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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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[What are examples of SEO marketing? - Relevance](#)

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.