zceppa

How To Get More Patients & Grow Revenue From Local Search?

Insights from Google Business Profile Listings of 50+ hospitals & 1100 doctors.

🌐 www.zceppa.com

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Executive Summary

Hyperlocal search is a vital source of new patients for healthcare providers today

Most searches for healthcare services are location-specific or hyperlocal

Patients or care-givers doing these searches have immediate need - they act in **24 hours**

Google Business Profile (GBP) is the digital front door for High- Intent patients to engage with a hospital or Doctor

87% of hyperlocal healthcare searches start on Google

Google Business Profile(GBP) appears on top for hyperlocal search results

Key findings from our research:

- Doctor listings (Google Business Profile for doctors) on Google and patient reviews for all active GBPs (hospital and doctors) significantly boost monthly search volume and calls

- Hospitals focussed on these two factors can rank for 15X more monthly searches and get **3.5X more inbound calls**

About Us

Zceppa is a Trust Marketing Platform that enables healthcare providers to acquire more new patients and grow revenue from hyperlocal search.

Hospitals leverage Zceppa to optimize cross-platform digital presence, get and manage patient reviews and provide seamless online-to-offline engagement, boosting reach, traffic, conversions and revenue.

We have partnered with over 50 tertiary care multi-specialty hospitals to drive patient growth and revenue from hyperlocal.

Zceppa's extensive research

15

Conducted over **12 months**
(Jan – Dec 2024)

Across more than
50 multi-specialty hospitals

G

1,400 Google Business Profiles (GBPs)

300+ hospital/clinic & **1,100+** doctor profiles on Google

Research Methodology and Data Sources

Findings of this research is based on data from over 50 multi-specialty tertiary care hospitals and 1400 Google Business Profiles (GBPs) associated with them. This includes hospital, doctor, department and clinic GBP listings on Google. These hospitals are spread across:

- 5 metro/tier 1 cities
- 30 tier 2 cities
- 20 tier 3 cities

Keywords data for this research was sourced from Ahrefs and Google Trends

Hyperlocal Search: Gateway For Provider Discovery And Patient Acquisition

Dominates healthcare search, driving high-intent patients to hospitals.
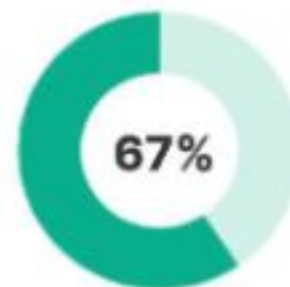
Most healthcare consumers search online before scheduling an appointment

Percent of healthcare consumers that ran a search before scheduling an appointment

71%
Physicians & Surgery

67%
Clinics

71%
Dentists

69%
Hospitals

2 in 3 such searches for healthcare services are location-specific or hyperlocal

Google

ent speacialist n

ent specialist near me

ent specialist noida

ent specialist delhi

Patients or caregivers doing hyperlocal healthcare searches drive immediate patient engagement
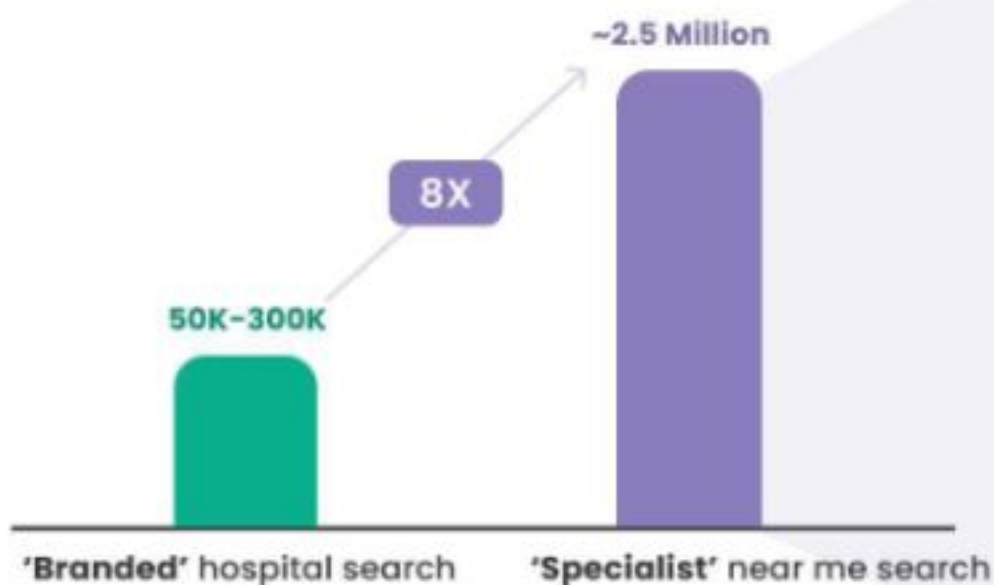
88%

of consumers doing hyperlocal searches take definitive action within **24-Hours.**

Call

Appointment

Visit

Hyperlocal Healthcare Search: Dominated by searches for specialties

8X more searches for specialists across just 14 Specialties

Monthly search volume in India

~2.5 Million

8X

50K–300K

'Branded' hospital search   'Specialist' near me search

Specialty	Volume		Specialty	Volume
Dermatologist near me	412K		ENT specialist near me	147.8K
General physician near me	316K		Eye doctor near me	136K
Paediatrician near me	277K		Urologist/ Nephrologist near me	89K
Gynecologist near me	250K		Gastroenterologist near me	86K
Dentist near me	220K		Cardiologist near me	73K
Orthopedic near me	185K		Endocrinologist near me	69K
Neurologist near me	175K		Oncologist near me	21K

