



DOCTORS CYPRUS

FIND · CONNECT · CARE

VISIBILITY + GROWTH FOR MEDICAL PROFESSIONALS

Be found when patients are searching.

Cyprus's visibility-first medical platform—combining search discovery, professional doctor profiles and marketing services to help practices connect with people researching care.

PLATFORM PROFILES · SEARCH VISIBILITY · PERFORMANCE SERVICES

OCTOBER 2026 · UPDATED EVIDENCE





PATIENT BEHAVIOUR

Search visibility is the first consultation.

Patients increasingly begin with Google. The first decision is not who to contact—it is who appears credible, relevant and easy to reach.

01

NEED

A patient identifies a medical need.

02

SEARCH

They search by specialty and location.

03

COMPARE

They assess expertise, trust and access.

04

CONTACT

They call, email or request an appointment.

The commercial gap

Strong clinical capability can remain invisible when the digital path to trust and contact is incomplete.





RECORDED PROFILE DISCOVERY

3 profiles. 3 specialties. Measurable search discovery.

Selected doctor profiles are appearing in Google Search and receiving organic clicks.
The figures below relate to the English-language profile URLs.



DENTISTRY

Dr. Cos Giannakopoulos

Paphos

AVG. POSITION

6.03

8 CLICKS



ENT

Dr. Katerina Panagiotidi

Limassol

AVG. POSITION

7.48

14 CLICKS



GYNAECOLOGY

Dr. Dimitrios Grigoriou

Nicosia

AVG. POSITION

7.40

6 CLICKS

Source: Google Search Console · 30 Jun–29 Sep 2026 · Selected English-language profile URLs.
Average position is recorded across impressions; individual search rankings are not guaranteed.



EARLY PLATFORM TRACTION

The platform is building measurable search visibility.

Search impressions and clicks show discovery through Google.
Website sessions and active users show activity on the platform.

6,745

GOOGLE SEARCH
IMPRESSIONS

170

ORGANIC SEARCH CLICKS

517

WEBSITE SESSIONS

333

ACTIVE USERS

What the figures show

**The platform is being discovered through search and visited by users.
Profiles offer a direct route to practice information and contact details.**



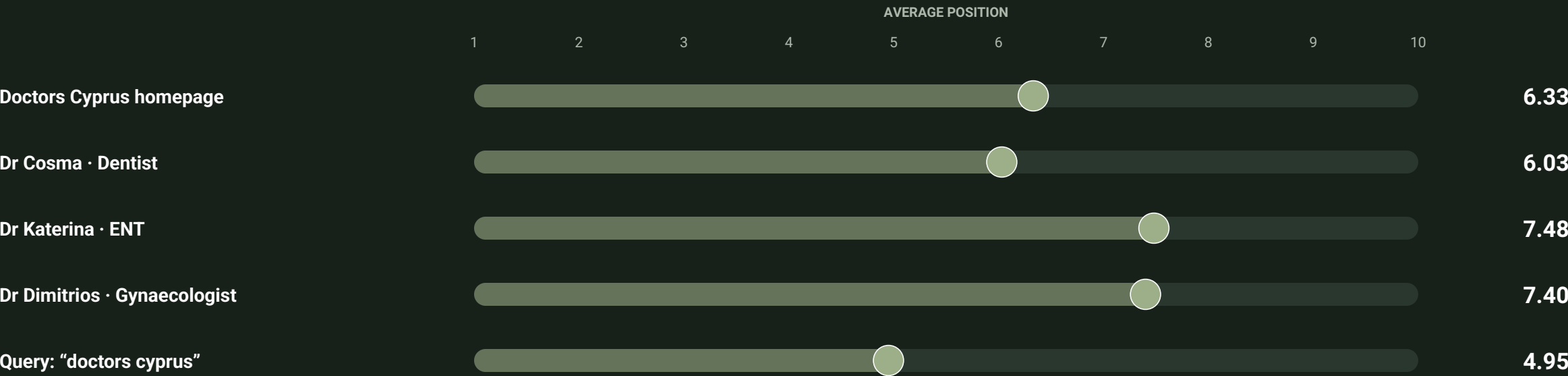
Search: Google Search Console, 30 Jun–29 Sep 2026. Website: Google Analytics 4, 4 Jul–1 Oct 2026.
Search clicks, sessions and users are activity measures—not confirmed patient enquiries or appointments.



