

# ON-PAGE OPTIMIZATION

On-page optimization is the process of ensuring the content is both relevant and provides a great user experience.

## *Pre-Click and Post-Click Optimization*

*There are two categories of on-page optimization – pre-click and post-click.*

*Pre-click on-page optimization is what is visible to the user before they click on a result on the search engine results page or SERP.*

Post-click on-page optimization is what is visible to the user after they click on your listing and land on your web page.