Google Business Profile (GBP): The Digital Front Door For Patients Doing Hyperlocal Healthcare Searches

87%

of hyperlocal healthcare searches start on Google

64%

64% of healthcare consumers doing hyperlocal searches primarily engage via GBP

THARPAKHNA
धरपाखना

NEW BARHI TOLI
न्यू बरही टोली

See photos

Orchid Medical Centre

4.7 ★★★★⯪ 21,221 Google reviews ⋮

Hospital in Ranchi, Jharkhand

🌐 Website   ◆ Directions   ▶ Reviews   🔖 Save

⯇ Share   📞 Call

Address: Hazaribagh Rd, near Lalpur, New Barhi Toli, Thana, Ranchi, Jharkhand 834001

Phone: 091171 00100

Hours: Open 24 hours ▾

Accurate and complete GBPs are trusted more, leading to **2.7X** conversions

70%
Increase in local search traffic

50%
Increase in better conversions

1,803 monthly views
Verified GBPs received on average

84%
of this comes from discovery searches

ENT near me

Verified, accurate, and complete Google Business Profiles (GBPs) attract more search traffic and conversions.

Research Findings: Key Drivers of Traffic & Conversions

1. Doctor listings on Google

Active Google Business Profiles for all doctors & departments in a hospital GBP, significantly **boosts Hyperlocal search discovery**

2. Patient reviews across all active GBPs

Getting new **Google reviews** from patients regularly across all active Google Business Profile – Hospital, Doctors & specialities increases traffic and conversation

Doctor/Department Google Business Profiles (GBPs): The Game Changer for Hospitals

Having More Doctor GBPs Increases Monthly Searches By ~5x

60K			
50K			●
40K			
30K		●	4.5x
20K	●	3x	
10K	2x		
	1	**16**	**25**	**49**
	Only Hospital GBP	14 Doctors GBPs	24 Doctors GBPs	48 Doctors GBPs

# of GBP Listings (Hospital+ Doctor)
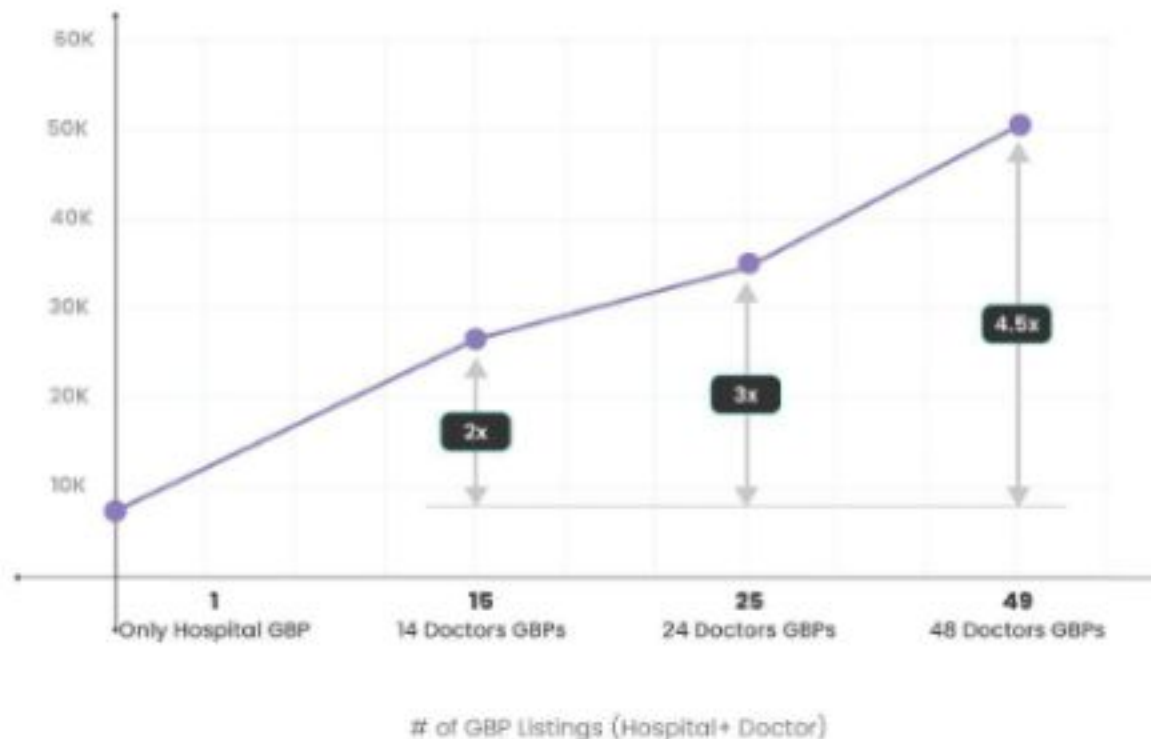
By adding more Doctor GBPs, hospitals can rank for 2X-4.5X more searches every month.

