**On-page SEO:** (also called on-site SEO) is the practice of optimizing web pages to rank higher in search engines. It includes optimizations to visible content and the HTML source code. Why is on-page SEO important? Google looks at your page’s content to determine whether it’s a relevant result for the search query.

**What is on page SEO:**

On page SEO involves those SEO strategies or techniques that are performed within the website and are under your control. It is the practice of optimizing web pages in order to get more and [more traffic](https://www.tendtoread.com/how-to-increase-organic-search-traffic/) and accordingly to increase the rank in Google SERP. It refers to both content and HTML source code optimization.

**Why on page SEO techniques are important:**

The benefits of on page SEO techniques are enormous. The performance of a website mainly depends on the optimization of the content and the codes and it is nevertheless to say that on page SEO plays the major role here. On page SEO is important because it helps in-

* Increase website traffic and users
* Get the best ROI
* Increase business leads
* Ranking higher in Google SERP
* Boosting organic traffic
* Helps in local SEO
* Speeds up website loading speed
* Improves CTR (click-through rate)
* Enhances crawl rate etc

**On page SEO techniques checklist:**

With the ever changing Google algorithms it is quite not easy to keep yourself updated all the time about the changes that have been made. But that is what can set you apart from others in the run and give you extra benefits. Following are some of the most important SEO techniques. Though the basic points and the newest techniques are not far apart from the previous ones, but the latest on page SEO techniques 2021 have definitely got some noticeable changes that must be considered.

### ****Keyword optimization****

Before you go for ‘content is the king’, you should know that it is the keywords that make content the king. Thorough research on keywords should be made before you start writing your content. Google is behaving smarter than before regarding keywords. Use your targeted keywords throughout the content but don’t overdo it. Keyword stuffing is a BIG NO in SEO. Now Google can catch the synonyms as well and tries to show the best results when someone ask for the same.

Try to use your keywords in the title, url and meta description. It is good if you can use the primary keyword once in the first paragraph of your content. For the best keywords optimization you can use [SEMRUSH keyword magic tool](https://www.semrush.com/lp/backlinks/en/?ref=5659998657&refer_source=tendtoread&utm_campaign=landing_backlink_management_multi_tool&utm_source=berush&utm_medium=promo&utm_term=36), but if you don’t have budget for this then you can use Google SERP suggestion LSI keywords for the best result and you can get ideas about the keywords.