GOOGLE SEARCH BENCHMARKS

Recorded search positions across the platform and selected profiles.

Average positions recorded from 30 June to 29 September 2026. A lower number is better.



HOW TO READ Positions vary by query, location and time; individual rankings are not guaranteed.

Source: Google Search Console · 30 Jun–29 Sep 2026 · Pages tab: English URLs. Queries tab: "doctors cyprus".



PROFILE-LEVEL PERFORMANCE

Specialist pages are translating visibility into visits.

English-language doctor profile URLs recorded the search activity shown below. These are page-level impressions and clicks, not patient or appointment counts.

DENTIST · PAPHOS	217 IMPRESSIONS	8 CLICKS	6.03 AVG. POSITION	EN URL
ENT · LIMASSOL	863 IMPRESSIONS	14 CLICKS	7.48 AVG. POSITION	EN URL
GYNAECOLOGIST · NICOSIA	606 IMPRESSIONS	6 CLICKS	7.40 AVG. POSITION	EN URL
EN TOTAL	1,686 impressions · 28 organic clicks			

Across these English and Greek profiles: 2,505 impressions and 35 organic clicks.
Source: Google Search Console · Pages tab · 30 Jun–29 Sep 2026. Average positions are not fixed rankings.



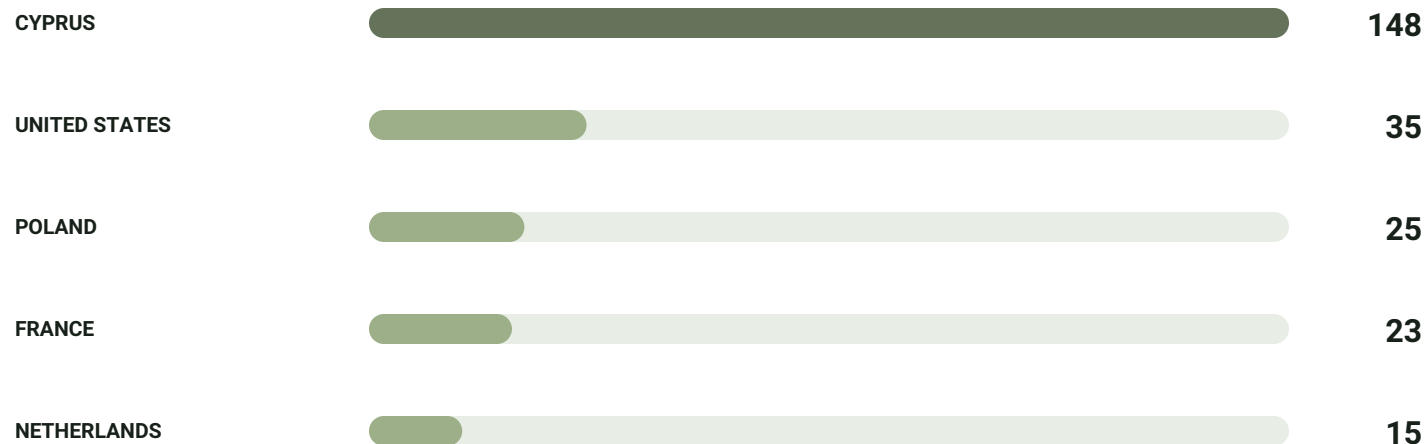


LOCAL + INTERNATIONAL REACH

Local search visibility. International audience reach.

137 of 170 Google Search clicks originated in Cyprus during the reporting period.
The website also recorded new users from several other countries.

NEW USERS BY COUNTRY · GOOGLE ANALYTICS 4



80.6% of Google Search clicks originated in Cyprus.

Sources: GA4 new users, 4 Jul–1 Oct 2026. Search Console clicks by country, 30 Jun–29 Sep 2026.





THE PATIENT JOURNEY

One system connects search demand to appointment action.

Doctors Cyprus is designed around the full discovery path—not a static directory listing.

01

SEARCH CAPTURE

Specialty and location pages match high-intent searches.

02

PROFILE + TRUST

Expertise, services, location and contact signals are clear.

03

APPOINTMENT ACTION

Patients can call, email or submit an appointment request.

04

TRACK + IMPROVE

Performance data informs visibility and conversion updates.



The aim: a clear route from Google visibility to an appointment request.