Our analysis of **1100+ doctor profiles** across **50+ hospitals** reveals a vital growth opportunity: Hospitals can rank for **9,000- 45,000** additional monthly searches simply by adding more doctor and specialty listings on Google.

Significance Of Secondary Categories In Doctor GBPs

Get up to 8X more search visibility with secondary categories

Monthly search impressions vs # of categories in GBP

- 607 (at 1 category)
- 2,263 — 3.7x (at 2 categories)
- 3,898 — 6.4x (at 3 categories)
- 5,060 — 8.3x (at 8 categories)
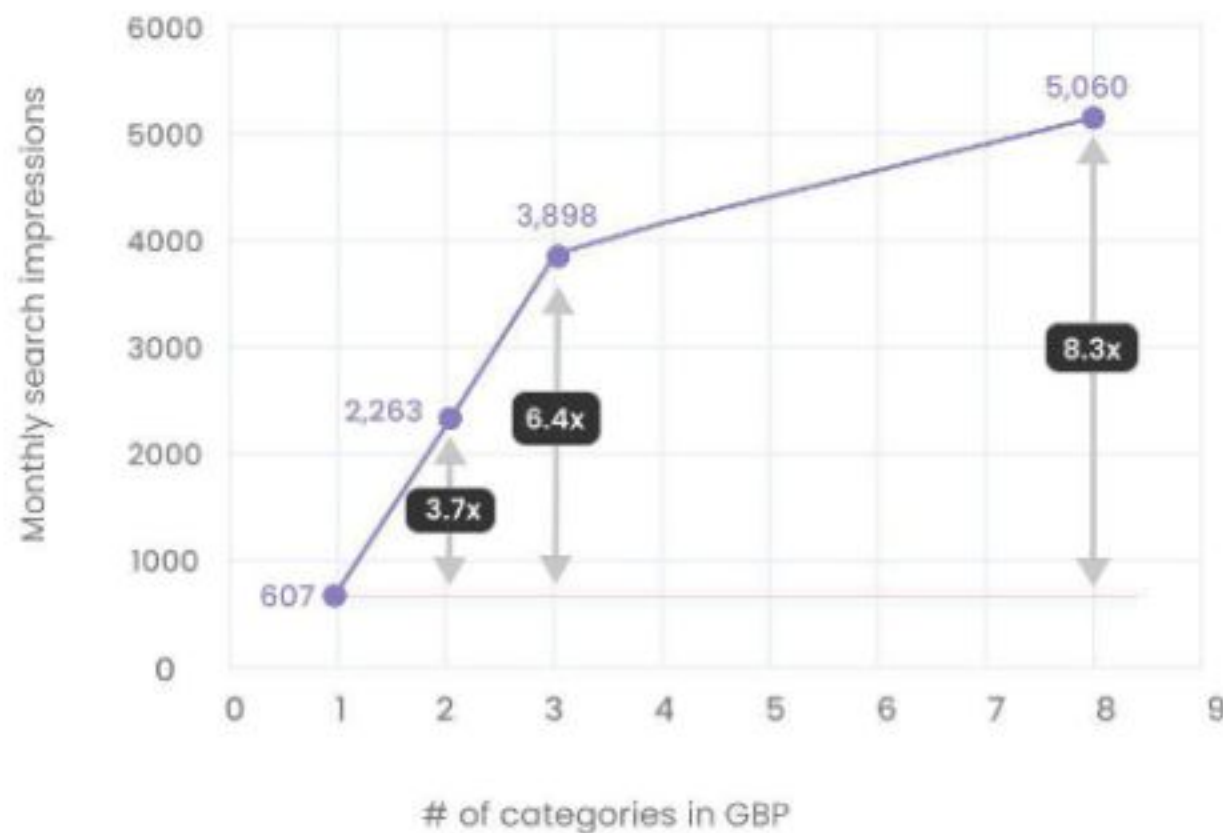
Our analysis shows that Google Business Profiles (GBPs) of doctors with one or more secondary categories receive 4X to 8X more monthly searches than those with only a primary category.

Patient Reviews On Google: Powers Hyperlocal Search Discovery & Conversions For Hospitals

Impact of New Google Reviews on Monthly Searches & Calls

Doctor GBP		Hospital GBP	
5x Searches	**8x** Calls	**2x** Searches	**2x** Calls

Based on our extensive research, it is clear that getting new patient reviews regularly on Google significantly increases monthly searches and calls from both doctor and hospital GBP listings.

