

Find on-page optimization opportunities on a website

Easily determine the most important pages in your site, so that you get the highest ROI on the time you spend optimizing your site.

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

 **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.

 **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.

 **Prerequisites or requirements:** It is recommended that you know how to perform keyword research.

Finding the on-page optimization opportunities

01▶ Open Ahrefs.

02▶ 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).

03▶ Click search to analyze your domain.

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

05▶ Under http code, select “200 OK”.

06▶ Sort results by “Dofollow”.



07▶ 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.

The Best Pages by Backlinks

Platform: Language: 200 ok Search in results

4,480 results

#	Page	UR	RD	Dofollow	Nofollow	Redirects	First seen Last check
1	The TMBA Podcast www.tropicalmba.com/podcasts/ EN WORDPRESS	40	181	3,401	40	0	8 Aug '13 37 h
2	Location Independent Entrepreneurship – The Tropical MBA www.tropicalmba.com/ EN WORDPRESS	51	604	2,629	594	1	8 Aug '13 2 d
3	Join the DC — Tropical MBA - Location Independent Entrepreneurship www.tropicalmba.com/dc/ EN WORDPRESS	41	201	340	114	0	27 Aug '14 4 d
4	www.tropicalmba.com/best-digital-nomad-backpack/ COMMENT-SYSTEMS WORDPRESS	24	32	170	27	0	17 Sep '13 6 d
5	TMBA254: A Framework for Creating Mastermind Events or Parties www.tropicalmba.com/mastermind/ EN COMMENT-SYSTEMS WORDPRESS	16	4	133	0	0	24 Jul '14 4 d
6	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/ EN COMMENT-SYSTEMS WORDPRESS	16	7	77	1	0	8 Aug '13 2 d
7	TMBA416: Entrepreneurship: Don't Tell Your Parents www.tropicalmba.com/416-entrepreneurship-dont-tell-your-parents/ EN COMMENT-SYSTEMS WORDPRESS	16	5	64	2	0	23 Nov '17 2 d

08► 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.

09► Repeat the previous steps until you're done with the URLs on the “best by backlinks” list.

Finding target keywords for each page

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

02► 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.

03► 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. Perform on-page optimization on a WordPress post with Yoast ([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.