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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.

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Local SEO.

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Technical SEO.

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[Search Engine Optimization \(SEO\): The 4 Types You Need to Know](#)

[uschamber : start : strategy : four-main-types-of-seo-explained](#)

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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](#)