



Unlock SEO Growth— How On Page Recommendations (OPRs) Drive Results

*A Practical Guide to Finding & Targeting
the Right Keywords for Your Audience*

By [MKG Marketing](#)

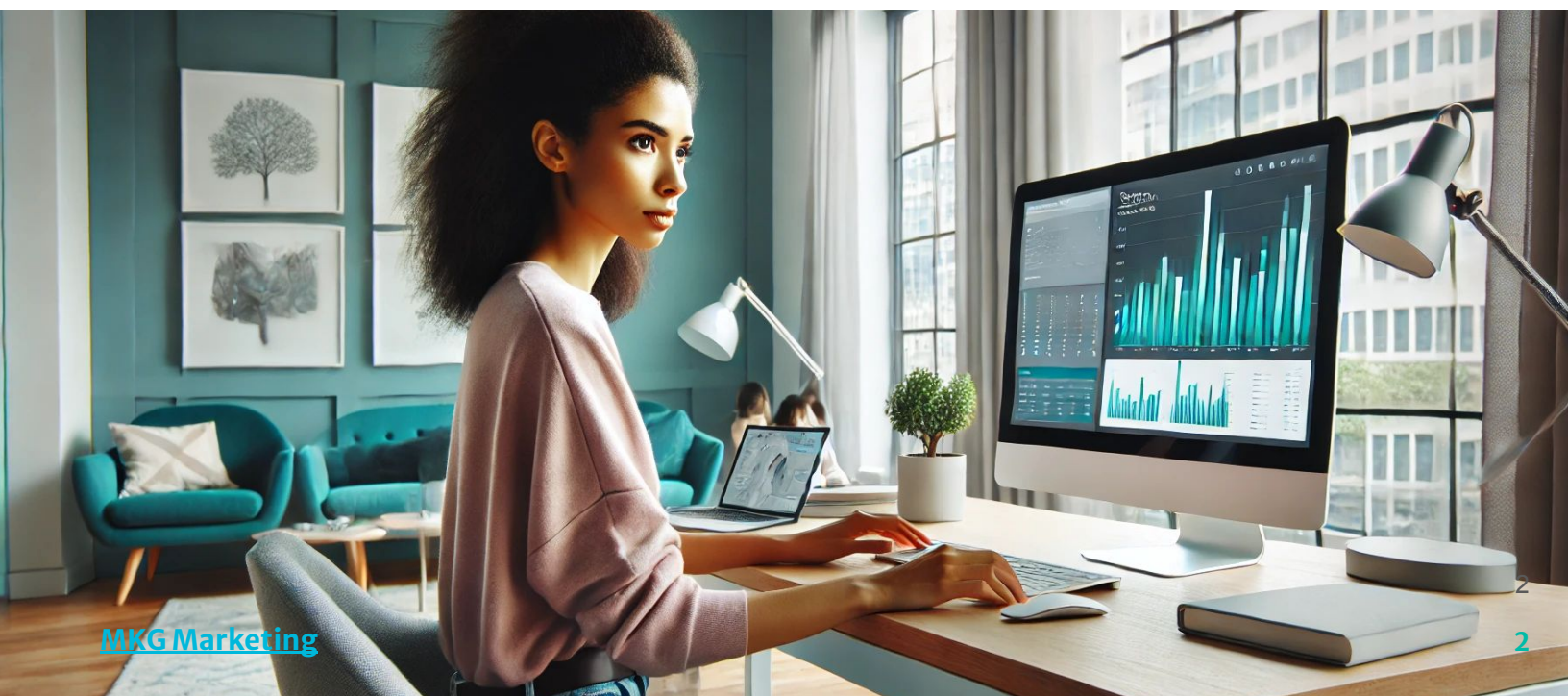
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Overview—

In today's digital economy, visibility is everything. You could have the best product or service in the market, but if your ideal customer can't find you when they search, you're losing business to competitors who simply know how to show up.

That's where **keyword strategy** and **on-page SEO** come in—not as vanity metrics or technical busywork, but as strategic levers that directly influence pipeline, revenue, and brand authority.

Unlike paid campaigns, which stop the moment you turn off the budget, the returns on SEO compound over time. It's an investment in visibility, authority, and trust. And when done right—with a clear keyword strategy and consistent on-page execution—it becomes one of the most cost-effective, scalable drivers of pipeline in your entire marketing mix.





Beyond Traditional Search Engines

As more people turn to AI-powered tools like ChatGPT, Perplexity, and Gemini to ask questions and research solutions, your content needs to be discoverable and relevant in *those* experiences too. These large language models rely heavily on well-structured, semantically rich content to generate answers—and they pull from public websites to do it.

In other words:

If your content isn't clearly written, properly optimized, and aligned to how people ask questions, it may be invisible to both traditional search engines and the next generation of AI search.



On-page SEO ensures your website communicates in a language that both **humans and machines** understand—making it more likely to be cited, summarized, and surfaced in AI-generated responses.



