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On-Page Strategy

Advanced on-page optimization skill

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I scrapped the outdated tool and rebuilt on-page as a fully custom, AI-driven process per page.

The problem: The on-page process ran on outdated software that produced weak, generic recommendations with the same boilerplate for every page. It also did not include competitor analysis.

- I had the team scrap outdated SOP and substandard software to move to AI-driven competitor research plus semantic topical-authority analysis.
- Combined with GSC and Ahrefs data for a fully custom approach to every single page, so it's all built live with AI skills, not a template.
- Pages ranking 1–3 are flagged PROTECT so recommendations never dilute what already works.
- Recommendations map to exact headings with a volume/cluster weighting, for eg. new H2 vs. H3/FAQ vs. skip, so an editor can execute without follow-up.
- **Deliverable: An on-page analysis .docx an editor runs directly, built from SEMrush, GSC, and Ahrefs data.**