

DOCTORS CYPRUS

HEALTHCARE SEARCH SYSTEM

03

Three doctors. Three specialties.
One repeatable organic growth
methodology.

One system earned first-page visibility across three specialties

119,493

SEARCH IMPRESSIONS

Across four properties and supplied reporting windows.

2,347

ORGANIC CLICKS

Recorded Google demand across the connected system.

3

MEDICAL SPECIALTIES

Dentistry · ENT · Gynaecology.

73

FORM SUBMISSIONS

Recorded by Dr Cos; phone and email excluded.

Executive interpretation

CREATE replicated one healthcare search architecture across Paphos, Limassol and Nicosia—then connected the proof through Doctors Cyprus.

Three specialties. The same first-page result.

Different doctors, cities and query sets
reached competitive organic territory.

The evidence now supports repeatability—not a single-project anomaly.

Healthcare discovery is fragmented across disconnected channels

PATIENT INTENT

Find the right specialist

By treatment, specialty, city, language, GESY status or proximity.

Clinic websites

Isolated practitioner authority

Hospital directories

Provider-led rather than discovery-led

Maps and portals

Fragmented comparison journeys

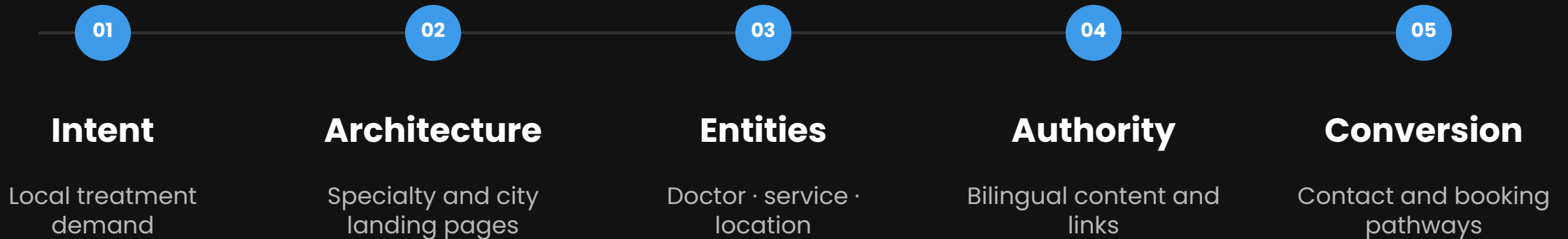
Social and referrals

Demand without compounding visibility

CREATE opportunity

Build the structured search layer connecting patient intent to verified healthcare entities.

The strategy connects intent, entities and authority in one system



The hypothesis

The same structured system can rank different medical entities in different cities.

Four properties operate as one machine-readable healthcare system

4

CONNECTED PROPERTIES

Three specialist sites plus the owned discovery platform.

93

LLM-VISIBLE ENTRIES

Public content and taxonomy entries across llms.txt files.

3

MEDICAL SPECIALTIES

Dentistry · ENT · Gynaecology.

