HOSPITAL WEBSITES

What a hospital website must show

Accurate, current, verifiable facts. What satisfies regulators is also what makes AI assistants willing to cite you.

Swipe →

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COMPLIANCE FLOOR

What to show, and the common failure

ACCREDITATION	Marks within scope and validity; not expired, not for uncovered units
DOCTORS	Name, qualifications, registration; not departed doctors, inflated titles
PRICES	Packages with inclusions; matching the billing desk
CONTACT	Same numbers on website and Google listing
CONSENT	Notice, consent on every form, withdrawal route; no pre-ticked boxes

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THE BENCHMARK

64 of 100

median score across 100 Indian hospital websites on speed, booking, doctor pages, schema, WhatsApp and AI readiness

Crawled 14 October 2026. Only 15 sites scored 80 or more.

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Feature prevalence across the 100 sites

REGISTRATION NO.	7% of doctor profiles show one
PRICES	36% publish any price at all
SPEED	22% pass all three Core Web Vitals; median homepage 5.2 MB
INDIAN LANGUAGES	14% have a genuine local-language version
DPDP	22% of policies mention the Act; 60% load ad trackers first

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TOP SCORERS

What the best 15 sites do differently

- Lighter homepage: median 3.3 MB against 5.2 MB
- Booking on their own domain, button in the first screen
- Doctor profiles with OPD timings and Physician markup
- A clear medical entity with sameAs links
- A WhatsApp link: 93% against 44% overall

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AVOID

Claims that invite complaints

- Cure claims and guarantees
- Best, No. 1 and unsupported superlatives
- Testimonials that imply typical results
- Accreditation marks for units not covered

A website with expired marks, departed doctors and mismatched prices gives AI reasons to cite someone else.

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WHO APPROVES WHAT

Accuracy has named owners

QUALITY	Accreditation claims
MEDICAL ADMIN	Doctor profiles, with the doctor
CLINICAL REVIEWER	Clinical and procedure information
FINANCE	Prices and packages
LEGAL	Privacy notice, consent wording, marketing claims

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QUARTERLY AUDIT

Check every quarter, and when things change

1. Compare every mark with current certificates and scope
2. Compare the doctor list with HR records
3. Sample package prices against billing
4. Call every published number; submit every form
5. Search the site for superlatives and outcome promises

A doctor leaves: update the page the same week. Accreditation lapses: amend it the same day.

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READ THE FULL GUIDE

What a hospital website must show, in full

- The full features checklist with benchmark data
- Structured data that supports trust
- Accessibility, language and a change calendar
- gauravphogat.com/what-a-hospital-website-must-show

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