

CallRail

Customer Story

Improving lead quality and refining SEO

The Botnick Law Firm's success with CallRail



Learn how a Cleveland-based law firm transformed its marketing and operations with targeted tracking and AI-powered insights.

TECH STACK

Call Tracking

Form Tracking

Premium Conversation Intelligence™



INTEGRATIONS

MyCase Pro

GA4

Google Ads

Google Business

Webhooks

Expanding client base drives the need for smarter lead tracking and intake

Founded over a decade ago, **The Botnick Law Firm** is a Cleveland-based law firm specializing in DUI and criminal defense. The firm has grown steadily, expanding from a solo practice to a team of four attorneys. With a reputation for strong client advocacy and success in high-stakes cases, the firm has become a trusted name in the local legal community.



Challenge

As The Botnick Law Firm expanded, managing client inquiries became increasingly complex. To streamline operations, the firm first adopted a comprehensive CRM and case management capabilities. This simplified handling client information and managing cases as the team grew.

As their marketing efforts ramped up, the firm's need for deeper insight into lead sources became clear—especially to measure the effectiveness of digital advertising platforms. Recognizing this, they hired the marketing agency **ZillaMetrics**, who introduced the firm to CallRail to track calls, forms, and chat interactions. Impressed by CallRail's ability to identify which specific marketing efforts were generating the most valuable leads, the firm quickly realized the potential for a holistic look at their marketing efforts.

The integration between CallRail and their CRM enabled all tracked data—such as call recordings, form submissions, and chat logs—to be automatically synced into their CRM, directly linking marketing efforts with client conversion and case management. This streamlined client management and provided clearer insights into which marketing channels drive the most valuable leads, benefiting both The Botnick Law Firm and ZillaMetrics.

Although initially hesitant to adopt AI tools, the firm soon embraced the use of AI through CallRail's **Premium Conversation Intelligence™**, which automated the analysis of call transcripts by providing **call summaries** and identifying **keywords**. This integration with their CRM has allowed the firm to align keywords from calls with their SEO strategy.

The ZillaMetrics team regularly checks if keywords from calls match those they're targeting on the firm's web pages, honing the content to ensure it's optimized for both SEO and organic search results. This approach has helped them fine-tune their website and attract more targeted, quality clients.

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The team over at ZillaMetrics said it would be a lot easier if we had [CallRail's] AI because we could more easily find keywords...and **WOW, the accuracy!** Now, I have the whole summary right there.

Robert Botnick,
Founding Partner

JB | THE BOTNICK
LAW FIRM, LLC



CallRail enhances lead qualification with AI-powered insights

When Botnick decided to bring in CallRail, the setup process was smooth. CallRail already had an existing integration with their CRM, so there were no disruptions to the firm's daily operations. This gave ZillaMetrics the visibility they needed to manage the firm's lead pipeline effectively.



“Everybody's got to qualify their leads. But when you have a ton of calls to go through, [CallRail's] AI just makes that workflow so much faster”

Matt Burke, CEO



The firm also quickly started seeing the benefits. Call Tracking provided clear insights into where their leads were coming from, helping them figure out which marketing channels were actually working. This took a lot of the guesswork out of evaluating their advertising efforts and allowed them to allocate their resources more strategically.

For example, by reviewing call summaries, the firm could quickly spot high-value clients and prioritize follow-ups. This meant they could follow up faster on serious cases, reducing the chances of losing potential clients to a competitor.

The team also monitored average call time as a quick indicator of lead quality, using it to identify and mitigate spam calls or hangups. Burke noted, “With CallRail, we often look at average call time as a quick indicator of lead quality or identifying and mitigating spam calls or hang-ups. We’re looking from the CallRail end to view the reports and compare them month to month to monitor this.”

These improvements in lead qualification have allowed the firm to focus on clients who are more likely to need their services, cutting down on time spent on less promising leads.



“If someone calls today but is scheduled for a follow-up on Friday, and I see in the transcript that it’s a serious case, I want to call them back today. I don’t want them calling someone else tomorrow, so that helps me stay ahead.”

- Robert Botnick, Founding Partner of The Botnick Law Firm.

Data-driven decision-making refines marketing strategy

Integrating CallRail has transformed how The Botnick Law Firm evaluates its marketing efforts, particularly in assessing the effectiveness of marketing channels like AVVO, Google Ads, and organic search.

“I can go back to, for instance, to AVVO when they want to charge me more, and I can tell them, here's why I'm not going to pay you more because you've only generated X number of dollars for us”

–Robert Botnick, Founding Partner at The Botnick Law Firm.



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With the ability to track where each lead originates, the firm can also pinpoint which marketing channels bring in the most valuable clients. This clarity has allowed them to invest resources more strategically, ensuring their marketing budget is used effectively.

“We’ll look at the lead report to see how many actual cases came in from these different sources,” says Botnick.

The data from CallRail doesn't just guide marketing decisions—it also plays a crucial role in shaping the firm's content strategy. ZillaMetrics leverages the firm’s call transcripts to refine their content approach, helping them identify what blog topics will most likely generate leads. By analyzing call transcripts and keyword data, they can tailor content to address the specific concerns and language patterns of potential clients.

“The data from CallRail lets us identify blog topics that have generated leads, helping shape our content calendar. I’m not talking about obvious pages like the homepage—I mean specific topics you wouldn’t know about without CallRail and CRM data.”

- Matt Burke, CEO of ZillaMetrics.



The insights gained from Call Tracking and Premium Conversation Intelligence have enabled Botnick and ZillaMetrics to make smarter, data-driven decisions about the firm’s marketing strategy. For example, by identifying which channels weren't performing well, the firm could shift its budget to more successful avenues, leading to better conversion rates and overall results.

