

3 Keyword insights every healthcare provider needs

In the healthcare industry, a strong keyword strategy is essential for reaching local patients, being found by those searching for providers, and effectively communicating your services and specialties.

Calls contain a wealth of valuable information, from patient inquiries and service requests to common concerns and keywords they use. Here's a breakdown of how your call information will help you develop strong, cost-efficient strategies for keywords, pay-per-click (PPC), ads, and search engine optimization (SEO).



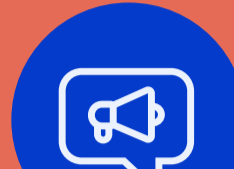
1. Keyword strategy

Connect with patients on their terms

Attract and engage patients by using the terms and phrases they use and search for. These keywords will inform your content, PPC, and SEO campaigns so that they resonate with your prospects. You can also use the information to improve your practice by adding services that patients commonly search for in your area.



Healthcare marketing tip: When choosing call tracking and AI tools for keyword research and optimization, ensure they support HIPAA compliance. These tools protect patient privacy through encryption, automated redaction of personal health information (PHI), and a Business Associate Agreement (BAA) with your organization.



Localize your strategy



Optimize for location-specific terms and ensure your Google My Business profile is up-to-date.

Refine your services



Once you know what types of services patients in your area are searching for, you can refine and add services accordingly.

Improve conversations

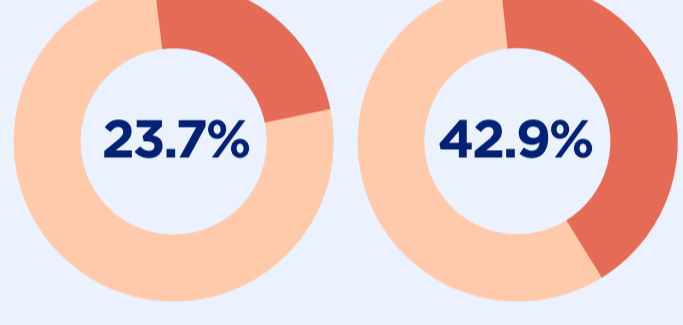


AI-driven sentiment detection tools using smart technologies that support HIPAA compliance can help you identify dissatisfied patients or leads, so you can quickly resolve issues.

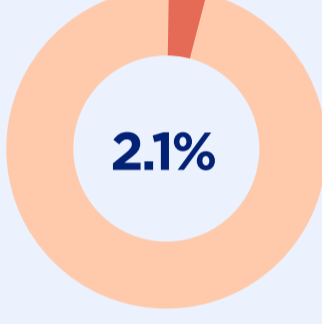
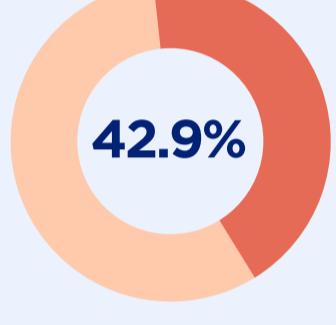
“Not only do I know exactly what campaigns and keywords they clicked on, I know if they converted and have a much better view of whether they’re actually a lead.”

-Lauren Anderson
Sr. Digital Content Strategist & Copywriter at Baptist Health

Cornerstone Foot Care improved lead generation by 120% a month by integrating call tracking with its Google Ad campaigns, which resulted in 40% revenue growth.



first organic search result in Google gets 23.7% to 42.9% of page clicks



while top ads only get 2.1% of clicks

2. SEO strategy

Fine-tune keywords for better results

SEO strategy is a long game, but it is usually more cost-effective than paid advertising. The first organic search result in Google gets **23.7% to 42.9%** of page clicks, depending on whether it's included in **Google's Local Pack**, an AI overview, or a snippet, while a top paid result gets only **2.1%** of the clicks.

Healthcare keywords can be competitive, so the quality of your content is key. Well-planned content that answers common health-related questions will help your patients find you in their organic search results.

Be thoughtful with your content



Accuracy is essential in healthcare, so it's important to be intentional with your website content, while also using a conversational tone with keyword diversity.

Encourage patient reviews



Patient reviews impact SEO because search engines consider them in results placement and whether your practice is included in Google's "Local Pack."

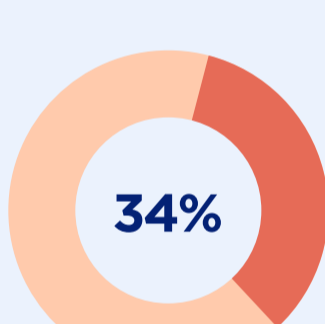
Scale your strategy with AI



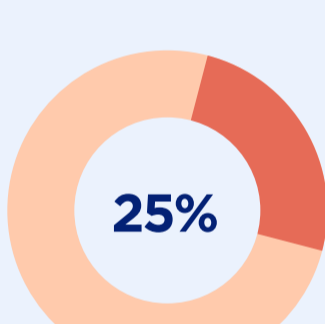
Call tracking can help identify top-performing keywords, then AI tools can use them to generate SEO-focused outlines for content that attracts and engages prospects.

Top conversation drivers in healthcare

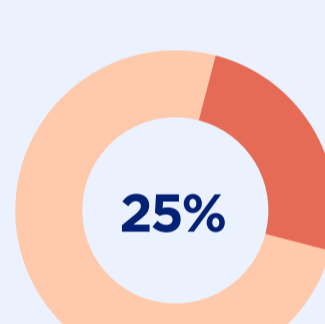
- "From conversations to conversions: How small businesses can market smarter" report



Google Ads



Organic search



Google My Business

“Senior living communities can use call tracking information to optimize their marketing campaigns with personalized and effective messaging delivered on the channels they know will drive leads rather than spreading their efforts across multiple channels that may not have an impact, resulting in saved time and money.”

-Nicole Horning
SmartBug

3. PPC strategy

Lower campaign costs with keyword insights

With the right ads and tactics, PPC can be effective even in the short term. It can be easy to spend a lot on paid campaigns, so it's important to focus keywords, optimize ad content, and use negative keywords to ensure your ads are shown to relevant prospects.

Much of the work and investment you put into keyword marketing will go to waste if you're not prepared to put in with and close on leads. When a patient is eager to speak with a healthcare professional, and no one answers their call, it is **unlikely they will call back**. Unfortunately, healthcare has the highest missed call rate among the four major industries we analyzed. To capture more leads, ensure every caller gets a response even when you can't answer right away.



Be prepared to capture leads



When it's after office hours or your staff is busy, use automated responses and advanced call flows to ensure follow-ups.

Refine ad spending over time



Track calls to see which keywords and ads are driving the most calls so you can optimize your spending.

Continuously improve your strategy



Review aggregated information about the phrases your patients are using to identify trends and adjust keywords accordingly.

“We were skeptical of online ad campaigns because we didn't know how the tracking worked, or the tracking worked behind it. After our first month, we saw how effective the ads were as our phone was ringing off the hook.”

-Dr. Ciccerio,
Cornerstone Foot Care

Of four major industries that depend on calls for leads, healthcare has the highest rate of missed calls at 32%.



Tap into the power of keywords with CallRail

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