Overview— Why Keyword Research Matters



You've done the keyword research—now it's time to put it to work.

On-page SEO is where strategy becomes action. It's how you take your carefully selected keywords and translate them into real-world performance improvements across your site. That means not only ranking higher, but also delivering a better experience for the humans reading your content.

From metadata to heading structure, every on-page element contributes to discoverability, clarity, and conversion. This guide breaks down the process step by step so you can execute consistently, scale confidently, and drive results that stick.

Boosts Search Engine Visibility

Optimizing page elements like title tags, meta descriptions, headings, and URL structures helps search engines better understand what your page is about.

The clearer the signals, the higher your chances of ranking for your target keywords.

Aligns Content with Search Intent

On-page recommendations ensure that the content matches what users are actually looking for. This increases engagement (like time on page and click-through rate), which are positive ranking signals for Google.

Enhances User Experience (UX)

A well-optimized page loads faster, is easier to navigate, and presents information in a clear, logical structure.

This leads to lower bounce rates and higher conversions—outcomes that both users and search engines love.

Getting Started with On Page Recommendations—

Step 1: Identify Target Keywords

Start with your **primary** branded keyword and a **secondary** non-branded keyword aligned to the page's intent.

How to do it:

- Use SEMrush to assess volume, difficulty, and intent.
- Look for semantic variations and long-tail opportunities.
- Benchmark against top-ranking competitors.

Example:

- Primary: [CDP Data Engineering](#)
- Secondary: [Data Engineering Tool](#)

Getting Started with On Page Recommendations–

Step 2: Optimize Page Elements

How to Do It

2.1 URL Structure

- Keep URLs short, clean, and keyword-rich.
- Ensure consistency in naming conventions (e.g., [/cdp-data-engineering/](#)).

2.2 Canonicals & Meta Robots

- Use Chrome DevTools to inspect canonical tags.
- Confirm that canonicals point to the correct self-referencing URL.
- Check the meta robots tag for [index](#), [follow](#) or custom directives.

2.3 Title Tag Optimization

- Keep it between 50–60 characters.
- Include both target keywords + branding.

Format:

[CDP Data Engineering - Data Engineering Tool | Brand Name](#)

Getting Started with On Page Recommendations—

Step 2: Optimize Page Elements

How to Do It

2.4 Meta Description Optimization

- Aim for 150–160 characters.
- Use primary and secondary keywords.
- Include a compelling call to action.

Example:

Streamline your data engineering workflows with advanced automation tools. Get started with CDP Data Engineering today.

2.5 Page Content Optimization

- Include target keywords in:
 - H1, H2, H3 tags
 - Intro and body paragraphs
 - Bullet points and CTAs
- Add content where foundational terms or questions are missing.
- Avoid keyword stuffing—write for clarity first.

2.6 Internal Linking

- Link to relevant pillars, use descriptive anchor text.
- Ensure proper link structure (no broken or redirected links).

Getting Started with On Page Recommendations—

Step 2: Optimize Page Elements

How to Do It

2.7 Image Optimization

- Confirm each image has descriptive **alt text**.
- Include **width** and **height** attributes to reduce CLS.

2.8 Video & Media Optimization

- Identify any embedded videos.
- If videos are inline, consider implementing **VideoObject structured data**.
- Skip schema if the video is only in a modal.

2.9 Heading Structure (H1–H4)

- Confirm proper hierarchy: H1 > H2 > H3...
- Fix heading misuse (e.g., using H3 for styling only—replace with `<p>`).

2.10 Structured Data Opportunities

- Look for applicable schema: Product, FAQ, Article, HowTo, etc.
- Implement in **JSON-LD** format.
- Validate using Google's Rich Results Test.

Getting Started with On Page Recommendations—


Step 3: Page Speed & Performance

Use Google PageSpeed Insights.

Document both Mobile & Desktop Scores.

Focus on:

- Eliminating render-blocking resources
- Reducing unused JS/CSS
- Compressing images
- Adding lazy loading
- Improving caching policies

 **Pro Tip:** Prioritize the fixes that your team or client can *actually* implement.

Step 4: Share the Recommendations

- Export the OPR into a clear, client-facing Google Doc or Excel file.
- Make recommendations actionable with bullet points or a checklist format.
- Include before/after examples when possible.

Step 5: QA After Implementation

- After the client applies changes, review the page live.
- Check all updates were correctly applied.
- Monitor results in Google Search Console and SEMrush over the following weeks.

Adjust based on what's working—and what's not.

Step 1: Identify Target Keywords

Primary Keyword: [Cybersecurity AI Platform](#)

Secondary Keyword: [AI Threat Detection](#)

Supporting Keywords & Semantic Variations:

- AI-powered cybersecurity
- Machine learning threat detection
- Real-time threat intelligence
- Autonomous cybersecurity tools
- AI for SOC teams

 Use SEMrush or Ahrefs to validate volume and difficulty. Prioritize terms with transactional intent and competitive gaps.

