



**SECRET 1**  
**USE YOUR  
COMPETITION TO  
GET AHEAD**

## Use Your Competition to Get Ahead

Imagine if you could find out exactly what Google thought was the best digital marketing solution for your local market. Well, you can. All you need to do is perform a Google search for your most important keywords and you'll see exactly which websites are generating the top placements in the search results.

**My number one recommendation for you is this:** find out who your top competitors are and then figure out what it will take to reverse engineer what they are doing — how they are ranking in those top spots.

In theory, if you were able to replicate your competitors exactly, you could generate the same results. Of course, we don't want to just copy our competitors — we want to do better, to be better, to create a better strategy. But — understanding why Google has chosen them for the top spots in the search results is a good first step.

Once you have identified the top sites for your searches, you can start building out your plan of action to try and beat out your competition. Below is a handy competition checklist that we use at National Positions to get an overall idea of why a certain site is dominating the search results.

THE COMPETITION		
How is their user experience?	What are their top backlinks?	How long is their content?
Reviews – how many and what ratings?	Is their Google My Business profile complete?	How is the quality of their content?
How many backlinks do they have?	How are their title tags and meta tags?	How is the overall website experience?
How is their load speed?	How is their local schema?	Do they have internal links?

To beat your competition, you need to know what makes them tick. This checklist gives you a roadmap to uncovering your competition's success. It will take some time, but remember, there is no magic bullet. Make Google work for you — find your competition, use this checklist, and begin building your strategy.



**Identify your 3 top competitors online (use that Google search!) and leverage tools such as SpyFu, SEMrush and Screaming Frog to start reverse engineering their strategies.**

# NATIONAL POSITIONS' LOCAL RANKING SECRETS

**21 STRATEGIES FOR CRUSHING YOUR COMPETITION IN 2019**

For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

Contact Us for More Information:



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