Doctor GBPs: Impact Of New Patient Reviews On Monthly Searches

Impact of new reviews on monthly search impressions

Monthly searches (y-axis): 0, 500, 1000, 1500, 2000, 2500, 3000, 3500

# of new reviews per month on average (x-axis): 5, 10, 15, 20, 25, 30, 35, 40

4.6x

5.1x

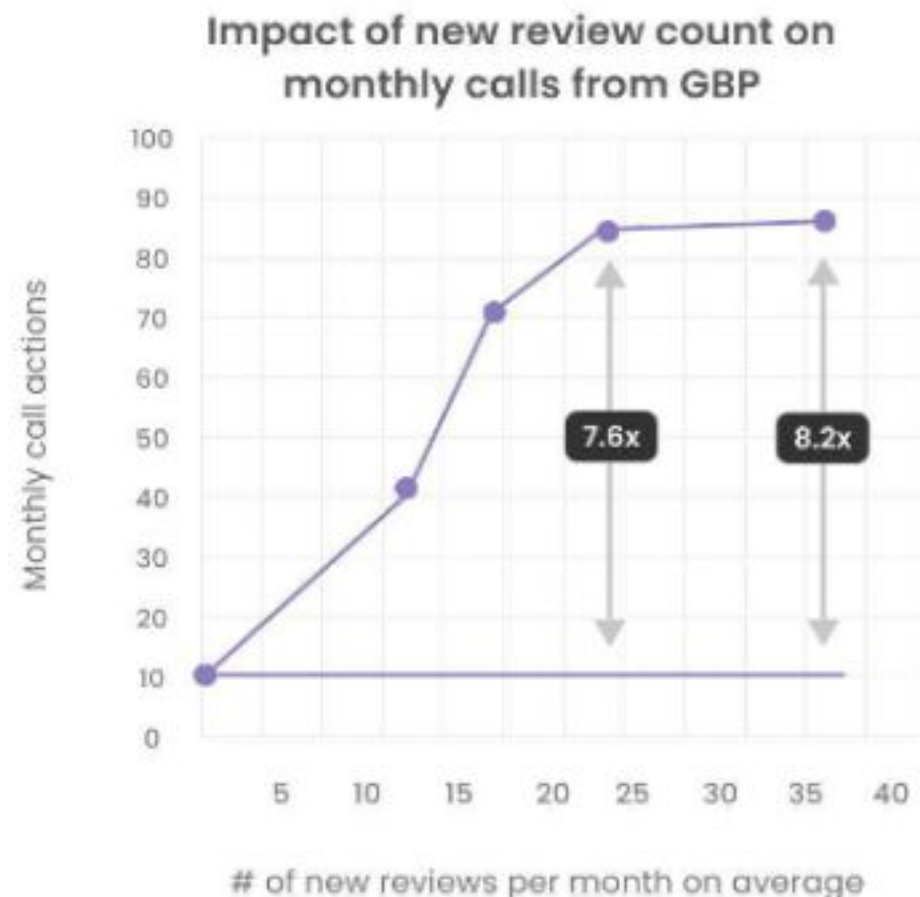**Doctors GBPs that get 23 new Google reviews per month rank for 5X more searches**
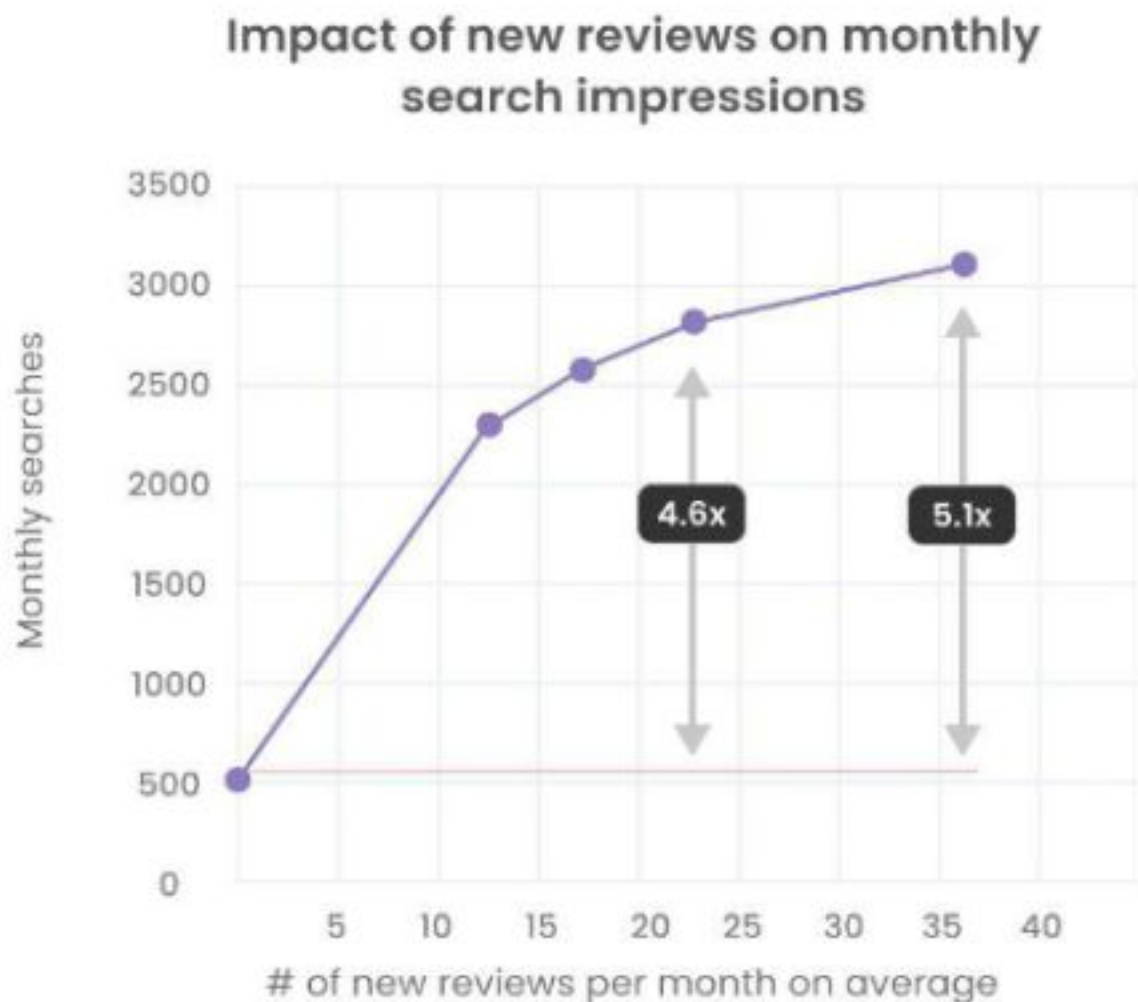
Google Business Profiles (GBPs) of doctors with **no reviews** received **607** monthly searches on average. On the other hand, Doctor GBP listings with **23 new Google reviews every month** received **2,791** monthly searches on average, a **5X** increase.

