

GUIDE

On-page SEO optimization in 2026

A guide on SEO best practices for optimizing your pages and resources.



SEO is a strategic lever for marketing teams, allowing them to gain visibility, increase traffic, and maximize conversion through their website.

However, it is a constantly evolving field where it is difficult to know exactly what actions to take and how to execute them effectively.

In this guide, we have decided to focus on the optimization of pages and resources, also known as on-page SEO.

You will find the best practices and tools to integrate into your marketing processes to maximize the effectiveness of each of your pages.

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On-Page SEO Optimization

On-page SEO is one of the major components of natural referencing, alongside technical SEO, link building, and SXO.

It focuses on optimizing the content and structure of pages to improve their visibility and relevance in the eyes of search engines.

COMPONENTS OF SEO

Combines SEO optimization with improving the user experience.

S XO

Strategy aimed at increasing the number and quality of backlinks pointing to a site to enhance its authority and ranking.

Netlinking

Optimization of 'visible' elements on a web page, such as content, tags, images, etc.

On-page

Improvement of the technical aspects of the site, such as loading speed, URL structure, and indexing.

Technique

On-page SEO: a 4 Steps Optimization

The goal here is to create an optimal user experience while making it easier for search engines to understand your content.

For a long time, keyword strategies have been used by content managers to improve the ranking of their pages. While successful, since it remains one of the major variables of on-page SEO, it is not the only one.

We have identified four essential optimization steps: keywords, content, tagging, and performance. Each plays a crucial role in how the site will be perceived by search engines and users alike.

1

Keywords

They help search engines understand the content of your page and rank it based on user queries.

2

Content

The quality, relevance, and structure of your page's content are crucial to capture the attention of both users and search engines.

3

Tagging

HTML tags, such as title tags (H1, H2) and meta tags, are critical in helping search engines understand the hierarchy and topic of your content.

4

Performance

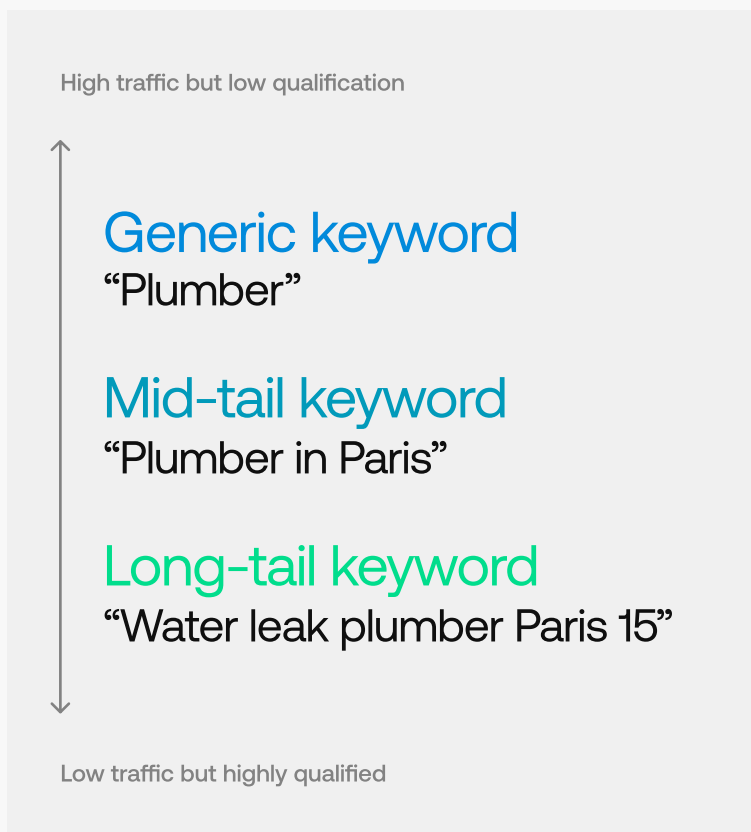
The loading time of a web page directly influences user experience and is, therefore, considered by search engines in ranking.

Keywords

- 1 **Keywords**
- 2 Content
- 3 Tagging
- 4 Performance

Keywords are the terms and phrases that internet users enter into search engines to find information.

The goal of keyword analysis is to identify the relevant terms for your site and target audience to optimize your pages. There are three main categories of keywords, each with the potential to attract varying volumes of traffic, with visitors being more or less qualified.



