

Best Practices for Solo Provider Websites Under a Parent Healthcare Brand

Purpose

This guide outlines recommended business, SEO, content, and technical standards for physicians who maintain standalone websites while practicing under a larger healthcare organization.

The goal is to ensure solo provider websites support the parent practice brand, strengthen the physician's reputation, and avoid competing with the main practice website.

1. Decide Whether Solo Provider Websites Are Allowed

The practice should first define a clear policy.

- Option A: Do Not Allow Standalone Provider Websites**
Best for organizations that want full control over brand, SEO, patient acquisition, compliance, and analytics.

- Option B: Allow Standalone Provider Websites With Guardrails**
Best for organizations that want to support physician reputation building while keeping patient acquisition centralized through the main practice website.

2. Define the Role of the Provider Website

A solo provider website should function as a:

- Reputation platform
- Thought leadership hub
- Academic/professional portfolio
- Media and speaking archive

- Personal physician brand site

It should not function as a competing service-line SEO website or separate appointment funnel.

3. Required Branding Standards

Every solo provider website should include:

- Parent practice logo or approved brand mention
- Clear language that the physician practices with the parent organization
- Link to the physician's official provider profile on the parent website
- Link to the main practice homepage
- Links to relevant specialty/service pages on the parent website
- Consistent compliance/privacy language
- Approved photography and physician credentials

4. Appointment Scheduling Standards

All appointment-related calls-to-action should route patients into the parent practice's official scheduling workflow. Recommended CTAs:

- Schedule with Dr. [Name] at [Practice]
- Request an Appointment Through [Practice]
- View Locations and Scheduling Options
- Call [Practice Phone Number]

Avoid separate forms, unapproved phone numbers, third-party scheduling tools, or disconnected intake workflows.

5. Content Strategy Standards

Best Content for Solo Provider Sites:

- Physician biography
- Training and fellowship background
- Academic appointments
- Publications

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- Presentations
 - Awards
 - Media appearances
 - Research commentary
 - Speaking engagements
 - Personal care philosophy
 - Community involvement
 - Niche thought leadership

Content That Should Usually Live on the Parent Practice Website:

- Condition pages
- Treatment pages
- Procedure pages
- Location pages
- Insurance information
- General patient education
- FAQs about services
- Appointment and intake information
- Broad specialty SEO pages

6. SEO Standards

The parent practice website should remain the primary destination for high-intent patient acquisition keywords. Examples:

- Orthopedic surgeon near me
- Spine surgery [City Name]
- Knee replacement specialist
- Sports medicine doctor
- Shoulder pain treatment
- Hip replacement surgeon
- Urgent orthopedic care

The provider website should target physician-specific and reputation-based searches. Examples:

- Dr. [Name] orthopedic surgeon
- Dr. [Name] publications

- Dr. [Name] spine surgeon
- Dr. [Name] media appearances
- Dr. [Name] speaking engagements

7. Linking Standards

The provider site should link prominently to the parent practice website.

Recommended links:

- Header or footer link to parent practice homepage
- CTA link to official scheduling page
- Provider profile link
- Relevant service-line links
- Location links
- Patient resources link

Use descriptive anchor text rather than generic “click here” links.

8. Duplicate Content Rules

Avoid copying full condition, treatment, or procedure pages from the parent website onto the provider website.

If similar content is necessary, the parent practice website should be treated as the primary/canonical patient education source.

When decommissioning a provider site, useful URLs should be mapped to the most relevant pages on the parent practice website and redirected using 301 redirects.

9. Analytics and Governance

The practice should maintain visibility into:

- Traffic sources
- Appointment clicks
- Phone clicks
- Top landing pages
- Referrals to the main practice site

- Content updates
- Compliance language
- Provider profile accuracy

Note: Analytics and tracking configurations should be carefully evaluated to avoid introducing unnecessary HIPAA or privacy compliance risk on either the parent practice website or the standalone provider website. When possible, organizations should prioritize privacy-conscious, first-party analytics solutions such as Remedy Analytics. If third-party tracking platforms are used, we recommend consulting with your compliance and legal teams to ensure proper configuration, consent handling, and data governance policies are in place.

10. Recommended Site Structure

- Home
- About Dr. [Name]
- Expertise
- Research & Publications
- Media / Speaking
- Patient Resources
- Schedule at [Practice]
- Contact / Locations

11. Final Recommendation

Solo provider websites should be allowed only when they support the parent brand, reinforce the physician's expertise, and route patients back into the practice's official digital ecosystem.

For organizations that want a scalable approach, [Remedy CMS](#) can support branded, templated provider websites that give physicians a consistent, approved framework while preserving centralized control over branding, scheduling, SEO structure, content governance, and analytics.