**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.