

The AI Search Ranking Checklist for Clinics

Fifteen checkpoints to become the clinic ChatGPT, Gemini and Google AI Overviews cite. Full guide: healthcare.loqal.ai/blog/ai-search-ranking-checklist-clinics/

Machine-readability (do first)

- Answer-shaped headings: patient questions with direct 2–3 sentence answers beneath.
- FAQPage schema on every key page — services, specialties, locations.
- Full medical schema: Physician, MedicalClinic, Service markup.
- One clean fact per sentence in key content.
- No facts locked inside images or PDFs — crawlable text.

Consistency (the AI trust test)

- Identical NAP everywhere — engines cross-check sources.
- Consistent pricing signals across site and directories.
- Consistent doctor credentials, spellings included.
- Aligned hours everywhere, including holidays.
- One canonical clinic name, used verbatim forever.

Entity authority (the long game)

- Review depth with specifics — procedures, outcomes, localities.
- Presence beyond your own site: directories, affiliations, mentions.
- Locality-anchored content naming real catchment areas.
- Fresh activity signals: weekly posts, new reviews, updates.
- Author-attributed medical content bylined to named doctors.