SEARCH LAYER

Service + location pages

ENTITY LAYER

Doctor · specialty · city

AI LAYER

llms.txt · XML sitemaps

ECOSYSTEM

Profiles + discovery routes

CREATE repeated the implementation across three specialist markets

20 MAR '24



Dentistry
launched

27 NOV '24



ENT
launched

13 JAN '26



Gynaecology
launched

09 JUN '26



Directory
indexed

28 JUL '26



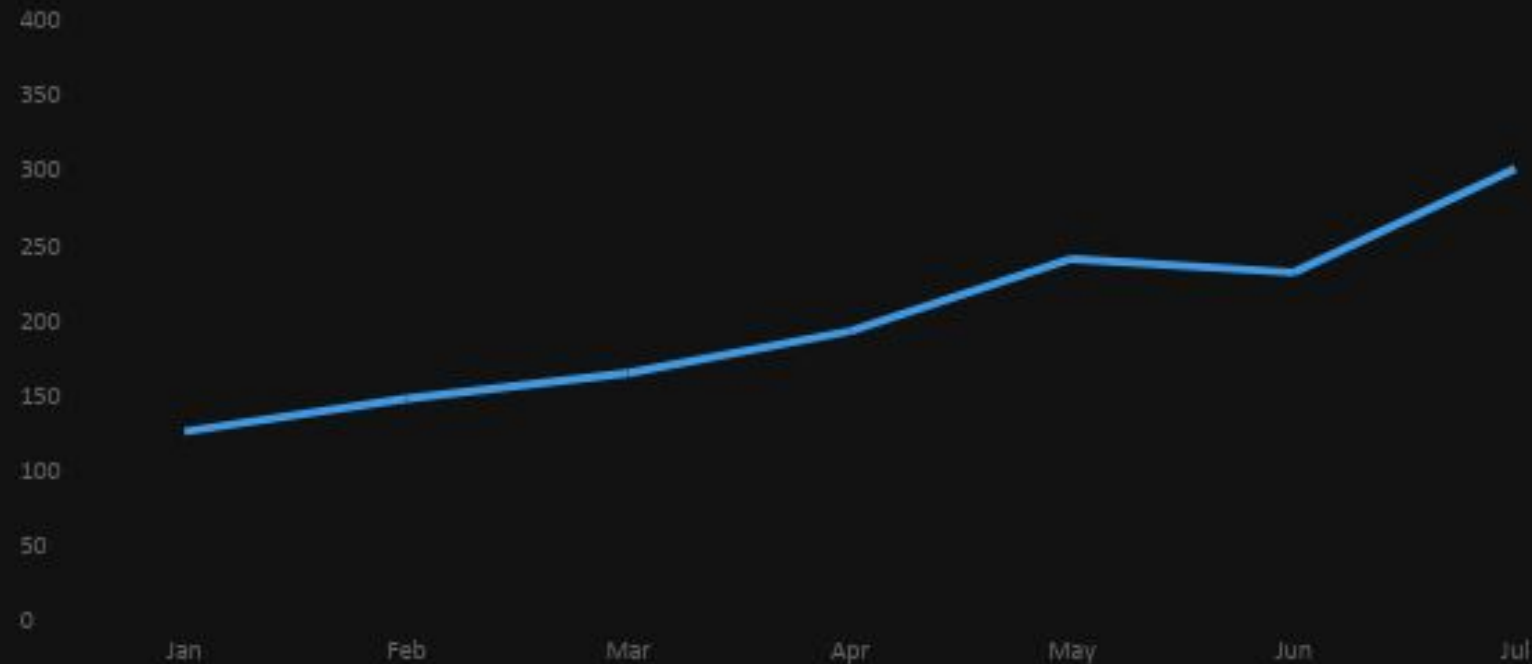
**System
validated**

3

SPECIALTIES

Paphos · Limassol
· Nicosia

Monthly organic clicks reached a new system high in July



300

JULY ORGANIC CLICKS

2.4×

JANUARY → JULY

All four properties contributed.

KEY INSIGHT

300

recorded organic clicks in July across the connected healthcare system.

Scale is compounding across properties—not moving from one success to another.

High-intent healthcare queries rank on page one across three cities

QUERY	POSITION	CLICKS	IMPRESSIONS
dentist paphos	9.44	8	836
ent doctor limassol	3.29	111	2,358
otolaryngologist limassol	5.18	60	1,135
gynecologist nicosia	2.99	7	402
γυναικολογος λευκωσια	1.27	11	233
doctors cyprus	7.78	4	36

Interpretation

The system is earning generic patient demand—not relying on practitioner-name searches.

Dentistry proves search visibility can convert into enquiries

28,477

SEARCH IMPRESSIONS

Recorded across the supplied reporting window.

675

ORGANIC CLICKS

423 clicks came from Cyprus.

9.44

"DENTIST PAPHOS" POSITION

First-page visibility for the core local query.

73

FORM SUBMISSIONS

Recorded contact forms; phone and email excluded.

Executive interpretation

Dr Cos converts first-page local dental demand into measurable enquiries—validating both visibility and commercial intent.

ENT proves the system can sustain first-page visibility at scale

74,144

SEARCH IMPRESSIONS

The largest specialist visibility footprint.

1,336

ORGANIC CLICKS

1,181 clicks came from Cyprus.

5.01

AVERAGE POSITION

Across the complete reporting window.

3.29

"ENT DOCTOR LIMASSOL" POSITION

111 clicks and 2,358 impressions.

Executive interpretation

Dr Katerina combines sustained top-five visibility, strong Cyprus demand and a 95.2% non-brand query mix.

Gynaecology proves the system can reach top-three territory rapidly

15,574

SEARCH IMPRESSIONS

Built from a January 2026 launch.

305

ORGANIC CLICKS

281 clicks came from Cyprus.

3.46

LATEST 30-DAY POSITION

Improved from 7.71 in the first 30 days.

1.27

GREEK LOCAL QUERY POSITION

“γυναικολογος λευκωσια”.

Executive interpretation

The newest specialist site reached top-three territory within six months; 92.7% of visible query impressions are non-brand.

Doctors Cyprus extends specialist authority into an owned discovery layer

1,298

SEARCH IMPRESSIONS

Visibility established from a zero baseline.

31

ORGANIC CLICKS

Recorded during the first 57 days.

9.58

AVERAGE POSITION

Estimated impression-weighted position.

16.2×

VISIBILITY GROWTH

Latest 28 days versus opening 28.

Executive interpretation

The platform reached first-page territory within 57 days, proving CREATE can compress time-to-ranking while building a national healthcare layer.