Doctor GBPs: Impact Of New Patient Reviews On Calls From GBP

Doctor GBPs - Impact on call actions

Impact of new review count on monthly calls from GBP

7.6x

8.2x

Monthly call actions

# of new reviews per month on average

Doctor GBPs that receive 23 new Google reviews per month get 8X more inbound calls.

Google Business Profiles (GBPs) of doctors with no reviews received **11 inbound calls** per month from GBP on average. On the other hand, Doctor GBP listings with **23 new Google reviews every month** received **84 inbound calls per month on average, a ~8X increase**.

Doctor GBPs: Impact Of New Patient Reviews On Search-To-Call Conversions

Search to call conversions based on monthly new Google reviews
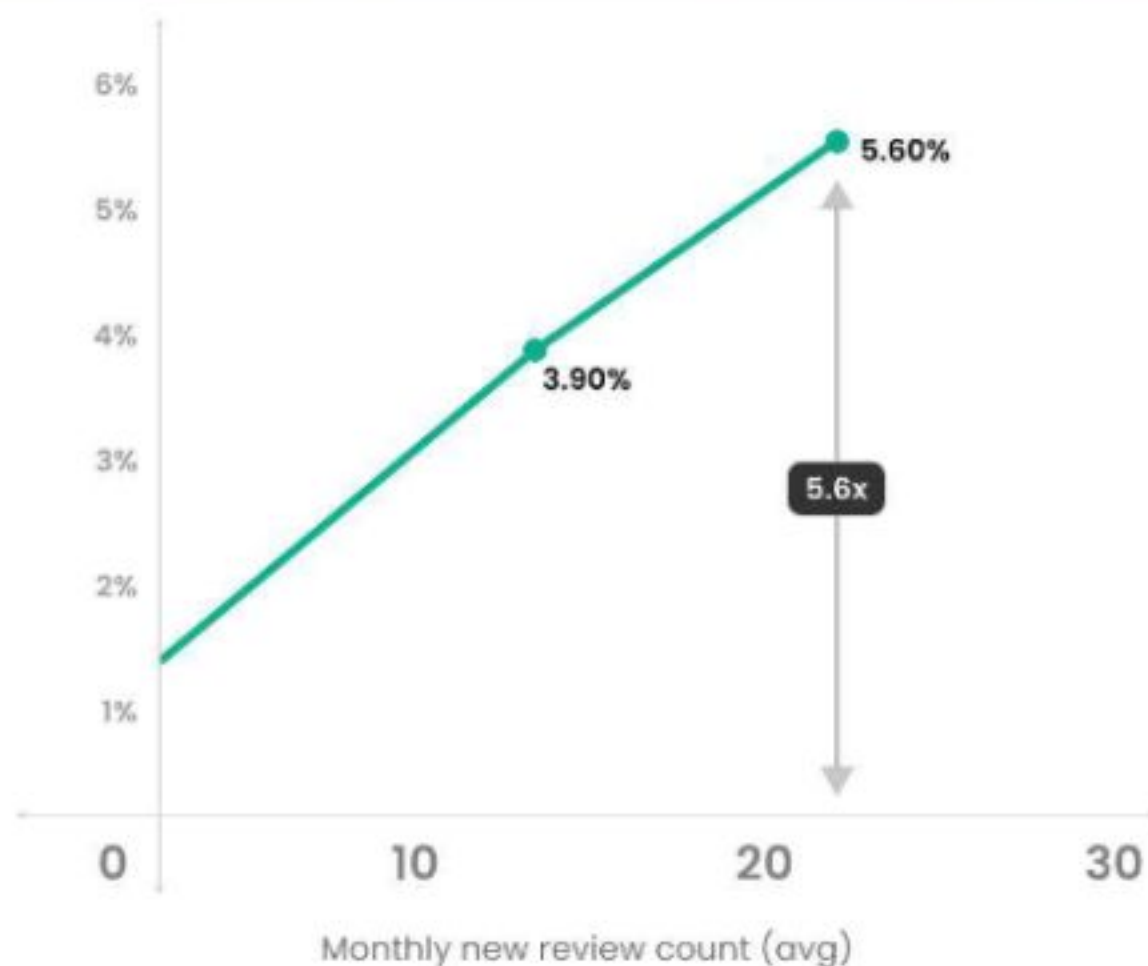
Our observations based on the analysis of 1100 GBPs of doctors:

