## On-page SEO

- Content quality
- Internal links
- External links
- Keywords
- Meta data
- Image opt. URL

#### Image SEO

- Quality
- Keywords
- Meta data
- Compression
- Dimensions
- Lazy loading.

#### Video SEO

- Quality
- Keywords
- Meta data
- Schema
- Backlinks
- Social signals

#### **Local SEO**

- Keywords
- Meta data
- Listings
- Reviews
- Social signals

### **Technical SEO**

- Security
- Site speed
- Canonical URLs
- Indexation
- UX
- Accessibility
- Schema
- Lazy loading

## Off-page SEO

- Backlinks
- Guest posting
- Listings
- Social signals
- PR



Robert R. Redfield

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