

## Find on-page optimization opportunities on a website

**Last Updated / Reviewed:** 03/26/2024

**Execution Time:** 5-7 hours (depending on how large your site is)

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**Goal:** Knowing which of the pages you should optimize in a website, especially when there are a lot of them and you don't have much time at your disposal to optimize each of them.

**Ideal Outcome:** You will be able to easily determine the most important pages in your site so that you get the highest ROI on the time you spend optimizing your site.

**Prerequisites or requirements:**

It is recommended that you know how to perform keyword research. SOP 011 ([web version](#)) will teach you how to do this.

**Why this is important:** On-page optimization is absolutely crucial for your SEO efforts. However, if your website is hundreds or thousands of pages long, and it has never been optimized, the 80/20 site-wide on-page optimization method presented in this SOP will help you determine which pages to optimize first.

**Where this is done:** In your browser, using Ahrefs and Google Sheets, as well as KW Finder for your keyword research.

**When this is done:** When you decide to perform on-page optimization on a large website.

**Who does this:** You, your VA, your SEO specialist, or a digital marketing agency you have employed.

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## Finding the on-page optimization opportunities

Go to [80/20 Site-Wide On-Page Optimization - Worksheet](#) and make a copy of the spreadsheet to use throughout the process.

**Open Ahrefs.**

**Enter the website URL in the search bar.**

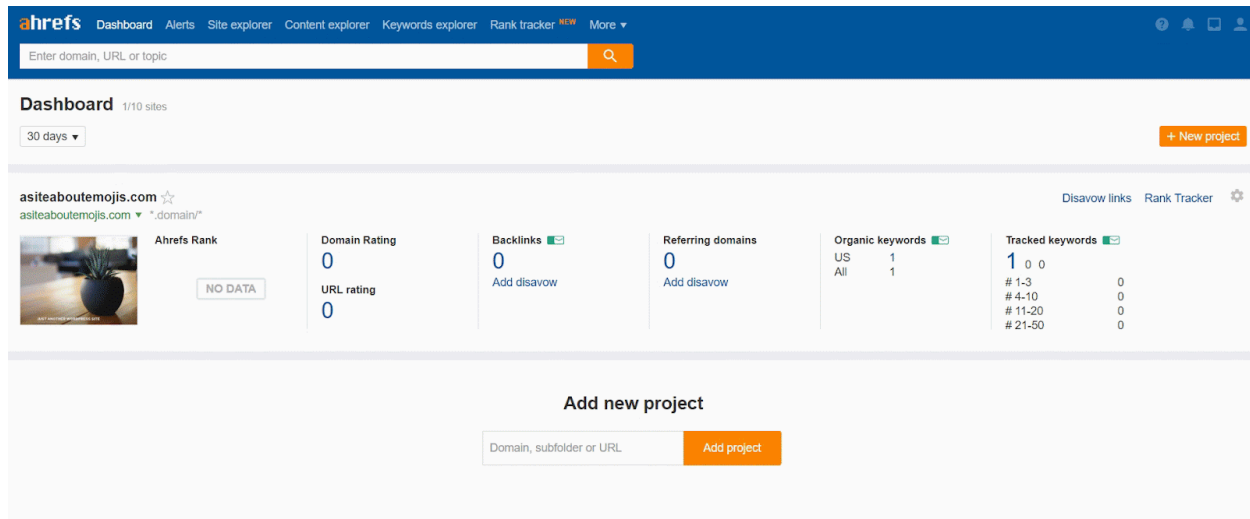
Make sure to include both http + https (left selection menu).  
Select \*.domain/\* (domain with all its subdomains in the right selection menu).

**Click search to analyze your domain.**

**Click on “best by backlinks” in the left sidebar.**

**Under http code, select “200 OK”.**

**Sort results by “Dofollow”.**

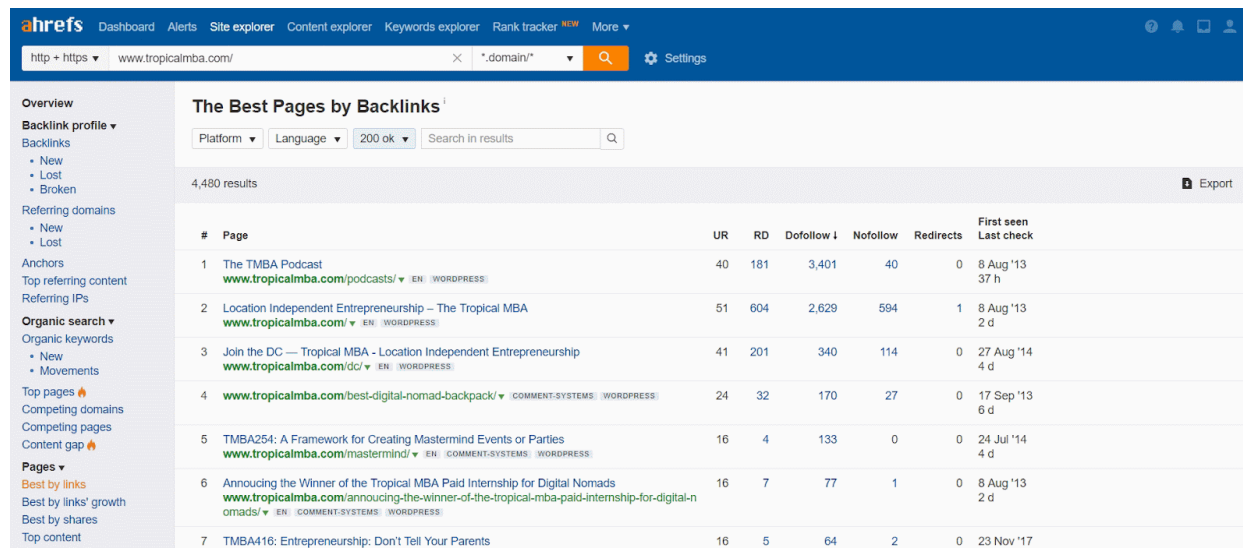


The screenshot shows the Ahrefs dashboard for the domain **asiteaboutemojis.com**. The dashboard includes a search bar at the top with the text "Enter domain, URL or topic". Below the search bar, the "Dashboard" section shows "1/10 sites" and a "30 days" filter. The main content area displays various metrics for the domain:

