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How private surgeons get more patients from Google

Most private patients search before they book. This guide explains the searches that matter for surgeons and what to put in place for each one.

The three searches that matter

Patients find surgeons through three kinds of search. They search for your name after a referral. They search for a procedure with a place, such as knee replacement in Leeds. They search for a symptom, such as a droopy eyelid or shoulder pain at night.

Each kind of search needs a different page. A profile page answers the name search. A procedure page answers the procedure search. A condition page answers the symptom search.

What to build first

- A profile page with your GMC number, specialty, training and hospital sites
- One page for each procedure you want to be known for
- One page for each common condition, written in plain English
- A Google Business Profile for each place where you consult
- A simple way to book or enquire on every page

Why your own website matters

Hospital and insurer profiles are useful, but they are short and they list your competitors beside you. Your own website can explain each procedure in depth, which is what Google needs in order to show you for more searches.

How long it takes

Name searches improve within weeks. Procedure and condition searches usually take three to six months, and longer in large cities. Reviews and regular useful content speed this up.

Related pages

- Marketing for surgeons

- Search engine optimisation

Common questions

Do surgeons need a Google Business Profile?

Yes. A profile for each consulting location lets you appear in map results, which sit above the normal listings for local searches.

Can a surgeon rank above a hospital on Google?

For specific procedures and for your own name, yes. A detailed page written by a named specialist often outranks a brief hospital page.

Checklist

- ☐ I have a profile page with my GMC number and specialty
- ☐ Each procedure I want to be known for has its own page
- ☐ Each consulting location has a Google Business Profile
- ☐ Every page has a clear way to book or enquire
- ☐ I invite every patient to leave a review

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