

# Types of SEO

## 1. On-Page SEO (On-Site SEO):

On-site SEO refers to the practice of optimizing elements on a website, such as the content and HTML code, to improve its rankings in search engine results pages and attract more relevant traffic to the website. This is different from off-site SEO, which involves optimizing external factors like backlinks and social media signals.

### SEO Keyword Research

It involves identifying relevant search terms (keywords) that users are searching for and incorporating those keywords strategically into website content to improve search engine visibility and relevance.

### Quality SEO Content

Quality SEO content means creating content that is both user-friendly and search engine-friendly by focusing on the needs and interests of the **target audience**, using relevant keywords, and attracting links and shares to improve search engine rankings.

### Internal Linking For SEO

Internal Linking For SEO involves placing links within a website to connect relevant pages together, in order to improve user experience and help search engines understand the website's hierarchy and content.

### Metadata SEO Optimization

Metadata SEO Optimization involves optimizing the HTML elements such as title tags, header tags, and meta descriptions to accurately and briefly convey what the page is about to both search engines and users. In order to improve the visibility and relevance of the page in search engine results pages (SERPs).

### Image SEO Optimization

Image SEO Optimization is the process of optimizing website images with descriptive file names, alt tags, and captions to improve both user experience and search engine visibility, with the goal of generating more traffic to a website from Google image search.

### URL Structure

URL structure refers to the way a website's URLs are organized and designed, incorporating relevant keywords to help search engines understand website content and improve rankings, while also improving user experience and facilitating link-building efforts.

**12 IMPORTANT ON-PAGE SEO FACTORS**

<b>01</b>	<b>Crawlable website</b>		<b>07</b>	<b>User-friendly URLs</b>	
<b>02</b>	<b>Site architecture</b>		<b>08</b>	<b>Well-targeted content</b>	
<b>03</b>	<b>Quality outbound links</b>		<b>09</b>	<b>Keyword optimization</b>	
<b>04</b>	<b>Website speed</b>		<b>10</b>	<b>Image optimization</b>	
<b>05</b>	<b>Mobile friendliness</b>		<b>11</b>	<b>Readability and UX</b>	
<b>06</b>	<b>Use of HTTPS</b>		<b>12</b>	<b>Click-through rate (CTR)</b>	

## 2. Off-Page SEO (Off-Site SEO):

Off-page SEO, also called off-site SEO, is the practice of improving a website's search engine ranking by optimizing factors outside of the website itself. This can be done by building high-quality backlinks, promoting the website on social media, and other forms of online marketing.

The goal is to increase the website's authority, reputation, and relevance in the eyes of search engines, which can result in higher search engine rankings and more organic traffic to the website.

### Guest Blogging

Guest blogging is a common off-page SEO technique used for building **backlinks**.

It is when you write an article for another website and include a backlink to your own site in exchange. This can improve your website's visibility and authority, and attract more traffic to your site.

### H.A.R.O

Responding to journalists' and reporters' queries to gain media exposure and earn backlinks to improve SEO.

## Competitor Research and Analysis

Examining competitors' backlinks, content, and keywords to gain insights and improve one's own SEO strategy.

## Internet Ads

Placing paid ads on external websites and search engines to drive traffic and generate leads for a website or business, ultimately improving its online visibility.

## Press Distribution

Sharing press releases with relevant media outlets to secure backlinks, attract potential customers, and increase brand recognition.

## Brand Signals

Brand signals in SEO refer to the online presence and reputation of a brand, which is established through activities such as social media engagement, online directory listings, and mentions on other websites. These signals can help search engines determine the authority and credibility of a brand, and can positively impact search engine rankings.

## What is Off-Page SEO?



## Technical SEO

Technical SEO involves making website optimizations that help search engines crawl and index a website more easily, thereby improving its search engine ranking. This includes tasks such as optimizing site **load time**, ensuring that robot.txt files are properly configured, and setting up redirects correctly.

The goal of technical SEO is to make a website more accessible and user-friendly for both search engines and website visitors.

### Site Load Time

Site load time optimization involves improving website speed and performance to provide a better user experience and achieve higher search engine rankings.

### Mobile-Friendliness

**Mobile-friendliness** refers to the design and functionality of a website that is optimized for viewing on mobile devices such as smartphones and tablets. It ensures that the website is responsive to different screen sizes, loads quickly, and is easy to navigate on mobile devices.

### Crawl Error Identification

Crawl error identification is the process of finding and resolving errors that prevent search engines from accessing website content. These errors can include broken links, missing pages, and other issues that can negatively impact search engine visibility. By fixing crawl errors, website owners can improve their website's search engine rankings and overall visibility.