- Ahrefs Rank:** NO DATA
- Domain Rating:** 0
- URL rating:** 0
- Backlinks:** 0 (with a green checkmark icon and "Add disavow" link)
- Referring domains:** 0 (with a green checkmark icon and "Add disavow" link)
- Organic keywords:** 1 (with a green checkmark icon and a table showing 1 keyword for US and 1 for All)
- Tracked keywords:** 1 (with a green checkmark icon and a table showing 1 keyword for # 1-3, 0 for # 4-10, 0 for # 11-20, and 0 for # 21-50)

At the bottom, there is a section for "Add new project" with a text input field for "Domain, subfolder or URL" and an "Add project" button.

**For each result with more than 10 dofollow links, click on the little arrow next to it → right click on Organic keywords → Open it in a new tab.**



#	Page	UR	RD	Dofollow	Nofollow	Redirects	First seen Last check
1	The TMBA Podcast <a href="http://www.tropicalmba.com/podcasts/">www.tropicalmba.com/podcasts/</a> <small>EN WORDPRESS</small>	40	181	3,401	40	0	8 Aug '13 37 h
2	Location Independent Entrepreneurship – The Tropical MBA <a href="http://www.tropicalmba.com/">www.tropicalmba.com/</a> <small>EN WORDPRESS</small>	51	604	2,629	594	1	8 Aug '13 2 d
3	Join the DC — Tropical MBA - Location Independent Entrepreneurship <a href="http://www.tropicalmba.com/dc/">www.tropicalmba.com/dc/</a> <small>EN WORDPRESS</small>	41	201	340	114	0	27 Aug '14 4 d
4	<a href="http://www.tropicalmba.com/best-digital-nomad-backpack/">www.tropicalmba.com/best-digital-nomad-backpack/</a> <small>COMMENT-SYSTEMS WORDPRESS</small>	24	32	170	27	0	17 Sep '13 6 d
5	TMBA254: A Framework for Creating Mastermind Events or Parties <a href="http://www.tropicalmba.com/mastermind/">www.tropicalmba.com/mastermind/</a> <small>EN COMMENT-SYSTEMS WORDPRESS</small>	16	4	133	0	0	24 Jul '14 4 d
6	Announcing the Winner of the Tropical MBA Paid Internship for Digital Nomads <a href="http://www.tropicalmba.com/announcing-the-winner-of-the-tropical-mba-paid-internship-for-digital-nomads/">www.tropicalmba.com/announcing-the-winner-of-the-tropical-mba-paid-internship-for-digital-nomads/</a> <small>EN COMMENT-SYSTEMS WORDPRESS</small>	16	7	77	1	0	8 Aug '13 2 d
7	TMBA416: Entrepreneurship: Don't Tell Your Parents <a href="http://www.tropicalmba.com/416/">www.tropicalmba.com/416/</a> <small>EN COMMENT-SYSTEMS WORDPRESS</small>	16	5	64	2	0	23 Nov '17 2 d

**Ask yourself the following questions to see if this is a good opportunity for on-page optimization:**

**Is it ranking for high-volume keywords that are also relevant to that content?**

If NO, then this is probably a good candidate for on-page optimization. **You can add it to the worksheet and move on to the next result.**

If YES, then move on to the next question.

**Is it optimized for that keyword?**

If NO, then this is probably a good candidate for on-page optimization. **You can add it to the worksheet and move on to the next result.**

If YES, then move on to the next question.

**Is it ranking in the top 5 positions for that keyword?**

If NO, then this is probably a good candidate for on-page optimization. **You can add it to the worksheet and move on to the next result.**

If YES, then you can skip this URL and move on to the next result.

**Repeat the previous steps until you're done with the URLs on the "best by backlinks" list.**

## Finding target keywords for each page

**Take each of the URLs you have gathered in your worksheet and perform keyword research to relevant keywords for the content of that page.**

As mentioned in the beginning of this SOP, you can learn how to run in-depth

keyword research in SOP 011 ([web version](#)).

**When you find a relevant keyword that shows an attractive search volume for the page, add it to the “Target keyword” column in the worksheet.**

**If you cannot find any relevant keywords with a search volume large enough, just write “N/A” in the “Target keyword” column and move to the next link/page in your worksheet.**

Like all keyword research processes, this might take some time, especially if you have a large site. Hang in there, it'll be more than worth investing this time into your website's health!

## Performing on-page optimization

Once you go through the steps described above in this SOP, you can move on to the actual on-page optimization for each of the URLs with a relevant target keyword in your worksheet. On-page optimization is an easy process that will usually take less than 5-10 minutes for each of the URLs you have to optimize. We have described this process in SOP 018 ([web version](#)) so if you don't know how to do it, you can check it out. That's it! Remember, **this is not a full website optimization** – but it will still help your website perform better in the SERPs. If you are running short on time and if your website is large enough to make a full optimization a lengthy process, the 80/20 method will give you a good head-start in the SEO world, giving you more time to optimize the remaining pages as well.