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Types of SEO

Types of SEO

SEO (Search Engine Optimization) is the process of improving a website to rank higher on search engines, and it has four main types: On-Page SEO, Off-Page SEO, Local SEO, and Technical SEO.

Types of SEO

1. On-Page SEO

What it is:

On-page SEO is all the things you do **on your own website** to help search engines understand it and rank it higher.

Key Elements:

- **Keywords:** Words people search for that should appear in your content.
- **Title Tags & Meta Descriptions:** The title and short description that show up in search results.
- **Headings (H1, H2, H3):** Organize content so it's easy to read.
- **Content Quality:** Useful, original, and easy-to-read content.
- **Internal Links:** Links to other pages on your site.
- **Images & Alt Text:** Properly labeled images help SEO.

Usage:

Helps search engines **understand your website content** and improves your chance to rank higher for relevant searches.

How to do ?

• **Meta Title & Description:**

Open any website, right-click → **View Page Source** → look for:

- `<title>Example Website Title</title>`
- `<meta name="description" content="This is a description of the website">`

Example: Search for www.wikipedia.org, view source, and look for `<title>` and `<meta name="description">`.

• **Headings (H1, H2):**

- `<h1>Wikipedia</h1>`
- `<h2>Free Online Encyclopedia</h2>`

• **Alt Text for Images:**

- ``

2. Off-Page SEO

What it is:

Off-page SEO is all the things you do **outside your website** to boost its authority and reputation.

Key Elements:

- **Backlinks:** Other websites linking to your site (like votes of confidence).
- **Social Media Sharing:** Content shared on social media platforms.
- **Guest Blogging:** Writing posts on other websites with a link back to yours.



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- **Brand Mentions:** People talking about your brand online.

Usage:

Shows search engines that your website is **trustworthy and popular**, which can improve rankings.

How to do?

- **Backlinks:** You won't see them in page source of your site, but tools like **Ahrefs** or **Moz** can show which external sites link to a page.
- **Example:** **BBC.com** has thousands of backlinks pointing to it from other news websites.

3. Local SEO

What it is:

Local SEO focuses on **ranking your website for location-based searches**. For example: "Pizza near me" or "Plumber in New York."

Key Elements:

- **Google Business Profile:** Creating a business profile on Google Maps.
- **Local Keywords:** Adding location names to your content.
- **Reviews & Ratings:** Getting positive reviews on Google or Yelp.
- **NAP Consistency:** Keeping your Name, Address, and Phone number consistent online.

Usage:

Helps small businesses or local services **get found by people nearby**.

How to do?

- **Google Business Profile:** Search for a local business on Google Maps and you'll see their listing (address, phone, hours).

4. Technical SEO

What it is:

Technical SEO focuses on the **behind-the-scenes structure** of your website so search engines can crawl and index it easily.

Key Elements:

- **Website Speed:** Fast-loading websites rank better.
- **Mobile-Friendliness:** Site works well on phones and tablets.
- **Secure Website (HTTPS):** Using SSL certificates for security.
- **XML Sitemap:** Helps search engines find all your pages.
- **Robots.txt File:** Tells search engines which pages to crawl or ignore.
- **Fixing Broken Links:** Ensures no dead links exist on your site.

Usage:

Improves **crawlability, site speed, and user experience**, which indirectly boosts rankings.

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How to do?

• **HTTPS & SSL:** Look at the website URL – does it start with https://? Search engines prefer secure sites, so **HTTPS improves trust and can positively affect rankings.**

Try this:

Open any website in your browser and check the URL.

Example:

https://www.wikipedia.org

You will see a **lock icon**, meaning the site uses SSL.

• **Sitemap link:** Usually at www.example.com/sitemap.xml. A **sitemap** is a file that lists important pages on your website so search engines can find and crawl them easily.

Try this:

Go to a website’s sitemap by adding /sitemap.xml at the end.

Example:

https://www.apple.com/sitemap.xml

You’ll see a structured XML file listing URLs.

• **Robots.txt file:** Visit www.example.com/robots.txt in your browser. A **robots.txt** file tells search engine crawlers which pages or folders they *can* or *cannot* access.

Try this:

Check what a website allows or blocks for crawlers.

Example:

https://www.amazon.com/robots.txt

You’ll see many “Disallow” rules for certain folders.

• **Page Speed hints in source:** In the page’s source code, scripts may load with attributes like **async** or **defer**:

1. **async** loads the script while the page continues loading.
2. **defer** loads scripts after the HTML is fully parsed.

These help improve **page speed**, which is an important ranking factor.

Try this:

Open a page → Right-click → *View Page Source* → search for <script.

You might see something like:

```
<script src="main.js" defer></script>
```

or

```
<script src="analytics.js" async></script>
```

These speed up loading by delaying how scripts run.

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Types of SEO

Summary Table:

| Type | Focus | Example | Why Important |
|---------------|---------------------------------|---------------------------------------|--|
| On-Page SEO | Your website content | Keywords, headings, images | Helps search engines understand your site |
| Off-Page SEO | External factors | Backlinks, social shares | Builds website authority & trust |
| Local SEO | Location-based searches | Google Business, local keywords | Helps local customers find you |
| Technical SEO | Website structure & performance | Site speed, mobile-friendly, sitemaps | Helps search engines crawl & index your site |

Assignment

1. Go to www.wikipedia.org → Right-click → View Page Source.
2. Search for <title> → see the meta title.
3. Search for <meta name="description"> → see the meta description.
4. Search for <h1> → see the main heading.
5. Look at tags → see the alt text.

This way, you can see real-world examples of on-page and technical SEO in action.