

Praxis360: A Leading Healthcare Digital Marketing Agency in India

Praxis360 Expands Its Healthcare Digital Marketing Focus Across Medical Specialties, Building on Its Experience in Dental Marketing.

MUMBAI, MAHARASHTRA, INDIA, August 31, 2026 /EINPresswire.com/ -- [Praxis360](#), a healthcare digital marketing agency in India, is strengthening its focus on providing specialized digital marketing solutions to doctors, clinics, hospitals and healthcare organizations across a wide range of medical specialties.

The agency has developed extensive experience in healthcare marketing, with dental practices representing an important part of its work. Over time, Praxis360 has also worked with healthcare professionals across specialties including dermatology, neurology, physiotherapy and urology. The agency is now further strengthening its presence across medical specialties in India while continuing to serve healthcare clients in international markets.

The logo for Praxis360 features the word "PRAXIS" in a bold, sans-serif font. The letter "A" is replaced by a stylized red icon consisting of two interlocking triangles forming a larger triangle.

Marketing For Doctors By
Doctors"
Praxis360 Marketing Pvt. Ltd.

Why Healthcare Requires a Specialized Digital Marketing Approach

Healthcare marketing is different from marketing for most other industries. Patients often research a doctor, specialist, treatment or healthcare facility before making a

decision. Their journey can involve Google searches, Google Maps, medical websites and digital advertising before they contact a practice.

This makes it important for healthcare professionals to have a digital presence that is not only visible but also professional, informative and aligned with their specialty.

Praxis360 focuses specifically on healthcare, allowing its digital strategies to be developed around factors such as medical specialty, location, services, competition and patient search behaviour.

"Every medical specialty has its own digital landscape," said a spokesperson for Praxis360. "The way a patient searches for a dermatologist can be very different from the way someone looks for an oncologist, orthopaedic surgeon or fertility specialist. Our approach is to understand the specialty and the practice first, and then build the digital strategy around it."

Healthcare-Specific Digital Marketing Services

Praxis360 provides digital marketing services specifically for healthcare professionals and organizations.

Its services include:

[Healthcare SEO](#) for doctors, specialists, clinics and hospitals

Local SEO for doctors and clinics to improve visibility in location-based searches

Google Business Profile optimization for healthcare practices

Medical website design and development focused on professional presentation, usability and mobile accessibility

Healthcare Google Ads for search-based patient acquisition campaigns

Healthcare Meta Ads for targeted campaigns across Facebook and Instagram

Healthcare brand identity and brand kit development for a consistent professional presence

Rather than offering a generic digital marketing package, Praxis360 develops strategies based on the individual requirements of each healthcare practice.

Specialties Served by Praxis360



Praxis360 provides digital marketing support to healthcare professionals and organizations across a broad range of specialties, including:

Bariatric Surgeons, Cardiologists, Chiropractors, Dermatologists, ENT Surgeons, Endocrinologists, Gastroenterologists, Gynecologists, Haematologists, IVF and Fertility Specialists, Neurosurgeons, Ophthalmologists, Oncologists, Orthopaedic Surgeons, Paediatricians, Physiotherapists, Plastic Surgeons, Rheumatologists, Rehabilitation Centers, Urologists and Coloproctologists.

The agency works with individual doctors as well as clinics, hospitals and rehabilitation centers, developing digital strategies according to their specialty, location and business objectives.

Expanding Beyond Dental Marketing in India

Dental marketing has played a significant role in Praxis360's growth and remains an area of expertise for the agency.

As the agency's healthcare experience has expanded, its focus has increasingly moved toward supporting a broader range of medical specialties. Praxis360 is currently not taking on new dental projects in India, allowing it to concentrate its Indian market efforts on other medical and allied healthcare specialties.

At the same time, the agency remains open to working with dental practices in international markets, enabling Praxis360 to continue leveraging its dental marketing expertise outside India.

This represents an evolution in the agency's market focus rather than a departure from its dental experience.

About Praxis360

Praxis360 is a healthcare digital marketing agency in India providing specialized digital marketing services to doctors, clinics, hospitals and healthcare organizations across India and international markets.

The agency focuses on healthcare-specific SEO, local SEO, [medical website development](#), Google Business Profile optimization, Google Ads, Meta Ads and healthcare brand development.

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