3.5

This is the average length of keywords for which the top 10% of highly ranked sites are positioned

[Semrush - How Long does it take to rank Higher on Google](#)

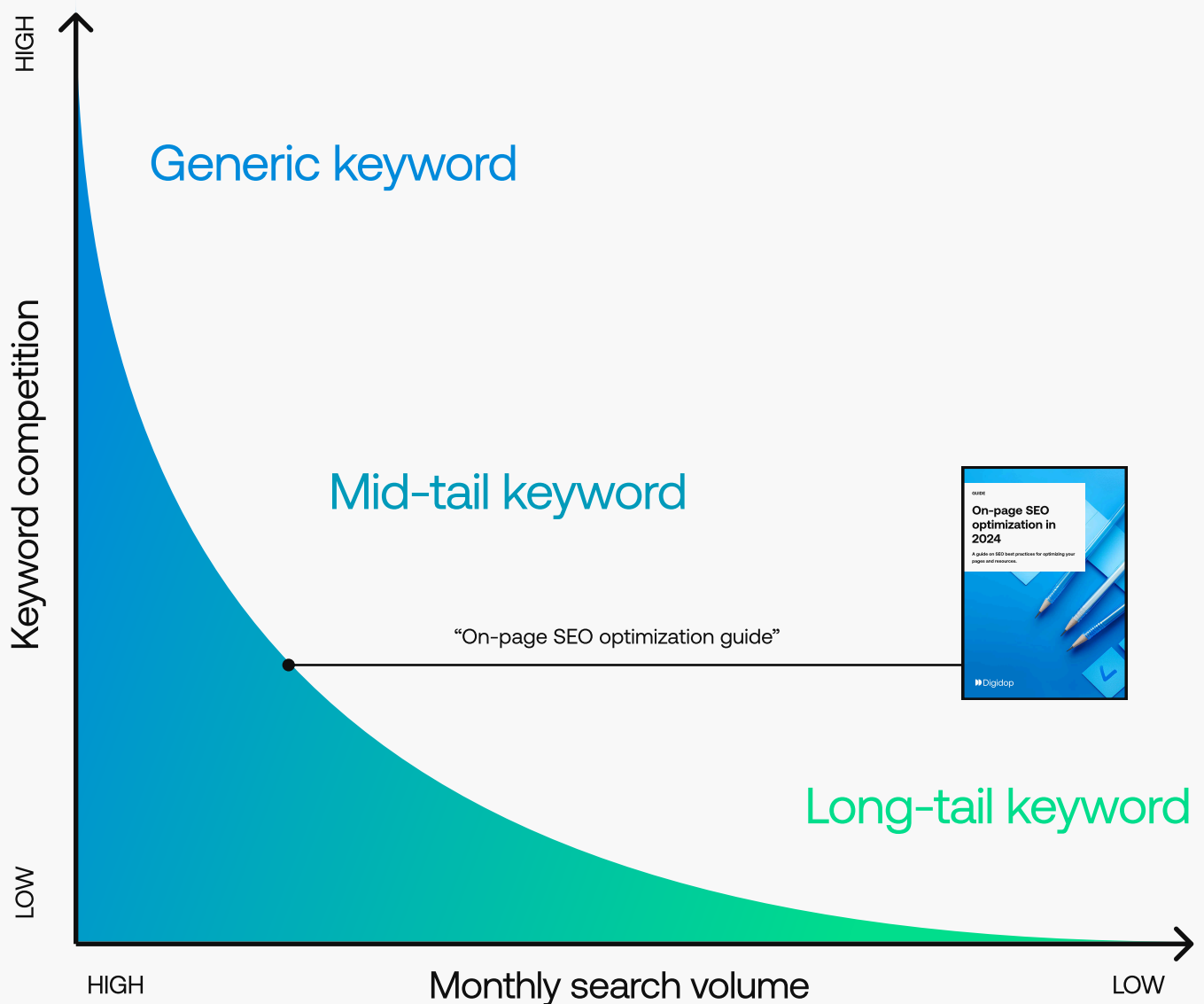


[Optimize a blog article for SEO on Webflow](#)

An effective strategy involves balancing generic keywords to reach a broad audience with long-tail keywords to target more specific and less competitive search intents.