STRAIGHTFORWARD MEMBERSHIP

Choose the visibility level that matches your growth stage.

All prices exclude VAT. Annual plans include discounted rates.

STANDARD PROFILE

€19.99

/ month + VAT

€220 / year + VAT

- ✓ Dedicated doctor profile
- ✓ Specialty + location categorisation
- ✓ Services, treatments and gallery
- ✓ Contact details + appointment-request form
- ✓ Initial launch promotion
- ✓ Monthly profile analytics

FEATURED PROFILE

€49.99

/ month + VAT

€500 / year + VAT

- ✓ Everything in Standard
- ✓ Priority placement above standard profiles
- ✓ Homepage + specialty page features
- ✓ Featured healthcare professional badge
- ✓ Additional promotion + newsletter inclusion
- ✓ Ongoing priority profile updates



ALL-IN-ONE MEDICAL MARKETING

More than visibility. A complete growth system for your practice.

Beyond your profile, Doctors Cyprus provides the marketing services needed to attract patients, generate enquiries and measure performance.

WEBSITE DESIGN + DEVELOPMENT

Trusted websites and landing pages designed to convert patient interest into appointments.

SEO & GOOGLE VISIBILITY

Speciality, treatment and location-led optimisation for high-intent Google searches.

PAID ADS + LEAD GENERATION

Targeted Meta and Google campaigns with retargeting and measurable enquiry tracking.

CRM & AUTOMATION

Lead management, automated reminders and follow-up systems tailored to your practice.

CONTENT CREATION

Professional photography and videography for websites, campaigns and patient education.

HOSTING, MAINTENANCE & REPORTING

Ongoing website care, technical support and monthly performance reporting with continuous optimisation.



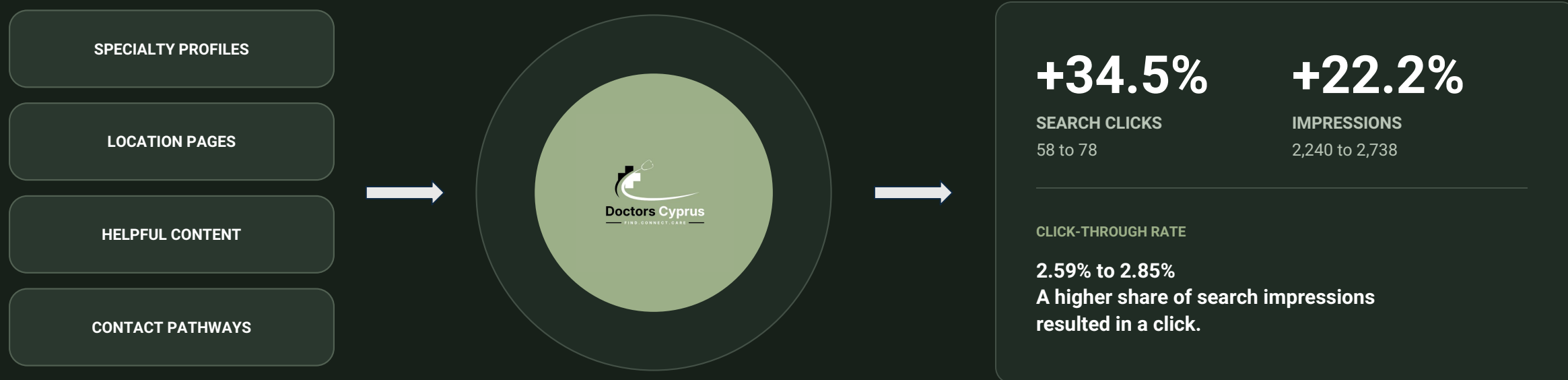
Membership builds visibility. Performance services turn attention into measurable growth.



LATEST 28-DAY COMPARISON

More search visibility. More organic clicks.

The latest 28-day period recorded more impressions and clicks than the preceding 28 days.
Latest: 2–29 September 2026. Previous: 5 August–1 September 2026.



Source: Google Search Console · Daily Chart data · Two consecutive 28-day periods ending 1 and 29 Sep 2026.
Percentage changes compare equal-length periods; search activity is not a count of confirmed patient enquiries.



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JOIN THE PLATFORM

Make your practice easier to find.

Build a credible profile with clear practice information, search visibility and a direct appointment-request pathway.



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