- Doctor GBP listings **with no or low reviews**, had average **call conversion of 1.6%**

Doctor GBP listings that got **>20 new Google reviews** every month, saw **call conversions** increase by **3.5X to 5.6%**

Hospital GBPs: Impact Of New Patient Reviews On Monthly Searches

Hospital GBP: Impact of new Google reviews on search impressions

Monthly Search Impressions

60K
50K
40K
30K
20K
10K
0

1.9x

■ Hospital 1: Average number of monthly new reviews: 390

■ Hospital 2: Average number of monthly new reviews: 31

We compared 2 hospitals of similar size and characteristics:

Hospital 1 - Has a well-orchestrated, active review collection strategy. Gets **390 new Google reviews every month** on average (10 new reviews per day).

Hospital 2 - No active review collection mechanism. Get only **31 new Google reviews** per month on average.

Hospital that receives >10 new reviews per day gets 2X more searches

Hospital GBPs: Impact Of New Patient Reviews On Consumer Actions From GBP

Hospital that receives **>10 new reviews per day** gets **2.3X more** consumers actions from GBP

Monthly Consumer Actions

- 25K
- 20K
- 15K
- 10K
- 5K
- 0

2.3x

■ Hospital 1: Average number of monthly new reviews: 390

■ Hospital 2: Average number of monthly new reviews: 31

Hospital that got 13X more Google reviews got 2.3X more consumer actions from GBP

Similar to monthly searches, Hospital that gets **10+ new Google reviews** per day received **2.3X more** consumer actions (Calls, Website Clicks and Driving Directions from GBP than the hospital that gets **1 new Google review per day**

Hospital GBP: Impact Of Month-On-Month Increase in Google Reviews for the Same Hospital

We conducted a 12-month longitudinal study on a hospital's review growth, and here is its impact:

Month 1: 84 new patient reviews on Google

Month 11: Nearly 900 new reviews, i.e., a 10X increase in monthly review volume.

Results: Search volume increased from 15,000 to 40,000 per month **(2.2X jump)**

Consumer actions rose from 5,000 to 10,000 per month **(1.9X increase)**

Google review count increase vs search metrics
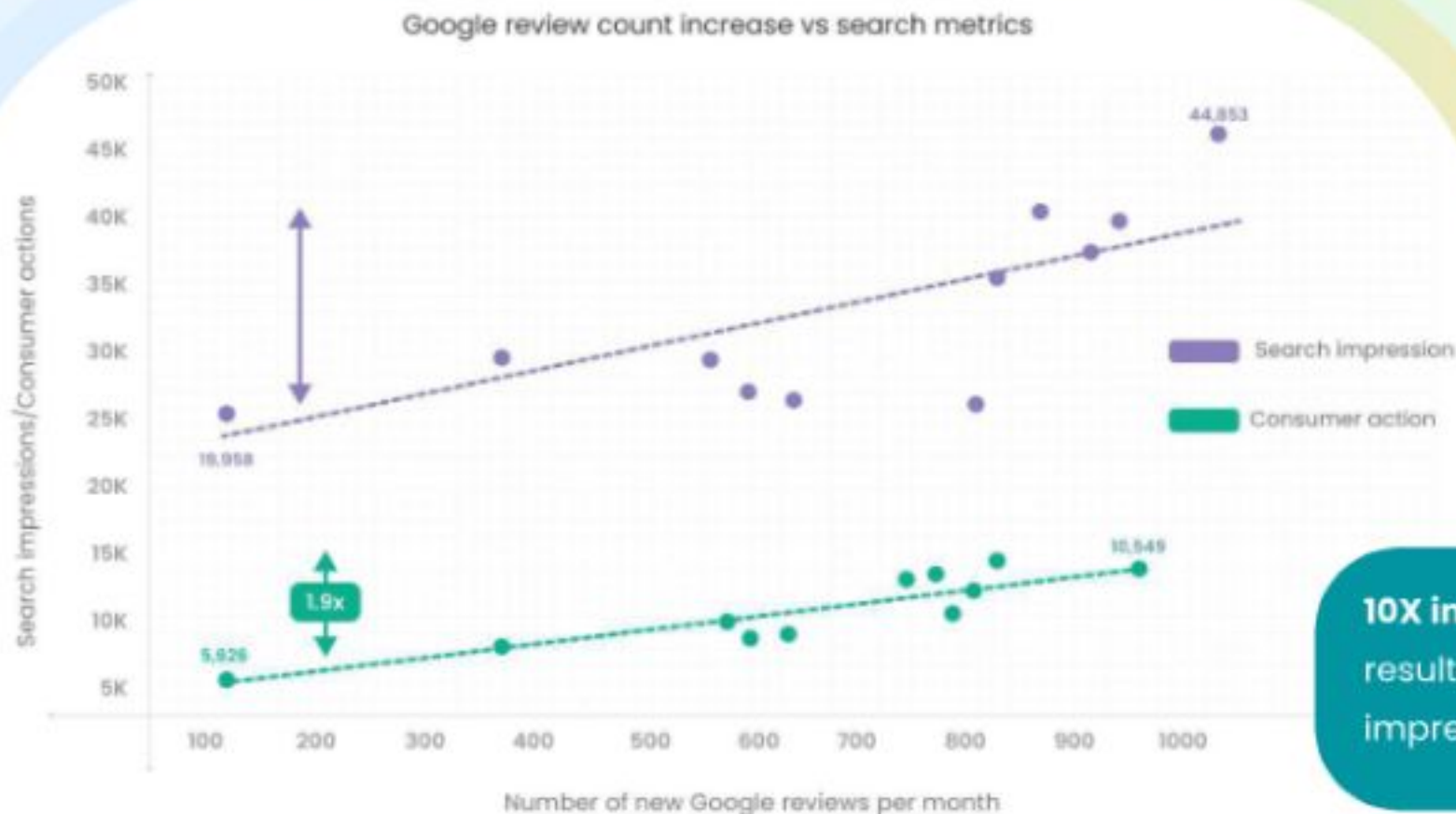
10X increase in monthly reviews resulted in 2X increase in search impressions & consumer actions

