

Types of SEO Explained (With Examples That Don't Suck)

SEO isn't just one thing. It's a whole buffet of ways to mess up your site.

If you've ever confidently declared "I'm doing SEO" but couldn't explain what kind, congratulations—you've been winging it. This PDF breaks down the main types of SEO you're supposed to be using, with actual examples that won't make your web developer quit in despair.

Use it to educate yourself, impress your boss, or just confirm what you've been doing wrong all along.

By [@alexcornici](#) | [What is SEO](#)

THE BIG FIVE (and where people go horribly wrong)

1. On-Page SEO

What it is: Optimizing everything on your site—content, HTML, titles, internal links, the stuff you pretend is “done.”

Good example: A blog post with a clear H1, subheadings, internal links, a meta description, and answers to actual user questions.

Bad example: A single block of text with no formatting, no keywords, no structure, and a title like “Page 4.”

2. Off-Page SEO

What it is: Everything happening off your site that affects rankings—mostly link building and reputation.

Good example: Getting a backlink from an industry-leading blog because your content was actually useful.

Bad example: Spamming forums with your homepage URL like it's 2008 and you're in a botnet.

3. Technical SEO

What it is: All the nerdy backend stuff that keeps your site crawlable, indexable, and not slow as a turtle in molasses.

Good example: A fast-loading, mobile-friendly site with clean URLs, no broken links, and a

functioning sitemap.

Bad example: Pages that take 10 seconds to load, images named “IMG000348293.png,” and no SSL because “security isn’t my thing.”

4. Local SEO

What it is: Helping people in your city actually find you when they Google “best tacos near me.”

Good example: A complete Google Business Profile with reviews, photos, hours, and actual engagement.

Bad example: Hoping someone finds your garage business through Yelp even though your address is missing and your last review is from 2014.

5. Mobile SEO

What it is: Making sure your site doesn’t look like a broken PowerPoint when someone opens it on their phone.

Good example: Responsive design, fast loading, large tap targets, and text you can read without a magnifying glass.

Bad example: Pop-ups, tiny fonts, and menus that only work if you have fingers like toothpicks.

TL;DR

If you’re only doing one of these and calling it “an SEO strategy,” you’re not optimizing. You’re guessing.

This PDF exists to stop the guessing. Learn the types. Apply them all. Or better yet, hire me and let a professional handle it while you go do literally anything else.