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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 optimize process is broken down into the three core and timeless SEO principles:

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#1 Technical Optimization

#2 On-Page Optimization

#3 Off-Page Optimization

It also looks at how we can apply the theory into 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

PEOPLE ALSO READ: [Long Tail Keyword Research: Secrets To Ranking On Search](#)

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

What is a Search Console?

Google Search Console is a free service offered by Google that helps you monitor and maintain your site's presence in Google Search results. You don't have to sign up for Search Console for your site to be included in Google's search results, but doing so can help you understand how Google views your site and optimize its performance in search results.

Why use Search Console?

Monitor your site's performance in [Google Search results](#):

- Make sure that Google can access your content
- [Submit new content](#) for crawling and remove content you don't want to be shown in search results
- Create and monitor the content that delivers visually engaging search results

- Maintain your site with minimal disruption to search performance
- Monitor and resolve malware or spam issues so your site stays clean
- Discover how Google Search—and the world—sees your site:
- Which queries caused your site to appear in search results?
- Did some queries result in more traffic to your site than others?
- Are your product prices, company contact info, or events highlighted in rich search results?
- Which sites are linking to your website?
- Is your mobile site performing well for visitors searching on mobile?

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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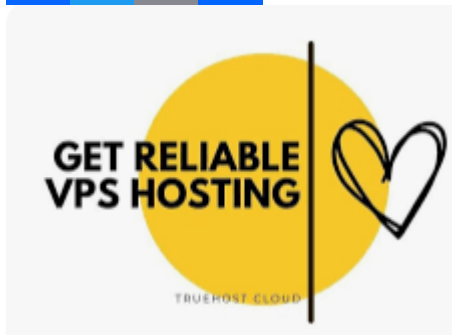
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