

CallRail

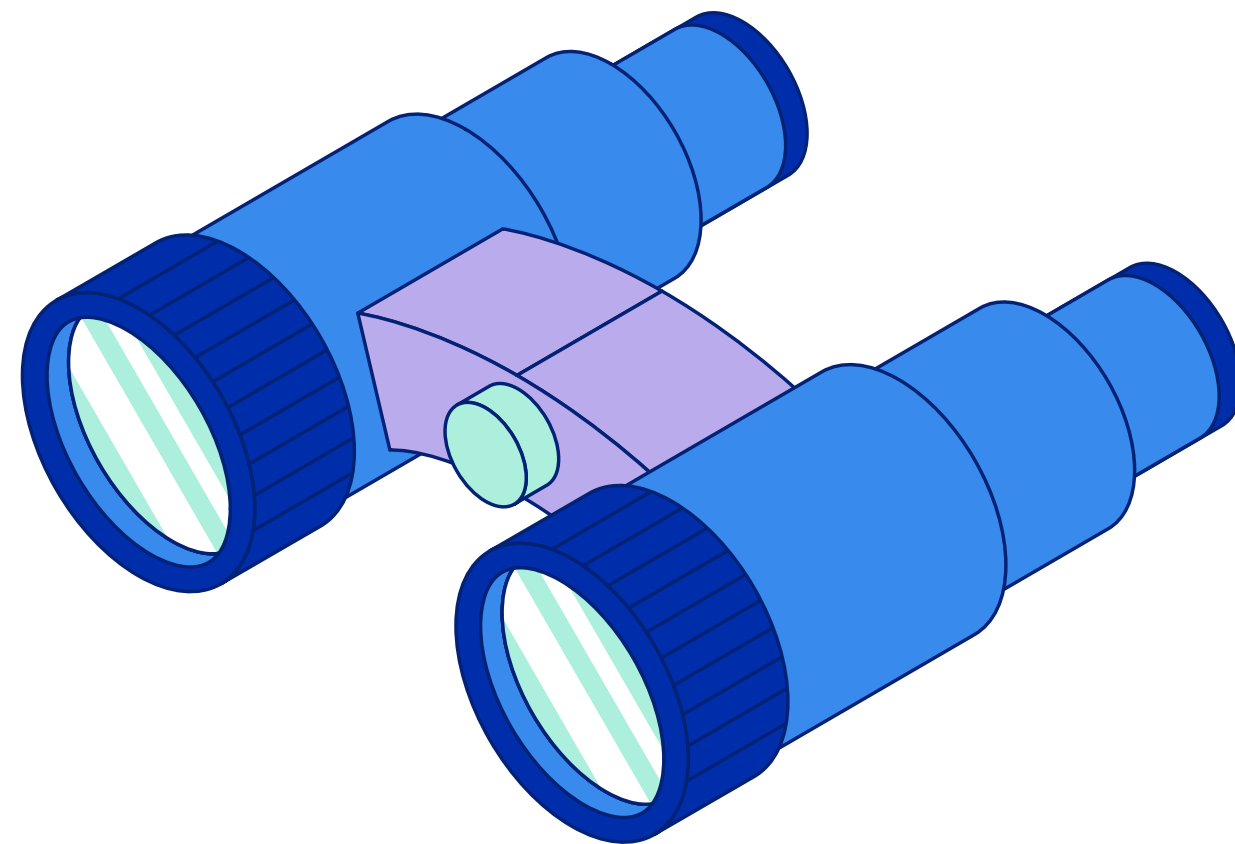
Case Study

How two healthcare marketing firms leverage keywords for growth



Keywords are the silver bullet healthcare marketers need to optimize their marketing. Keywords can help marketers track their marketing efforts, identify weaknesses in customer service, and even explore new service lines. Without keywords, marketers are left guessing which channels are working and which are ineffective.

With costs per lead increasing, **79% of CallRail healthcare clients** reported focusing on their websites and SEO to generate more leads in 2024. But which keywords work? And how do you effectively use keyword data to drive your marketing strategy? We asked two healthcare-focused marketing agencies how they use keywords to provide their clients with illuminating data and targeted strategies to advance their practices.



4 types of keywords

Informational: Informational keywords indicate that your customer is in information-gathering mode. Healthcare practices can use these keywords, like ‘how to,’ ‘benefits of,’ or ‘what is’ to ascertain what types of services or offerings their patients want.

Navigational: Looking for directions? Whether patients need to find your office or your payment portal on your website, navigational keywords, like ‘company name’s blog’ or ‘where is,’ help them get there.