### Keyword Cannibalization Audit

A **keyword cannibalization** audit is a process of identifying and fixing instances where multiple pages on a website are competing for the same or similar keywords, which can result in a dilution of search engine visibility and a decrease in overall organic performance.

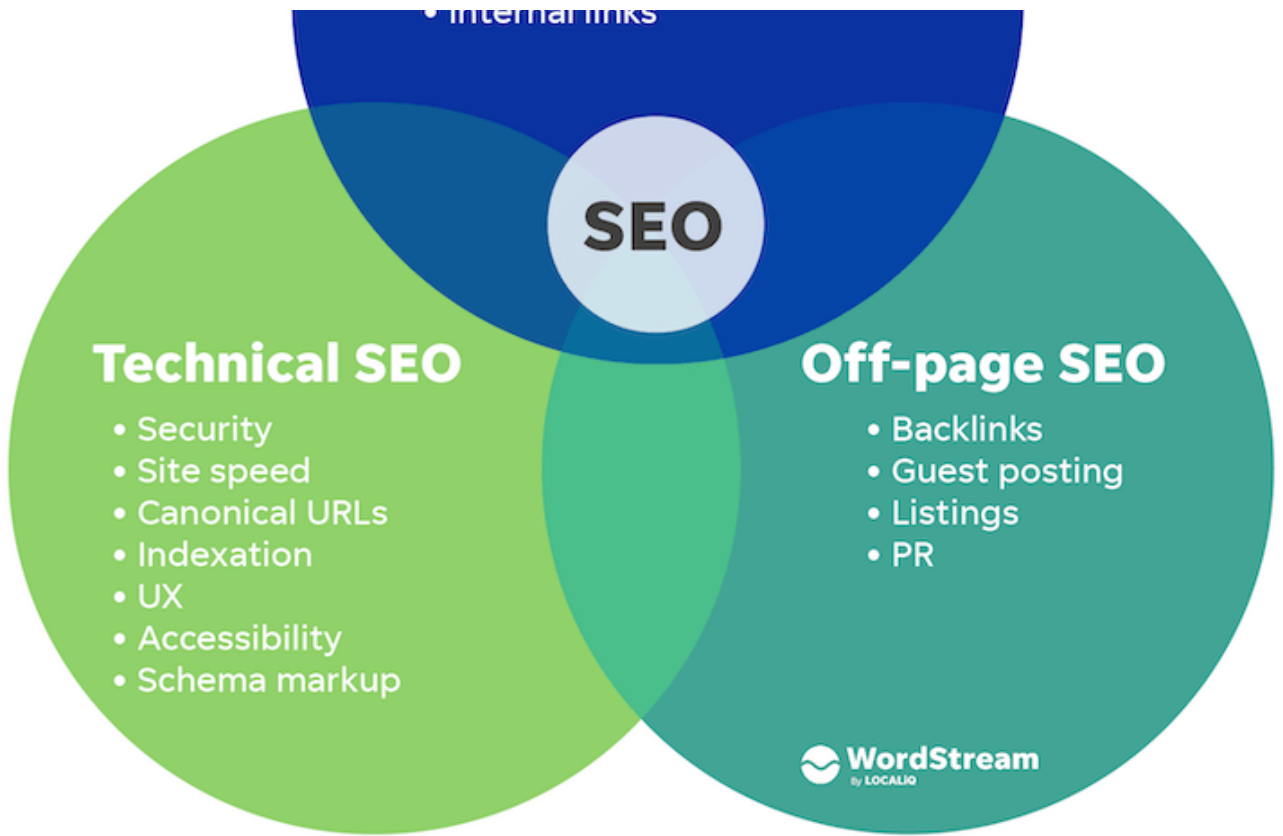
### Duplicate Content Audit

A duplicate content audit involves identifying and fixing instances of duplicate content on a website that can negatively impact search engine rankings.

### Site Structure

Site structure refers to the process of creating a clear and organized website structure that makes it easy for users and search engines to navigate and understand website content. A clear site structure can also improve user experience by making it easier for visitors to find the information they are looking for.





## Local SEO

Local SEO strategy for local businesses is one of the most important types of SEO as it helps the business become more visible in local search results on Google.

Local SEO helps businesses reach the local audience by analyzing their behavior through trillions of searches. If you use local SEO practices, then your local business has the opportunity to rank higher in the search results and the local map pack at the same time. This, in turn, helps grow your business and increase traffic to your website.

