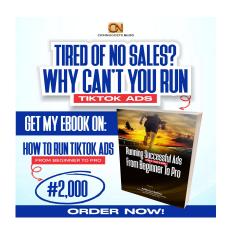In the old days, many approached on-page optimization as simply keyword stuffing; that is, you mention the keywords you would like to rank for as many times within the content as possible. This made for a bad user and reading experience. These days on-page optimization includes smart keyword targeting, where keywords are mentioned in key elements while still providing a [good user experience.](#) This means that the reading experience needs to be good and also that your content satisfies what the user is actually looking for.

PS: Are you a Nigerian resident abroad and you need to send money to your loved ones back home ? The stress is over now! Send money to Nigeria using the MonieWorld app. It's fast, easy and has great rates! MonieWorld is powered by Moniepoint. Sign up with my link https://spoo.me/iy8taz

On-Page Optimization plays a significant role in the rankings process. Changes are made through a Content Management System, meaning a non-technical person should be able to do it. If you have a modern Content Management System like WordPress, it should be easy to target keywords in key elements. We'll cover the key elements shortly but they include making images, headings, main body copy, meta description tags and title tags.

Time investment is split between up-front work and ongoing maintenance.

SEOptimer, Mozbar and SEO SiteCheckup are SEO tools that are all able to grab the important on-page elements from the HTML for a webpage. This is useful when we want to quickly review whether an existing page has been optimized or not. It also saves time in having to dig around in the source code.

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Mozbar is a Chrome and Firefox extension created by Moz.com. It has more functionality in Chrome as do many other SEO browser extensions.

1) When installed, you can click the M icon in the top right of the browser so it is selected and turns blue (you can click it again to toggle it off when finished).
2) Then click the Page Analysis icon on the top left to inspect the most important on-page SEO elements.

Pre-click on-page optimization as the name suggests is optimizing for what's visible to the user before they click on a result. This includes:

- The title tag
- The URL
- The meta description

As you'd expect, part of this process involves encouraging the searcher to click on your listing, rather than the others.

Post-click on-page is everything the searcher sees after they click on a listing and when they visit your site. So this is what the visitor sees when they land on

your webpage. It includes optimising keywords and the user intent of keywords into the main copy, headings, hyperlinks and images.

[Before starting on-page optimization](#) you need to decide what page you are optimizing and what keywords you wish to target. This requires keyword research and ideally prioritizing the keywords as we did in an earlier exercise. For the upcoming on-page optimization lessons, we'll show examples of how you would optimize the snowboard sizing page.

Portent's SERP Preview Tool is an excellent way of visually seeing what a Google search result would look like before you make the pre-click on-page optimization changes. This way you can make sure your snippets are the right length and that they look enticing for the user to click through.

Amazon is incredibly dominant in SEO and there are lots of reasons for this. They provide a great user experience on their site, have a big product range and have colossal domain authority. Although as we can see from the above slide, their title and meta description tags are a little on the long side and get truncated which isn't ideal for click-throughs.

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Aside from the main body copy, title tags are the single most important on-page element to get right. They are the first part of a listing a user sees after they make a search and search engines pay close attention to what words are provided which influences how well your web pages will rank.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training**. You can reach me on Whatsapp HERE.** Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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