

# 17 TYPES OF SEO SPECIALIZATIONS

## On - Page SEO

Optimizing individual web pages **CONTENT** to improve their ranking

1

2

## Off - Page SEO

Improving the popularity and authority of website through **BACKLINKS**.

3

## Technical SEO

Improving the website's **CODE** & **STRUCTURE** for search engines to crawl

4

## Mobile SEO

Optimizing a website for **MOBILE USERS**.

5

## Local SEO

Optimizing the local business website to rank higher for local search queries

6

## Content SEO

Creating high quality **INFORMATIVE & ENGAGING** content to improve the websites ranking

7

## Voice SEO

Optimizing websites for voice search queries

8

## E-commerce Seo

Optimizing ecommerce website to increase product visibility & sales

9

## Video SEO

Optimizing video content and video listings to improve ranking on search results pages.

10

## IMAGE SEO

Optimizing **ALT TAGS & TITLES** of website images to improve the website's ranking

11

## International SEO

Optimizing websites for different languages and countries

12

## Enterprise Seo

Optimizing large , complex websites to rank for multiple categories in multiple locations

13

## NEGATIVE SEO

Using unethical tactics to harm a competitors ranking.

14

## Whit hat seo

Using ethical tactics to optimize websites ranking

15

## Black hat seo

Using unethical tactics to manipulate the websites ranking

16

## grey hat seo

Using tactics that are neither black nor white hat

17

## ASO

Optimizing mobile app listings to improve their visibility

Source: <https://www.aerobusinesssolutions.com/blog/types-of-seo-in-digital-marketing/>