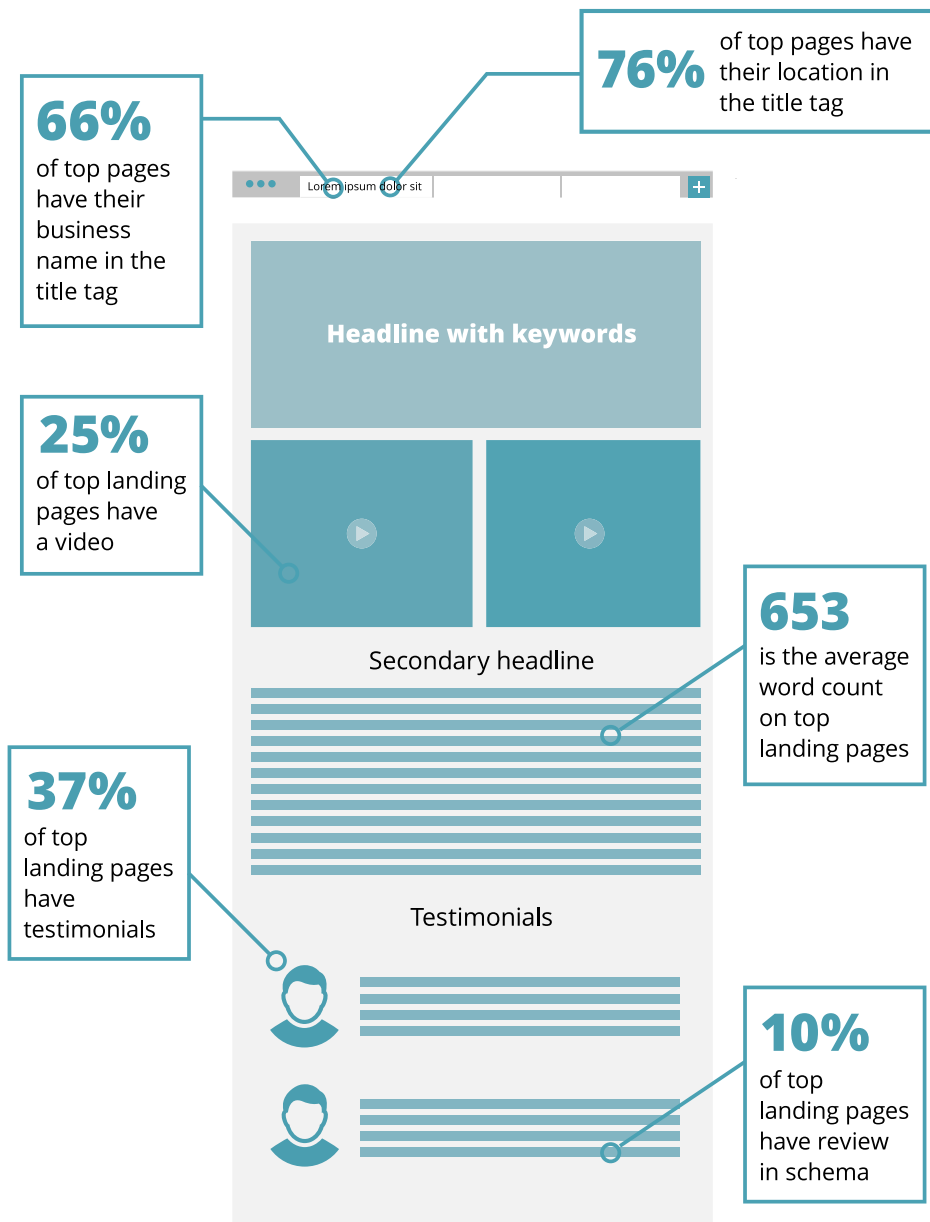




SECRET 6
**IMPROVE SITE
STRUCTURE FOR
BETTER RANKINGS**

Improve Site Structure for Better Rankings

There are a number of basic structural changes you can make to your web pages that can improve your website's relevance and results. Below is an infographic based on a study by Nifty Marketing that collected data from top ranking websites in the 50 largest metro areas in the US. The study compared desktop, tablet, and mobile, and resulted in the following insights.



42%
have their name, address, and phone number in schema

Study originally done by NiftyMarketing.com



Focus on your top landing pages. Make sure that they are correctly formatted with the right meta tags. Add video content and testimonials to improve user experience and conversion.

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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