

# TYPES OF SEO: A COMPREHENSIVE GUIDE



## ON-PAGE SEO

- Keyword Optimization
- Content Quality & Value (-Meta)
- Header Tags (H1-H6)
- Image Alt Text



## OFF-PAGE SEO

- Backlink Building (High-Authority)
- Social Media Shares
- Guest Posting
- Brand Mentions



## TECHNICAL SEO

- Site Speed & Core Web Vitals
- Mobile-Friendliness
- XML Sitemaps & Robots.txt
- HTTPS Security



## LOCAL SEO

- Google Business Profile Optimization
- Local Citatic (NAP) 
- Customer Reviews
- Geo-Targeted Content

SEO IS **INTERCONNECTED**: Technical health, **Content quality**, **Authority**, and **Reach** all work together for success.