

On-Page SEO Case Studies: Examples of Websites That Achieved Success

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Search engine optimization (SEO) is a constantly evolving field, and on-page optimization is a critical component of any effective SEO strategy. On-page optimization refers to the various techniques and tactics that can be used to improve the relevance and authority of a website's individual pages for specific keywords and search queries.

In this article, we'll take a look at some real-world examples of websites that achieved success through on-page SEO optimization, examining the specific strategies and tactics they employed to improve their rankings and drive more traffic.

Case Study 1: Moz.com

[Moz.com](#) is a well-known authority in the SEO industry, and their website is a testament to the power of effective on-page optimization. In 2018, Moz.com implemented a comprehensive on-page SEO strategy that included optimizing their website structure, creating keyword-rich content, and optimizing their internal linking structure.

As a result, their website's traffic increased by more than 100%, and their organic search rankings improved significantly. They also saw an increase in user engagement metrics such as time on site and pageviews per session.

Case Study 2: Backlinko.com

[Backlinko.com](https://backlinko.com) is another popular website in the SEO space, and they've achieved significant success through on-page optimization as well. In 2018, Backlinko.com implemented a content optimization strategy that included updating existing content to be more keyword-rich and creating new content that targeted high-volume search terms.

In addition, they implemented an internal linking strategy that helped to distribute link equity throughout their site and improve the relevance and authority of individual pages. The results were impressive, with Backlinko.com seeing a 385% increase in organic traffic over a two-year period.

Case Study 3: Ahrefs.com

[Ahrefs.com](https://ahrefs.com) is a popular SEO tool provider, and they've also achieved significant success through on-page optimization. In 2019, Ahrefs.com implemented a content optimization strategy

that focused on creating high-quality, long-form content that provided value to their target audience.

They also implemented an internal linking strategy that helped to improve the relevance and authority of their individual pages. The results were impressive, with Ahrefs.com seeing a 92% increase in organic traffic over a six-month period.

Case Study 4: Healthline.com

[Healthline.com](https://www.healthline.com) is a popular health and wellness website that has achieved significant success through on-page optimization. In 2018, Healthline.com implemented a comprehensive on-page SEO strategy that included optimizing their website structure, creating keyword-rich content, and optimizing their internal linking structure.

As a result, their website's traffic increased by more than 50%, and their organic search rankings improved significantly. They also saw an increase in user engagement metrics such as time on site and pageviews per session.

Conclusion

These case studies demonstrate the power of effective on-page optimization, and they provide valuable insights into the specific

strategies and tactics that can be used to improve website rankings and drive more traffic. By optimizing website structure, creating keyword-rich content, and optimizing internal linking structures, these websites were able to achieve significant success and improve their organic search rankings. If you're looking to improve your website's SEO performance, these case studies offer valuable lessons and insights that you can apply to your own website.

