function pageLoad(sender, args) {

if (args.get\_isPartialLoad()) {

// This code will execute after each partial postback (e.g., UpdatePanel)

$(document).ready(function () {

// Your jQuery code here

alert('Page content reloaded!');

});

} else {

// This code will execute on the initial page load

$(document).ready(function () {

// Your jQuery code here

alert('Page loaded!');

});

}

}

<%@ Page Language="C#" AutoEventWireup="true" CodeBehind="Example.aspx.cs" Inherits="YourNamespace.Example" %>

<!DOCTYPE html>

<html xmlns="http://www.w3.org/1999/xhtml">

<head runat="server">

<title></title>

<script src="https://ajax.googleapis.com/ajax/libs/jquery/3.5.1/jquery.min.js"></script>

<script type="text/javascript">

Sys.WebForms.PageRequestManager.getInstance().add\_endRequest(EndRequestHandler);

function EndRequestHandler(sender, args) {

// This function will run after every partial postback

$('#divToUpdate').attr('customAttribute', 'customValue');

}

</script>

</head>

<body>

<form id="form1" runat="server">

<asp:ScriptManager ID="ScriptManager1" runat="server"></asp:ScriptManager>

<asp:UpdatePanel ID="UpdatePanel1" runat="server">

<ContentTemplate>

<div id="divToUpdate">

This is a div inside the UpdatePanel.

</div>

<asp:Button ID="btnUpdate" runat="server" Text="Update" OnClick="btnUpdate\_Click" />

</ContentTemplate>

</asp:UpdatePanel>

</form>

</body>

</html>