Step 2: Optimize Page Elements

2.1 Recommended URL: [/cybersecurity-ai-platform/](#)

2.2 Canonicals & Meta Robots

- Self-referencing canonical tag required.
- Meta robots should allow indexing: [index](#), [follow](#).

2.3 Title Tag: [Cybersecurity AI Platform | Real-Time Threat Detection with AI](#) |[Brand Name]

2.4 Meta Description: [Protect your business with an AI-powered cybersecurity platform that detects and stops threats in real time. See how intelligent automation enhances your security.](#)


2.5 Page Content Optimization

Ensure the primary and secondary keywords appear naturally in:

- H1: [AI-Powered Cybersecurity Platform for Real-Time Threat Detection](#)
- H2s:
 - [How Our AI Threat Detection Works](#)
 - [Benefits of Autonomous Cybersecurity](#)
 - [Trusted by Global SOC Teams](#)

Add content that answers:

- “What is a cybersecurity AI platform?”
- “How does AI detect threats in real time?”
- “What’s the difference between traditional and AI-powered security tools?”

 **LLM Optimization Tip:** Use natural language Q&A and headings that align with likely queries asked in AI tools (e.g., “How does AI improve threat detection?”)

2.6 Internal Linking

- Link to:
 - [SOC team solutions page](#)
 - [Case studies or customer success stories](#)
 - [Resource hub or blog on AI in cybersecurity](#)
- Use contextual anchor text like “real-time AI threat detection” or “cybersecurity automation tools”

Case Study: Cyber Security Company SEO Growth with MKG Marketing



At MKG Marketing, we specialize in transforming organic search into a powerhouse for B2B SaaS companies looking to scale. Our deep expertise in SEO strategy, coupled with an understanding of the resource constraints of growing companies, allows us to deliver tailored solutions that drive measurable results. A client, leader in cyber range training and simulation partnered with MKG Marketing to enhance its organic search presence and fuel long-term growth.

The Challenge

The client needed to significantly boost its organic search traffic to expand its reach and capture a larger share of its target market. However, they had a limited budget to invest in SEO. The challenge was clear: how could they maximize organic visibility and increase inbound traffic efficiently?

The Strategy

We implemented a focused SEO strategy that prioritized optimizing existing website content, aligning keyword targeting with search intent, and developing high-value SEO-driven content. Our key strategic pillars included:

- Optimizing Core Website Pages using our proprietary On-Page Recommendation (OPR) Checklist.
- Developing Pillar Pages to establish authority on key topics relevant to the client's audience.
- Creating SEO-Optimized Blog Content to support keyword growth and drive engaged traffic.

Case Study: Cyber Security Company SEO Growth with MKG Marketing



The Approach

Keyword Research & Optimization

Over the first six months, MKG conducted extensive keyword research to identify high-impact search terms for the client. We clustered these keywords strategically and applied them across key website sections to improve rankings and relevance.

On-Page Optimization

Using our OPR Checklist, we optimized 19 unique pages across the client's core website sections, ensuring they were fully aligned with search intent and best SEO practices.

Pillar Content Development

MKG developed three comprehensive pillar pages targeting the clients' core target keywords:

- Cyber Range
- Incident Response
- Cyber Attack Simulation

SEO-Focused Blog Content

To further drive keyword rankings and traffic, we provided SEO content briefs that resulted in three keyword cluster-focused blog posts:

- Simulating Real-World Attacks: How Cyber Ranges Strengthen Incident Response in State Government Agencies
- Addressing the Skills Gap Through Cyber Range Training
- The Business Value of Cyber Range Training

Case Study: Illumio's SEO Growth with MKG Marketing



The Results

Our strategic execution led to substantial improvements in the client's organic search performance, delivering year-over-year (Y/Y) growth in key metrics:

Traffic & Engagement Growth (July 1 – Dec 31, 2024 vs. Previous Year)

- Sessions: **+42%** (from 7,114 to 10,123)
- Engaged Sessions: **+60** (from 4,003 to 6,412)
- Active Users: **+53%** (from 4,003 to 6,412)

Keyword Ranking Improvements (Jan 1, 2025 vs. July 3, 2024)

- Top 3 rankings: Increased from 0 to 4
- Top 10 rankings: **+57%** (from 7 to 11)
- Top 20 rankings: **+24%** (from 21 to 26)
- Top 100 rankings: **+23%** (from 66 to 81)



“MKG Marketing's efforts improved the client's organic website traffic and generated leads. Throughout the engagement, the team was organized, professional, and communicative via virtual meetings, emails, and messaging apps. Their experience, expertise, and trustworthiness impressed the client.”

~ Laura McAilily | Previously, Head of Marketing at Devici

What's Next? Turning Keywords into Action

On-Page Recommendations are just one way to implement your keyword word research. A solid and important first step. Once complete, it is now, time to **generate new content**:

- ✓ **Pillar pages** to signify your expertise
- ✓ **Blog content** for ongoing value and internal link building,
- ✓ **PR and social distribution** for authoritative link building and brand awareness.





Thank You



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