Commercial: Healthcare decisions can be incredibly costly, and more people are comparison shopping, especially if the service is not covered by insurance. Finding mentions of ‘best,’ ‘top-rated,’ or ‘reviews’ indicates that patients are gearing up to make a decision.

Transactional: When patients are ready to book, you’ll see transactional keywords, such as ‘book appointment’ or ‘order labs.’ These keywords spur patients to action, offering them the options to book, buy, or subscribe.

Precision Marketing Partners optimizes keyword data for PPC tracking

Precision Marketing Partners is a digital marketing firm specializing in healthcare and other professional services marketing. They saw the value of uncovering keywords through CallRail's Call Tracking early – they've been a client since 2013 and partner since 2019. Now, they enjoy the safety of a CallRail Healthcare Plan, which utilizes a Business Associate Agreement, redaction, and detailed call logs to support HIPAA compliance.



“We have one client where we actually pay for CallRail out of our own commission so that we have the data to show. It’s an important piece.”

–Greg Fawcett, owner of Precision Marketing Partners



Greg Fawcett, owner of Precision Marketing Partners, says that finding informational keywords is integral to creating effective web content strategies for their clients. Many patients find practices by researching areas of concern, leading them to clinicians specializing in those areas. Identifying frequently used informational keywords has helped Precision Marketing Partners tailor their clients' service offerings to what patients want most.

“The keywords that CallRail reveals are real data specific to each client; that’s even more valuable than general search volume data,” Fawcett says.

CallRail's Conversation Intelligence, including call summaries and keyword visualizations, can also help Precision Marketing Partners with its clients' pay-per-click (PPC) strategy. For instance, once those informational keywords are identified from calls, the agency can adapt their PPC strategy accordingly. Fawcett says that these metrics are essential for determining the success of their PPC campaigns since CallRail integrates seamlessly with other analytics services like SEMrush and Weave.

Operation Dental targets transactional keywords to hone their messaging

For David Womble, Chief Marketing Officer at [Operation Dental](#), keywords are the handle they need to pull targeted data out quickly and efficiently. With 16 active dental office clients, HIPAA support – CallRail’s HIPAA support through its Healthcare Plans offered exclusively for healthcare providers – is an essential feature.

Womble says that using the analytics tools built into CallRail’s Call Tracking software has helped identify recurrent keywords that reveal their most effective strategies. They have also trained staff to focus conversational scripts in ways that prompt keywords during calls.

“A lot of it is digging through the call summaries and figuring out how we’re being found,” Womble says.



“If we’re seeing the same keywords repeatedly, we can use that to tone down that strategy and even some of our messaging. It allows us to adjust our messaging and match what they’re asking for.”

–David Womble, Chief Marketing Officer at Operation Dental



Operation Dental also uses keywords to analyze marketing spend across channels. Womble says that using informational and transactional keywords helps the agency track the customer journey and quantify the top-performing channels. This way, they invest only in profitable channels, which helps reconfigure their clients’ marketing budgets to increase ROI.

While informational keywords may not result in an immediate conversion, they drive content strategy on their website and social platforms that build authority and trust, vital qualities in the healthcare space. Creating long-term relationship-building opportunities can lead to those patient relationships down the line.

More than marketing: Keywords identify areas of service opportunity

Womble says that informational keywords can also help identify areas where service or knowledge breakdowns may prevent patients from booking.



“From a company standpoint, CallRail helps us with our quality. It helps us make sure the staff is doing what they’re supposed to do to give the customer their best experience. It’s not specifically marketing, but it helps us create a consistent, top-notch experience.”

–David Womble, Chief Marketing Officer at Operation Dental



Likewise, Precision Marketing Partners uses call transcriptions and summaries to show proof of concept to their clients.

“Hearing calls really provides a level of comfort for our clients – they can hear a proof of concept when we’re running digital campaigns,” Fawcett says. “It also helps their processes too. If they have a bad apple answering the phone, that can kill their business. If we find a weak link, we raise it to them so it can be corrected.”

In addition to honing customer service strategies, keywords and call transcriptions can help identify new service lines. Although many practices have a standard set of expected keywords, sometimes, outliers can be discovered that result in changing strategy.

For example, Operation Dental found an uptick in mentions of dental implants for one of their dental offices, which popped out at analysts when using CallRail’s keyword visualization. The practice hadn’t been running any ads featuring dental implants but leaned into the rising mentions to pivot their paid ad strategy. The successful campaign led to increased profits and a newly focused service line.

Maximize your marketing impact with more keyword insights

For healthcare marketers like Operation Dental and Precision Marketing Partners, CallRail's unique ability to identify trending keywords empowers them to pivot their marketing quickly and efficiently. Experience how CallRail can inform your keyword strategies and deliver the marketing impact you need.

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