In this article, I want to highlight the three [types of search engine](#) optimization. Follow me as we are going to look at that together in this article. The optimisation process is broken down into the three core and timeless SEO principles:

#1 Technical Optimization
#2 On-Page Optimization
#3 Off-Page Optimization

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It also looks at how we can apply the theory to a real-life successful SEO campaign.

While it can help if you have a technical background, many technical optimization tasks can be either completed or directed by a non-technical person. Remember Technical Optimization is one of the three Pillars to SEO. We can think of these as broad categories for SEO that everything else fits under.

Examples of technical optimizations are making sure a website has clean code, is free from site and URL errors and has minimal duplicate content. We'll now discuss some of these and others in more detail.

Features of technical optimization:

- Activities: involves SEO activities completed on your site that are designed to improve SEO but are not related to content
- Ranking factors: this stage is mostly about optimizing the crawlability of the site so that content can be easily found and indexed. Contains a small amount of less essential ranking factors but is still essential to get right
- Tech Help: they may require the help of a web developer or someone technical because many changes require code tweaks within the website
- Time investment: this is mainly up-front work, with some ongoing maintenance
- Tools: there are lots of great tools that can help diagnose technical issues, including Google Search Console, Screaming Frog SEO Spider and Xenu Link Sleuth

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Note: Google Search Console was called Google Webmaster Tools, so when you research online you may see both being referenced.
The following text is borrowed from the Google Search Console help pages and you can find a link in the references below.

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Action Point

PS: I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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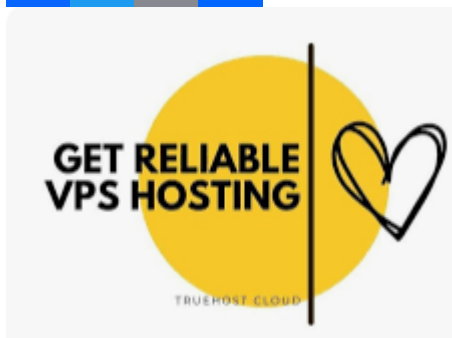
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