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improvements.

Explore the four types of SEO and learn how to optimize your site.

On-page SEO. Our Beginners Guide to SEO outlines the basics of search engine optimization, and on-page SEO is one of the easiest and most common ways to boost site visibility. ...

Off-page SEO. ...

Local SEO. ...

Technical SEO.

Search Engine Optimization (SEO): The 4 Types You Need to Know

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The most common example of on-page SEO is optimizing a piece of content to a specific keyword.

For example, if you're publishing a blog post about making your own