- 1 **Keywords**
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For instance, if you simply searched for "SEO" on Google, it's unlikely you would find this guide. However, a more targeted query like "SEO Guide 2024" or "On-page SEO optimization guide" increases your chances of discovering this resource.



Which criteria should be considered to optimize your page’s keywords?

- 1 Keywords
- 2 Content
- 3 Tagging
- 4 Performance

✓ SEO Checklist: Keywords

Criteria	Détails	Example
✔ Search Intentions Informational Navigational Commercial Transactional	The most important point of this checklist: Search engines aim to deliver qualified content to users. It is therefore essential to understand their search intentions in order to be more precise and relevant in your approach.	• Informational: "how to", "tips for" • Navigational: brand name, product name • Commercial: "reviews of", "comparison" • Transactional: "buy", "order", "download"
✔ Primary keywords in the main title	Include primary keywords in the main title to capture search engines' attention on the page's topic.	Title: "SEO Guide 2024: Complete Optimization"
✔ Secondary keywords in subheadings	Use secondary keywords to enhance the relevance of related sub-topics.	Subheading: "Current SEO best practices"
✔ Long-tail keywords	Use long-tail keywords to target more specific searches with less competition.	Keyword: "SEO strategies for e-commerce sites"
✔ Geo-targeted keywords	Use geo-targeted keywords to focus on local audiences.	Keyword: "SEO agency in Paris"
✔ Avoid keyword over-optimization	Avoid keyword repetition, as it is perceived as spam by search engines.	Excessive keyword repetition based on text size

Content

- 1 Keywords
- 2 **Content**
- 3 Tagging
- 4 Performance

Your content is the way search engines assess the relevance and authority of your site based on user queries.

Well-written, informative, and engaging content not only attracts visitors but also converts them while boosting your search rankings.

Relevant

It should directly address the needs and questions of your target audience

Original

It must be unique and provide real added value.
Avoid copied and pasted text

Up-to-date

Regularly updated content is perceived as more relevant and trustworthy

Structured

A clear organization improves readability and indexing

Comprehensive

It should be thorough, incorporating various internal and external resources

Engaging

Engaging readers with CTAs or shareable links increases your visibility and credibility

What role does AI play ?

AI should be used as a supplement to enhance your content, without ever compromising its authenticity or relevance.

Opt for a hybrid approach:

- AI can generate content ideas, optimize the structure of that content, and analyze data.
- Your team's expertise should ensure high-quality, authentic, and creative content.

What criteria to consider for optimizing the content of your pages?

- 1 Keywords
- 2 **Content**
- 3 Tagging
- 4 Performance

✓ SEO Checklist: Content

Criteria	Détails	Example
✔ Original and Unique Content	Each page must address a specific and unique topic. Be careful of text duplication, which is heavily penalized by search engines.	Provide added value compared to the competition. <u>Check for duplicate content with Siteliner</u>
✔ Diverse Content	Vary your content between text, images, videos, infographics, audio and other resources that add value to your website.	
✔ Internal Links	Integrate internal links to strengthen the site's structure by linking to pages of the same theme.	Link to other articles, a product page, or a service.
✔ External Links	Use external links to enhance the credibility of your content and provide additional information to your readers.	Link to a case study or a blog article.
✔ Anchor Text	The links you integrate should be placed on 3 to 4 keywords related to the link you are describing. Remember to vary the anchors.	"SEO best practices guide of 2024" "essential principles of natural referencing"
✔ Regular Updates	Keep your content up to date and indicate the update dates to your visitors.	

SEO Tagging

- 1 Keywords
- 2 Content
- 3 **Tagging**
- 4 Performance

SEO tagging helps improve search engines' understanding of your content.

Contrary to what the term "tagging" might suggest, if the site is well-designed from the start, no technical skills are required to integrate SEO tagging into your pages.

<html>

<p>This language simply helps **properly structuring your web pages** using specific HTML tags to help search engines understand the hierarchy and content.</p>

This is where marketing teams, copywriters, and anyone responsible for the daily management of the site play a crucial role.

By organizing and prioritizing the content of your pages with simple rules, like in an essay—using a main title (H1) for the central topic, subheadings (H2, H3) for details, bold keywords, and relevant references when necessary—you will optimize not only the indexing by search engines but also the user experience by making the content more accessible and engaging.