These informed adjustments have not only improved the firm’s marketing efficiency but also supported sustained growth and better business outcomes.



“Now, I have the whole summary right there. And it's just so fantastic how we're able to have that and have the keywords in the emails. And, the team is looking at how these keywords line up with what we're trying to include as keywords on our different pages and understand how that works with the SEO and the organic.”

-Robert Botnick, Founding Partner at The Botnick Law Firm.

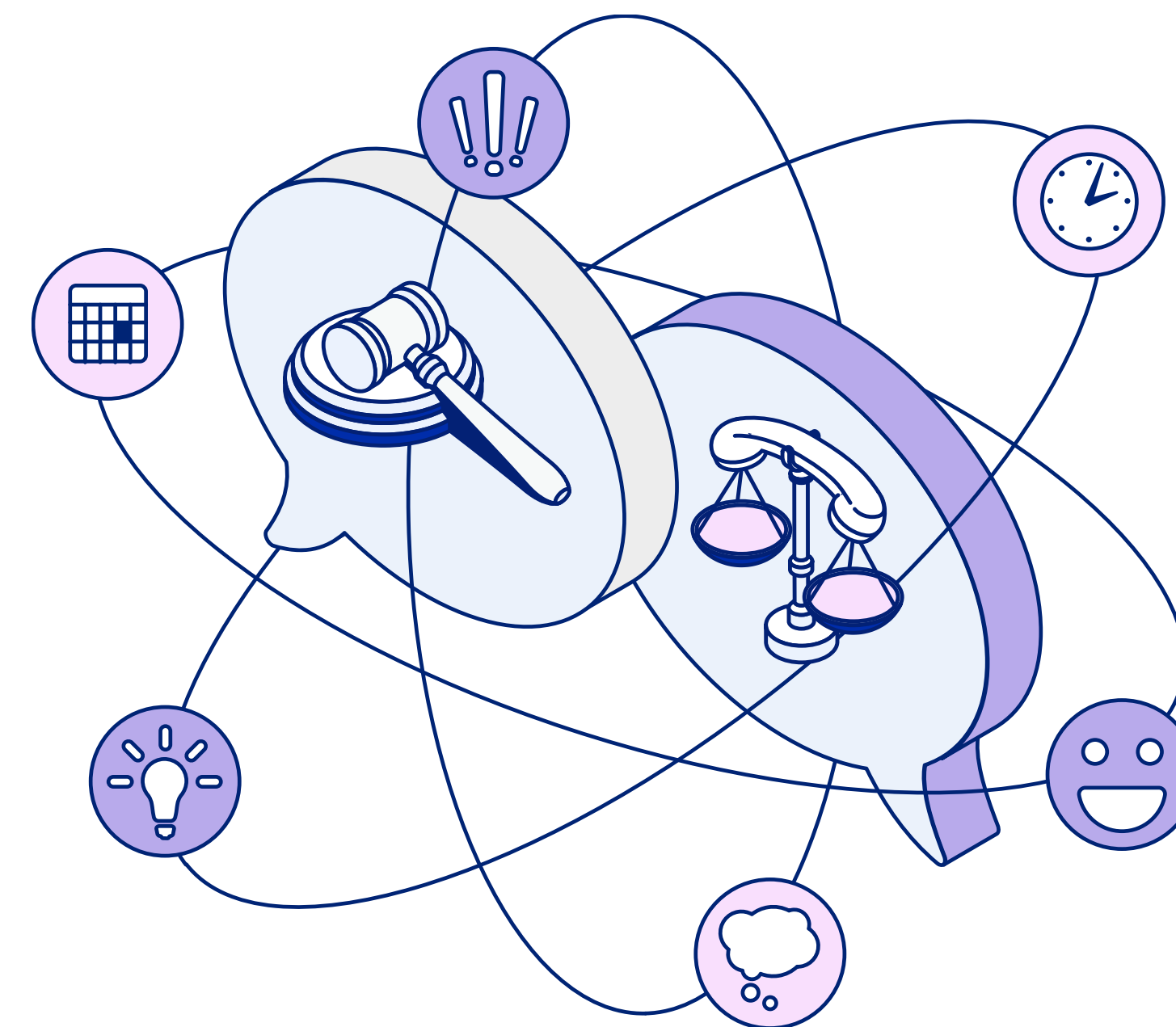
Targeted insights drive greater marketing precision

Building on the success of adding CallRail, Botnick has discovered additional benefits he didn't expect. One of the most surprising was their ability to identify unqualified leads—like those from other states with similar city names—allowing them to refine their SEO settings and focus on attracting clients from the right geographic areas.

“One issue we encountered was people calling for a Cleveland criminal lawyer. We're practicing in Cleveland, Ohio, but there are Clevelands all over the place. With this data, we could adjust our SEO settings and block out certain geographic locations so we were attracting the right clients. Access to this level of detail is invaluable—I love it.”

- Robert Botnick, Founding Partner at The Botnick Law Firm

The insights gained from CallRail have streamlined The Botnick Law Firm's operations and significantly improved their marketing strategies. By understanding exactly where their leads are coming from and ensuring they align with the firm's target areas, they have optimized their resources in order to focus on the most valuable clients. This level of precision has become an indispensable part of their practice, reinforcing their competitive edge in a crowded legal market.



“You can’t operate without CallRail—it’s like a Swiss Army knife for marketers. It gives you the one piece of data you need to actually understand your cost of acquisition across every marketing channel.”

- Robert Botnick, Founding Partner at The Botnick Law Firm

Ready to transform your law firm’s operations?

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