**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