Research Findings Summary

GBP Profiles for doctors boost hyperlocal search activity

Number of Listings → **2X–5X more** monthly searches

Addition of Secondary Categories → **upto 8X more** searches

Patient Reviews on GBP increase search visibility & calls

>20 doctor profiles (reviews per month) → **2X & 5X more** searches & calls

>300 hospital profiles (reviews per month) → **2X more** searches & calls

Business Impact For Hospitals That Implement All Our Research Findings

We have all heard the adage, "The whole is greater than the sum of the individual parts."

Business Case For Multi-Specialty Hospitals

Scenario 1	Scenario 2	Scenario 3
Hospital GBP: ✅	Hospital GBP: ✅	Hospital GBP: ✅
Doctor GBPs: ❌	Doctor GBPs: ✅	Doctor GBPs: ✅
Patient Reviews: ❌ No mechanism to get new reviews	**Patient Reviews:** ❌ No mechanism to get new reviews for all active GBPs	**Patient Reviews:** ✅ Robust mechanism to get new reviews for all active GBPs **Doctor GBPs:** > 20 new reviews per month **Hospital GBP:** > 300 new reviews per month

Impact On Monthly Search Volume From GBP: 15X More Searches

Monthly search impressions (y-axis): 160K, 140K, 120K, 100K, 80K, 60K, 40K, 20K

# of GBP listings (Hospital+ Doctor) (x-axis):
- 1 — Only Hospital GBP
- 15 — 14 Doctors GBPs
- 25 — 24 Doctors GBPs
- 49 — 48 Doctors GBPs

Chart annotations: 3.4x, 6x, 3.4x, 8x, 4x, 15x

Scenario 3: Hospital & Doctor GBPs with consistent monthly Google reviews

Scenario 2: Hospital & Doctors GBPs with No/Low Google reviews

Scenario 1: Hospital GBP only: No doctor GBPs & patient reviews

Hospitals that implement all our research findings (scenario 3), receive **3X–4X more** searches than hospitals that partially implement our research findings (only doctor GBPs, but no reviews) and **6X–15X more** searches than hospitals that only have hospital GBP.
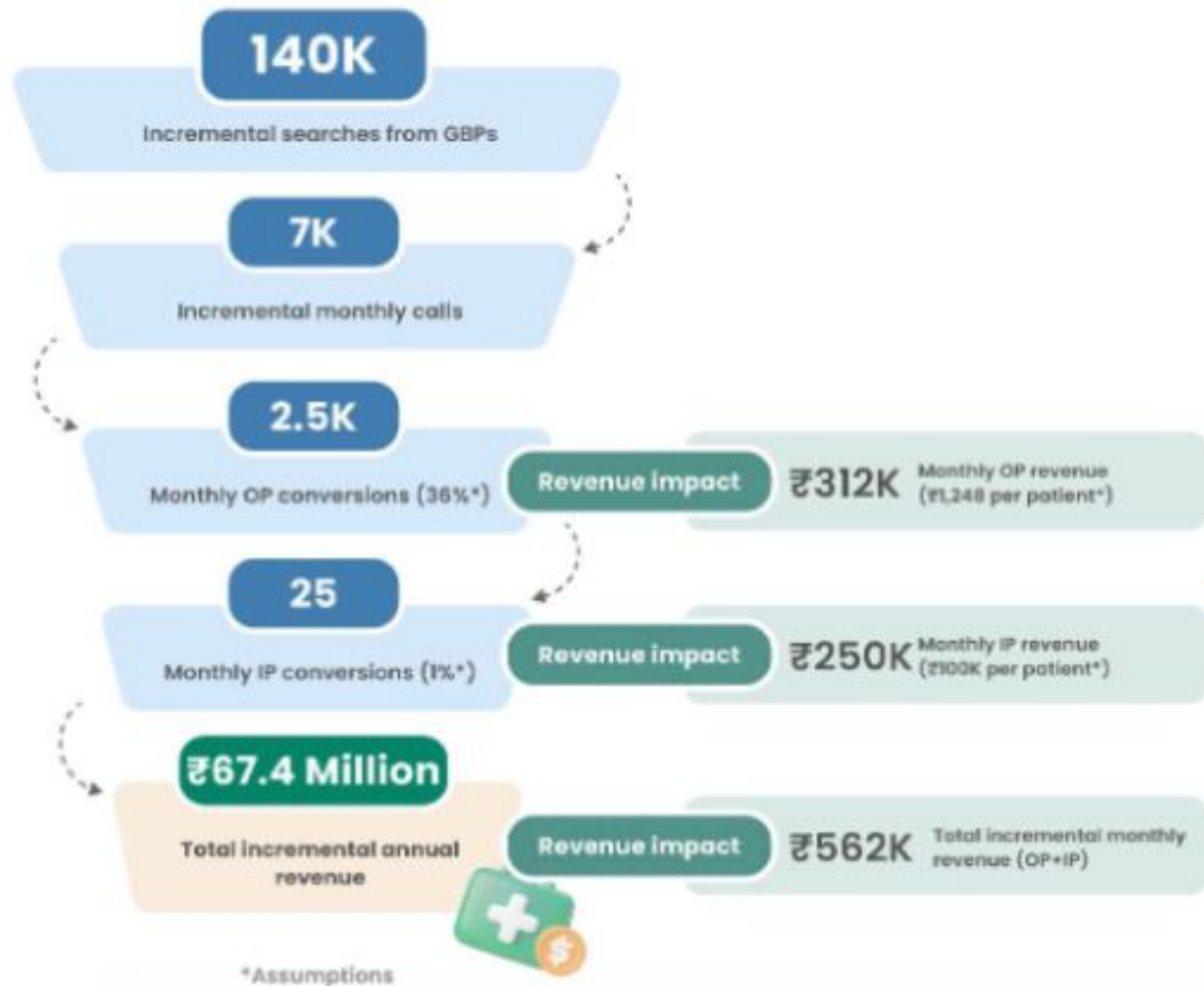
Hospitals can rank for **50K – 140K more monthly searches** when all our research findings are implemented.

