

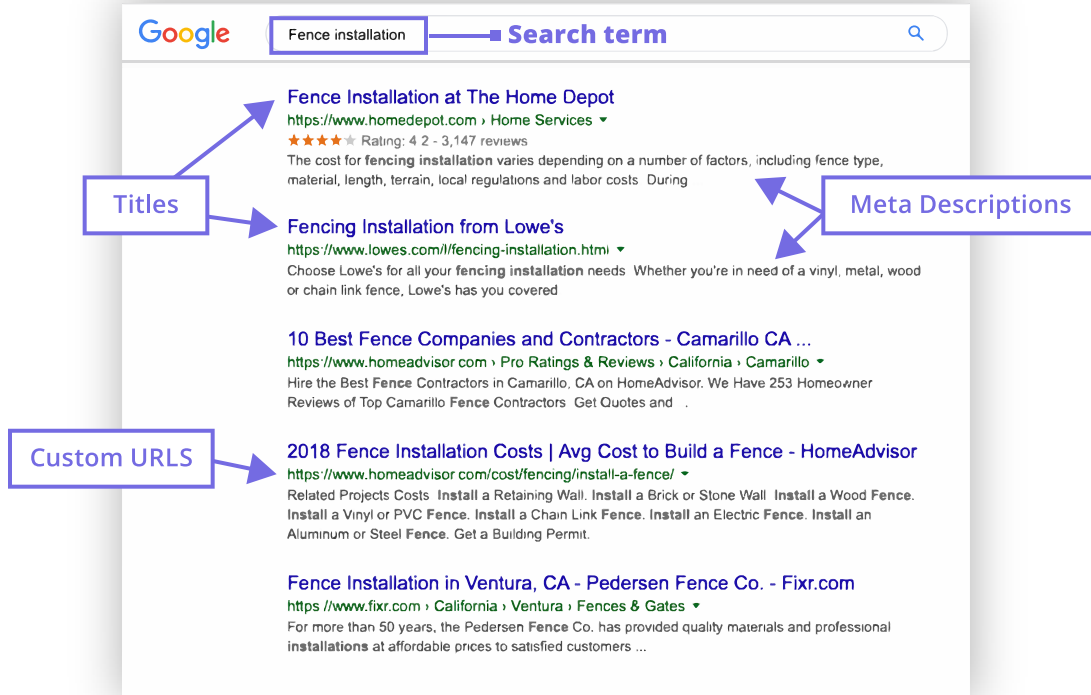


SECRET 14

DRIVE HIGHER CLICK-
THROUGH RATES

Drive Higher Click-Through Rates

Click-through rate (CTR), in organic search, is the percentage of people who click on your listings directly from the search results. The higher your CTR, the more valuable Google may deem your content, and in turn, provide it more often in related searches.



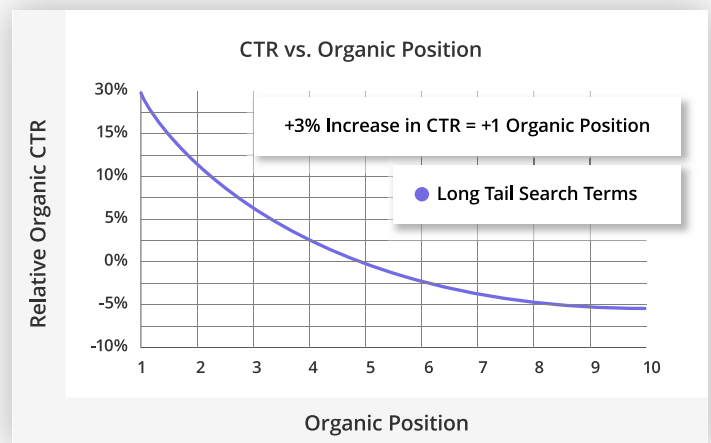
As your content populates the search results, your title and meta descriptions will become contributing factors as to whether or not **your** content is selected by the search engine.

Including keywords in your title descriptions and meta descriptions, as well as your custom URLs, can all contribute to your content being shown in the search results. Each piece of the puzzle is greater than the sum of its parts, so make sure that each piece is thorough and complete.

According to a **study conducted by WordStream**, search results with high click-through rates tend to rank higher in the SERPs.

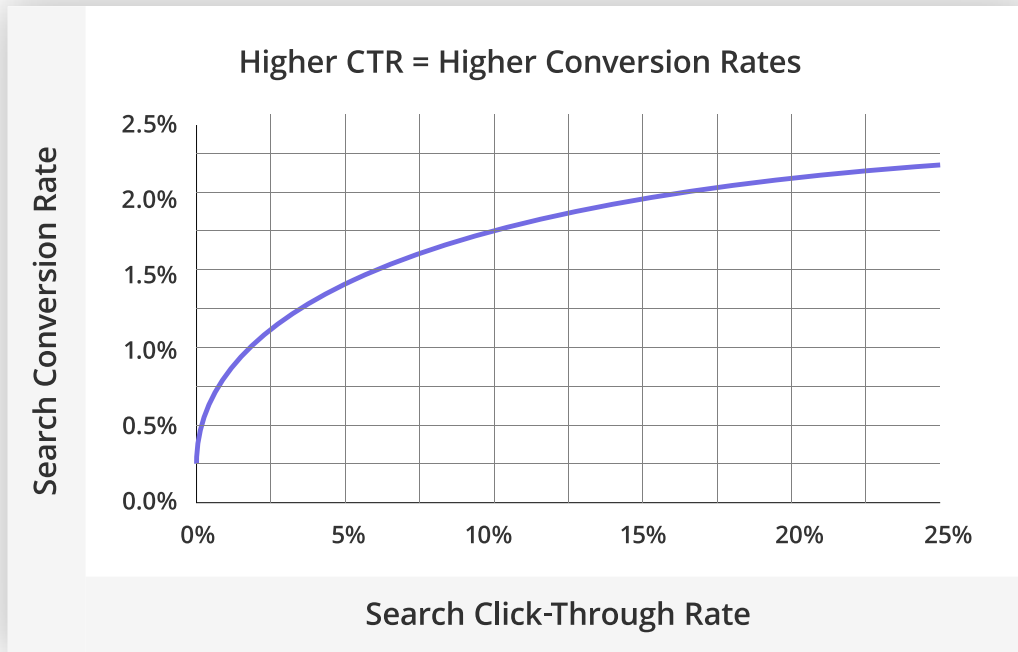
These sites with high click-through rates also tend to have higher than average conversions.

Keywords/Pages with above expected CTR tend to rank higher in search results



Source: *WordStream*

Keywords/Pages with above expected CTR tend to higher conversions



- Incorporate star ratings into your listing when possible. Star ratings catch the eye of the searcher and help increase CTR.
- Make your titles interesting and punchy (not keyword heavy), keeping the following in mind: use emotion, be relatable, use a numbered list, and be descriptive.
- Make sure your title and meta tags are helpful from a marketing perspective and not just optimized for SEO.
- Include your telephone number in the title tag to increase conversion.
- Use descriptive URLs to increase CTR.
- Test your headlines on Google Pay Per Click and Facebook posts, and then apply these to your organic rankings.
- Use the table below, WordStream summarizes how to best format your title tag.



THE FORMAT

- List
- Quiz
- Infographic
- Facts
- Strategies

EMOTIONAL HOOK

- Amazing
- Insane
- Powerful
- Unreal
- Shocking

CONTENT TYPE

- Images
- Quotes
- Pictures
- Facts
- Strategies

YOUR SUBJECT

- Love
- Cats
- Fitness
- Health
- Marketing

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.

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