<alt/>

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[How to Optimize Website Indexation on Google Search Engine Using Semantic Tagging?](#)

H1
H2
H3
H4
H5
H6

What Criteria to Consider for Optimizing the Tagging of Your Pages?

- 1 Keywords
- 2 Content
- 3 Tagging
- 4 Performance

✓ SEO Checklist: Tagging

Criteria	Détails	Example
✔ Titles and Subtitles (H1, H2, H3)	Start with a single H1 as the main subject, then use H2, H3, etc., to structure your content and aid readability. Avoid title jumps: don't skip from H2 to H4.	H1: "Guide SEO 2024" H2: "Audit SEO" H3: "Step 1" ...
✔ Text Formatting	Use paragraphs, bullet lists, bold text, and other formatting to structure and highlight certain elements.	Example: Use specific formatting for quotes.
✔ SEO Title Tag <60 characters	It should briefly describe the content of the page using keywords to encourage clicks.	Example: "SEO: The Complete Guide in 2024"
✔ SEO Meta Description Tag <160 characters	Complements the Title Tag using keywords from the same lexical field. Be more descriptive about the content of the page.	Example: "SEO, a vast field with various techniques to improve site visibility. Here's a complete guide on what to know to optimize your SEO."
✔ Alt Tags for Images	Describe the content of images in Alt tags to improve their accessibility and SEO.	Alt: "Graph showing SEO growth"
✔ URL <70 characters	The URL should be precise and unique, containing the primary keywords of the page while removing special characters, capital letters, and linking words.	Example: https://digidop.com/resources/guide-SEO-best-practices-page-writing-resources

Performance

- 1 Keywords
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- 4 Performance

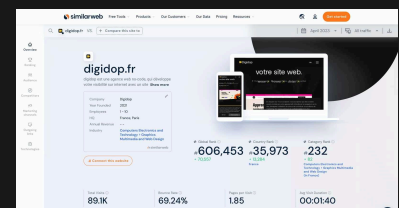
We've all noticed that over time, our computers tend to slow down. The same can happen to a website if we're not vigilant.

As you add elements to your site, such as custom scripts, fonts, animations, and other features, your site can accumulate what is called "bloat" or "digital weight."

This phenomenon can gradually slow down the loading time of your pages, thereby affecting the overall performance of your site.

Affects Performance

- 1 **Addition of Scripts**
- 2 **Addition of Images**
- 3 **Integration of Videos**
- 4 **Addition of Multiple Fonts**
- 5 **Complex Animations**
- 6 **Accumulation of Plugins**



