

Top 9 Terms That PE Firms **MUST Rank** for in 2020

THE RESEARCH

We have a Huge knowledge base of data from working with private equity firms over the years and we found that it was easy to take that data and pair it with new research for each year to identify easy opportunities that firms can take advantage of.

For this research we wanted to find what the top search terms for 2020 would be for private equity firms. We identified **9 MUST Rank For** terms that if you can crack the top 3 positions in either maps or natural text results (or both) then you will be guaranteed new investors.

During our research we considered search volume (how many times the search was conducted), if the term resulted in a large number of scholarly results, and if the results returned many national competitors vs regional competitors.

In addition we evaluated whether or not the results returned maps listings vs natural text listings (non-map and non-ads results) or both.

All of this brought our research down to 200 terms and out of those search terms we found 9 terms that will give you the biggest return on investment if you can get into the maps or top 3 natural text listings.

THE TOP 9 TERMS

1. Private Equity Firms in [Your City] *NYC, Dallas, etc.
2. Commercial Real Estate Investment Firms
3. Fintech Private Equity
4. Healthcare Private Equity Firms
5. Technology Private Equity Firms / Tech Private Equity Firms
6. Private Equity Manufacturing / Manufacturing Private Equity Firms
7. Software Private Equity Firms
8. Restaurant Private Equity
9. Retail Private Equity / Retail Private Equity Firms

How Do You Currently Rank For These Terms?

If you Don't Rank for these terms and want to find out how you can,
Then contact us to learn more!



Contact

John Bracamontes

john@acumenstudio.com

618-531-7315