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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 ice cream, your keyword might be homemade ice cream. You'd include that keyword in your post's title, slug, meta description, headers, and body.

What are examples of SEO marketing?

- Relevance