Impact on Monthly Consumer Calls From GBP: 3.5X More Calls

Chart legend:

Scenario 3: Hospital & Doctor GBPs with consistent monthly Google reviews

Scenario 2: Hospital & Doctors GBPs with No/Low Google reviews

Scenario 1: Hospital GBP only: No doctor GBPs & patient reviews

X-axis: # of GBP listings (Hospital+ Doctor)

1	15	25	49
Only Hospital GBP	14 Doctors GBPs	24 Doctors GBPs	48 Doctors GBPs

Y-axis values: 0, 2K, 4K, 6K, 8K, 10K, 12K

Growth multipliers shown: 2.4x, 2.8x, 3.5x

Hospitals can receive **3,200 – 7,000 more inbound calls** every month when all our research findings are implemented.

Hospitals that implement all our research findings (scenario 3), receive 2.4X–3.5X more inbound calls from GBP than hospitals that only have hospital GBP.

Revenue Impact

140K
Incremental searches from GBPs

7K
Incremental monthly calls

2.5K
Monthly OP conversions (36%*)

Revenue impact ₹312K — Monthly OP revenue (₹1,248 per patient*)

25
Monthly IP conversions (1%*)

Revenue impact ₹250K — Monthly IP revenue (₹100K per patient*)

₹67.4 Million
Total incremental annual revenue

Revenue impact ₹562K — Total incremental monthly revenue (OP+IP)

*Assumptions

What's the **opportunity cost** of not doing this?

Annual revenue **loss of Rs. 60 – 90 million**

Take Action: How Multi-Specialty Hospitals Can Maximize Hyperlocal Discovery & Patient Conversions

To thrive in the digital healthcare landscape, hospitals must implement three key strategies to enhance visibility and attract more high-intent patients from hyperlocal searches:

Unlock Patient Leads with GBP Optimization

GBP Audit - Zceppa's AI analyzes GBPs, identifies gaps & actionable recommendations for optimization.

AI-powered categorization suggests relevant categories to boost hyperlocal search discoverability.

For missing profiles, **Zceppa automates the GBP creation** and verification process, ensuring fast and seamless publishing.

Our **Listings product** monitors hospitals to maintain the health of their active GBPs at scale. It provides profile-wise alerts and notifications for consumer edits or other changes enabling hospitals to manage 1000s of GBPs with ease.

Zceppa Analytics & Insights provide periodic updates on GBP engagement and product usage metrics.

Boost Trust with Consistent patient Reviews

⭐ **Zceppa Reviews** integrates with hospital management systems (HMS/CRM) via our secure Review API, automating patient review requests through their preferred channel—Text, WhatsApp, Email, or QR Code. Our analytics dashboard tracks request status, open rates, and conversions for complete transparency.

💬 **Zceppa Smart Reply** provides AI-powered response capabilities to hospitals enabling them to reply to patient reviews instantly, enhancing engagement and trust.

💻 **AI Powered Sentiment Analysis** of patient reviews, providing keyword-based actionable insights for customer experience. Intelligent ticketing enables actionability of this analysis to be routed to relevant stakeholders across hospital teams.

Zceppa's ROI

Win more leads > Boost Sales > Maximize ROI

3 Recommendation & maximize traffic

150-200X ROI Delivered

6 Months of implementation

Ready to capitalize on growth from hyperlocal search?

Embrace Zceppa's advanced AI solutions today and unlock the full potential of high-intent hyperlocal healthcare search.

Please write to us at **jr.athreya@zceppa.com** or WhatsApp us at **+91 98336-46326**