

Getting Specific with Generic Search Terms

These are examples of highly-competitive generic terms and suggestions on how to get more specific.

- Business attorney → International business attorney →
International mergers & acquisitions attorney
International employment law attorney
- Business coach → Business coach for women →
Leadership coach for female executives
Career coach for female entrepreneurs
Career coach for Boston c-level females
- Photographer → Business photographer →
Business headshot photographer
Business product photographer
Corporate event photographer
- Personal trainer → Personal Trainer for females →
Personal trainer for female golfers
Personal trainer for elite high school female athletes
- Real estate agent → Central Mass real estate agent →
Central Mass real estate agent for first-time buyers
Over 55 real estate agent Central Mass
- Quickbooks trainer → Metrowest Quickbooks trainer →
Metrowest Quickbooks trainer for startups
Metrowest Quickbooks trainer for bookkeepers
Quickbooks set up for Metrowest start ups
- Jeep tours → 4-Wheeling Jeep tours →
4x4 Jeep tours Moab UT
Off Road Jeep tours, Canyonlands, Moab UT
Guided 4-Wheeling Jeep tours Canyonlands, Moab UT