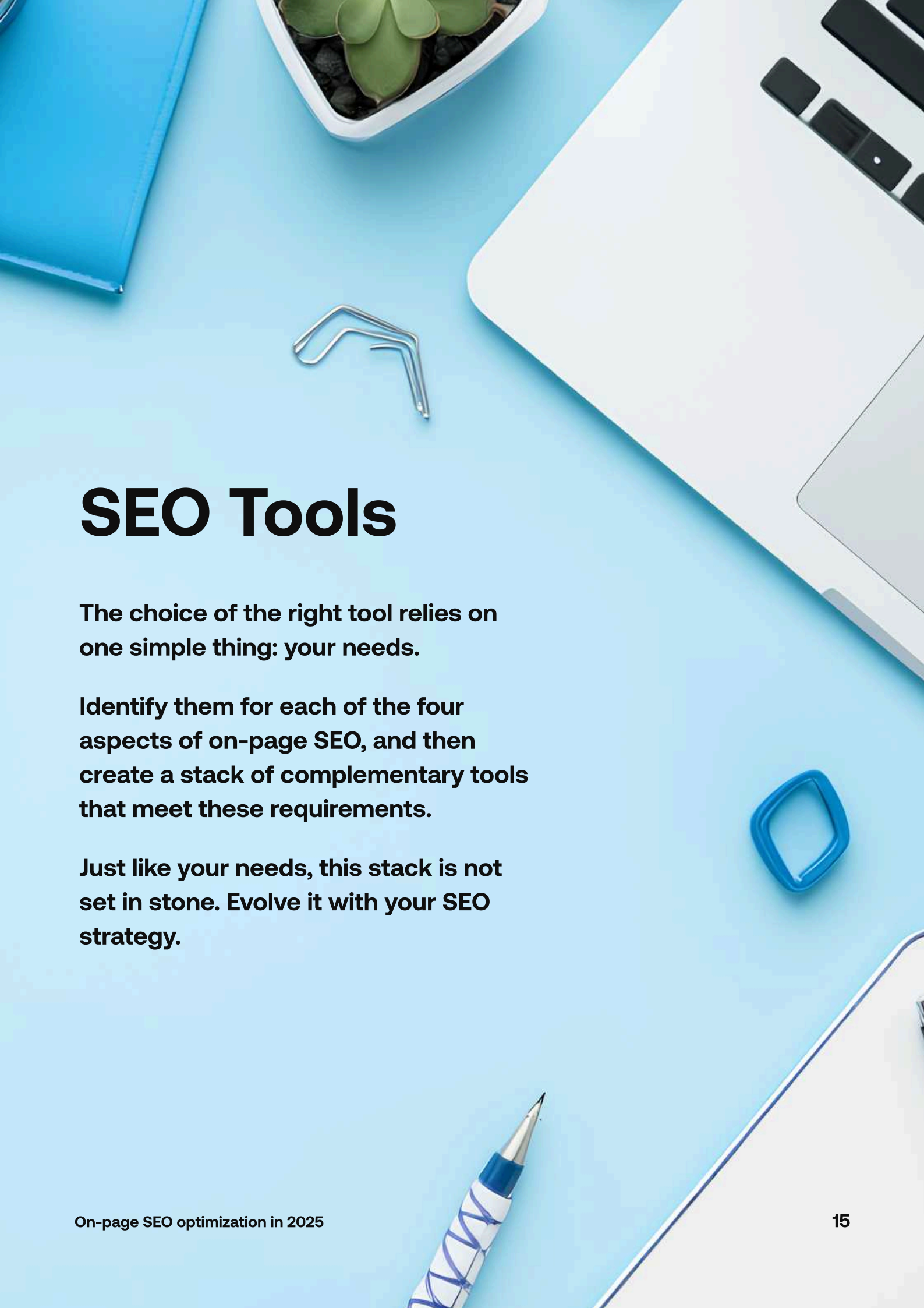
4 Essential Tools to Monitor Your Website's Performance

What Criteria to Retain for Optimizing the Markup of Your Pages?

- 1 Keywords
- 2 Content
- 3 Tagging
- 4 **Performance**

✓ Checklist SEO : SEO Checklist: Performance

Theme	Criteria	Example
✓ Images	Optimize: 1. Format: Prefer WEBP 2. Size: Use a size appropriate for its location 3. Weight: Remember to compress the image	Use Google's Squoosh tool to compress, resize, and reformat your images.
✓ Illustrations	Prioritize using SVG elements that are lighter and lose less quality.	Illustrations, icons, logos.
✓ GIFs	Compress the GIFs included on your pages.	Use Ezgif .
✓ Videos	Prefer integrating a video hosted on another platform rather than hosting it on your website.	Use YouTube or Vimeo to host your videos.
✓ Fonts	Prefer using web font formats like WOFF or WOFF2. They have format-specific compression applied.	
✓ Lazy Load	Ensure your developer has deferred the loading of images and videos until they are visible.	Use lazy load for images located further down the page.
✓ Multiple Redirects	Use 301 redirects and limit multiple redirects when changing a page's URL.	Replace a chain redirect "page A -> page B -> page C" with a direct redirect from "page A -> page C."



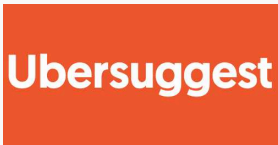
SEO Tools

The choice of the right tool relies on one simple thing: your needs.

Identify them for each of the four aspects of on-page SEO, and then create a stack of complementary tools that meet these requirements.

Just like your needs, this stack is not set in stone. Evolve it with your SEO strategy.

