HOSPITAL WEBSITES

WordPress or custom build?

The question sounds technical. It is really about complexity, who runs the site after launch, and annual upkeep.

Swipe →

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THE OPTIONS

Three ways to build a hospital site

WORDPRESS	Open-source CMS, theme plus plugins, custom post types for doctors
CUSTOM	Coded to your requirements on a framework, bespoke admin panel
HEADLESS	CMS back end, API, fast JavaScript front end for web, app, kiosks

WordPress runs about 40% of all websites (W3Techs, October 2026).

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THE COMPARISON

Where each route wins and loses

BUILD COST	WordPress lowest, custom highest, headless in between
LAUNCH SPEED	WordPress fastest: weeks for a clinic, months for a hospital
LOCK-IN	WordPress low, custom high, headless moderate
TALENT	WordPress very wide in India; headless teams fewer, costlier
RUNNING COST	WordPress low to moderate; custom and headless moderate to high

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CHOOSE WORDPRESS

The sensible default for most clinics

- Clinic or single hospital with up to a few hundred pages
- Booking via form, WhatsApp or embedded widget, not deep HIS
- Marketing wants to publish without raising a ticket
- You would rather spend on content and campaigns than code
- Someone owns updates, backups and security every month

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CHOOSE CUSTOM

When the site is a product, not a brochure

- Multiple units, hundreds of doctors, one live directory
- Real-time booking, payments and patient login tied to HIS
- Same content powers website, app, kiosks and WhatsApp
- Many languages with approval workflows across units
- An in-house tech team or long-term partner to maintain it

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SECURITY BASICS

Hardening every hospital site needs

- Update core, themes, plugins and server on a schedule
- No nulled themes. Remove anything unused.
- Unique accounts, two-factor, access removed when people leave
- Firewall and CDN in front; daily backups with tested restores
- CERT-In: report specified incidents within six hours

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CORE WEB VITALS

No platform guarantees good scores

- **WordPress: heavy page builders, sliders, too many plugins**
  A lean theme, image optimisation, caching and a CDN fix most of it
- **Custom and headless: large JavaScript bundles, client-side rendering**
  Can end up slower than a good WordPress site
- **Every platform: chat, tag managers, heatmaps, booking widgets**
  Third-party scripts are the common cause of poor responsiveness

Targets: LCP 2.5s, INP 200ms, CLS 0.1, at the 75th percentile of real mobile visits.

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MIGRATION

Most damage comes from the move, not the platform

1. Crawl and export every URL, title, canonical and status code
2. Build a one-to-one redirect map, old URL to new
3. Confirm parity for doctor, procedure and location pages
4. Password-protect staging; test redirects for chains and loops
5. Test every form and booking flow into the CRM

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THE RULE

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A neglected WordPress site, with outdated plugins and an abandoned theme, is a real security risk. A well-maintained one is a dependable platform.

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READ THE FULL GUIDE

WordPress vs custom hospital website, in full

- Full 11-factor comparison including headless
- Headless WordPress: the hybrid option
- SEO-safe migration checklist with owners
- gauravphogat.com/wordpress-vs-custom-hospital-website

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