergency number, coordinates
- OPD hours, round-the-clock emergency stated clearly
- Medical specialties offered, links to official profiles
- Each unit declares the group as its parent organisation

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EVERY LOCATION

"

A collection centre marked up as a hospital is a small lie that confuses both patients and machines.

Name, address and phone must match the page, Google Maps and directories, character for character.

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PHYSICIAN MARKUP

Doctor profiles: most complex, most rewarding

- Name, specialty, the hospitals where they consult
- Qualifications and languages where you publish them
- Link each physician to the hospital entity explicitly
- Tie profiles to the HR joining and exit process

  A departed doctor with live markup is worse than no profile

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COMMON MISTAKES

What web teams and agencies get wrong

- Template markup: every unit carries the head office address
- Generic types: hospitals described as a local business
- Markup that disagrees with the visible page
- Plugin defaults nobody checked
- No owner after go-live, so it drifts

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AUDIT WITHOUT CODE

Six pages through a free testing tool

1. One hospital, one location, one department, three doctor pages
   Include a doctor who joined recently
2. Is the type right? Do name, address, phone match?
3. Is the doctor linked to the right hospital?
4. Does the markup state anything the page does not say?

That short sample usually reveals whether the whole site has a template problem.

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WHO OWNS WHAT

Shared assets need an owner or they decay

DIGITAL TEAM	Owns the markup, generated from the same fields as the page
HR	Triggers doctor joins and exits
UNIT HEADS	Confirm location facts each quarter
MEDICAL DIRECTOR	Approves any clinical wording

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READ THE FULL GUIDE

Structured data for hospitals, in full

- FAQ, breadcrumb and department page markup
- MedicalProcedure and MedicalWebPage for procedure pages
- The one-page brief for your web team
- gauravphogat.com/structured-data-for-hospitals

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