Three specialties now function as independent first-page search assets

118,195

SPECIALIST IMPRESSIONS

2,316

ORGANIC CLICKS

95.6%

NON-BRAND SHARE

of exported query impressions

Dr Cosma
Giannakopoulos

28,477 impressions · 675 clicks

73 recorded form submissions

Dr Katerina Panagiotidi

74,144 impressions · 1,336 clicks

Average position 5.01

Dr Dimitrios Grigoriou

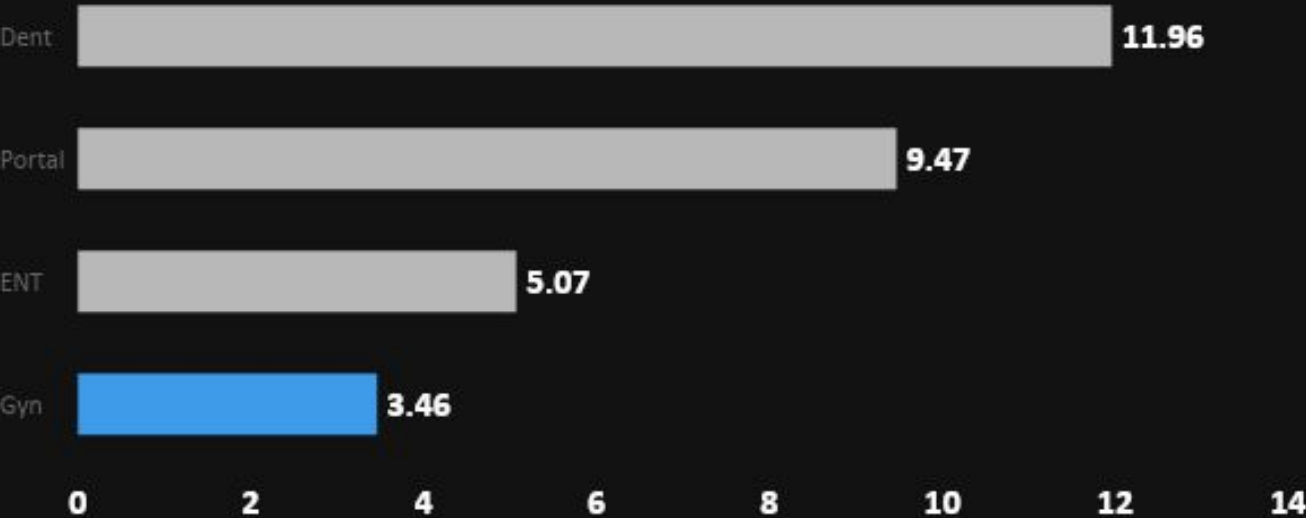
15,574 impressions · 305 clicks

Average position 3.61

Dentistry proves conversion. ENT proves scale. Gynaecology proves speed.

Every property now occupies competitive organic territory

AVERAGE POSITION · LATEST 30 COMPLETE DAYS



Lower position is better. Query mix differs by property.

95.6%

NON-BRAND QUERY IMPRESSIONS

Within exported query rows

Cyprus click share 81.4%

Mobile click share 69.0%

First-page visibility is distributed across individual sites and the owned platform.

KEY INSIGHT

Three specialties. One repeatable first-page outcome.

Dentistry. ENT. Gynaecology. Different patients,
cities and query sets.

**The result transfers from individual practitioners to the Doctors Cyprus
discovery layer.**

Local, mobile demand is distributed across every healthcare property

2,347

SYSTEM ORGANIC CLICKS

81.4%

CYPRUS CLICK SHARE

ORGANIC CLICK DISTRIBUTION		EVERY PROPERTY CONTRIBUTES	
PROPERTY		CLICKS	SHARE
Dr Cos		675	28.8%
Dr Katerina		1,336	56.9%
Dr Dimitrios		305	13.0%
Doctors Cyprus		31	1.3%

1,598 mobile clicks · 69.0% of system total

The proof is distributed across practitioner sites and the owned platform.

LOCAL DEMAND

81.4% Cyprus clicks

MOBILE DEMAND

69.0% mobile

95.6% non-brand

Visibility is repeated across three specialties—and dentistry proves conversion

VALIDATED

119,493 search impressions
2,347 organic clicks
73 recorded form submissions
22 AI-assistant sessions

EVIDENCE BOUNDARY

Forms verified only for Dr Cos
Phone and email enquiries excluded
Contact views are not appointments
Reporting windows differ

73

FORM SUBMISSIONS

Recorded by Dr Cos; direct enquiries excluded.

NEXT SCALE LAYER

Conversion tracking

Appointment attribution

More specialties

Platform expansion

EXECUTIVE CONCLUSION

CREATE did not rank one doctor.

It built one system that wins across three specialties & many more coming soon.

INDIVIDUAL SITES

Proof across specialties

DOCTORS CYPRUS

Owned distribution layer

CREATE

Repeatable methodology

CREATE