Our selection of tools to optimize your on-page SEO

Outil	Description	Utilisation
 Google Key Word Planner	Allows you to research relevant keywords for your niche and estimate their search volume.	Ⓛ Keywords
 Keyword Tool Keyword Tool	A keyword research tool that uses Google Autocomplete to generate hundreds of keyword suggestions.	Ⓛ Keywords
 Ubersuggest	Provides tools for keyword research, competitor analysis, and ranking tracking.	Ⓛ Keywords
 Dokey	Helps you optimize the content of your articles and web pages based on the results of top searches.	Ⓛ Keywords Ⓛ Content Ⓛ Tagging
 SURFER Surfer SEO	[Tool and plugin] Analyzes competitor pages and helps you optimize your content based on data regarding keyword density, text structure, and backlinks.	Ⓛ Keywords Ⓛ Content



SEMrush

Offers features for keyword research, competitor analysis, and site auditing. It helps you optimize your content and monitor your performance.

- Keywords
- Contenu
- Performance



Ahrefs

A suite of SEO tools that analyzes backlinks, keyword research, and content performance.

- Keywords
- Content
- Tagging



Squoosh

Squoosh

A free Google tool that compresses and converts your images.

- Performance



Ezgif

Specialized in editing and compressing GIFs.

- Performance



Page Speed Insight

Analyzes the speed of your website on laptops and mobiles, providing suggestions to improve loading times.

- Performance



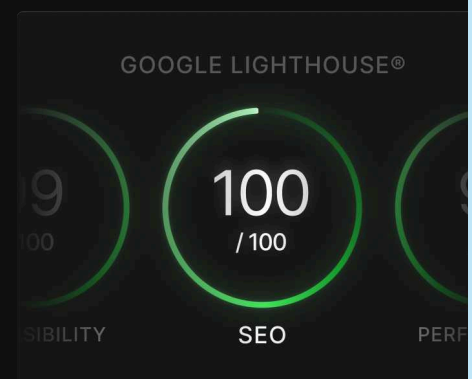
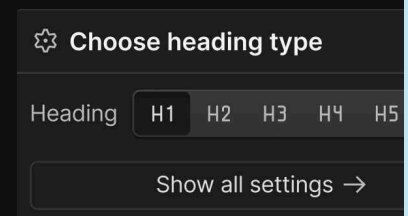
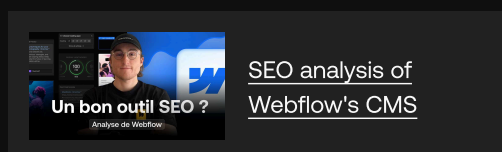
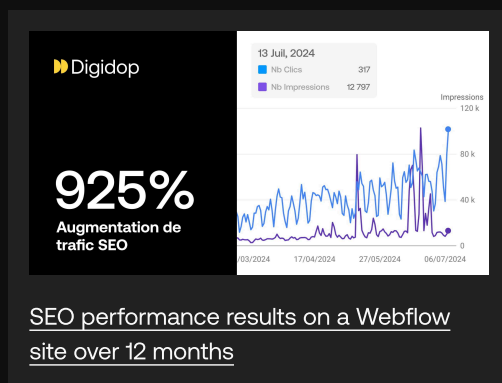
Google Search Console

Allows you to monitor your site's performance in Google search results, identify indexing issues, and manage markup.

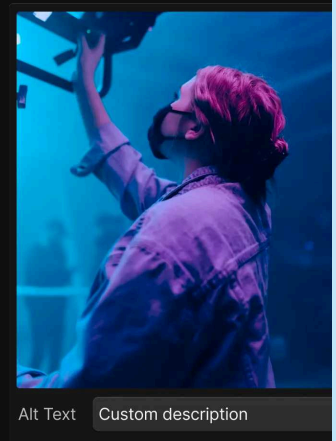
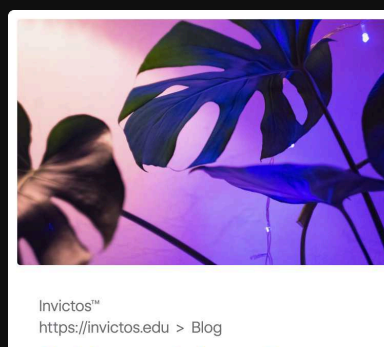
- Tagging
- Performance

Webflow: is it the right tool for your on-page SEO?

With technical performance, a powerful CMS, and one-click markup, Webflow is an essential tool to consider in your SEO strategy.



[Learn more](#)



SEO is a continuous journey

You now know the best practices for optimizing your website's on-page SEO and improving its ranking on search engines.

Keep in mind that SEO optimization is a constantly evolving field where each adjustment can have a significant impact on your visibility and success online.

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2023 AWARD

WINNER



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