Staggering the individual tiles allows for a cleaner install and a break-up of the vertical seams created by stacking the tiles up-slope. There is no particular pattern to follow, it is up to installer preference. You may increase the overlap for aesthetics or site conditions, from standard 1.75” up to 4”, but be sure to adjust the location of the exposed fastener to always penetrate the screw block on the tile beneath, as shown in pages 4 and 6 of this manual.