

Search Engine Optimization (SEO)

On-page SEO:

1. Keyword Research
2. Title Tag Optimization
3. Meta Description
4. Header Tags (H1, H2, etc.)
5. URL Structure
6. Image Optimization
7. Internal Linking
8. Mobile Optimization
9. Content Quality
10. Page Load Speed
11. Schema Markup

Off-page SEO:

1. Backlink Building
2. Social Media Engagement
3. Guest Blogging
4. Influencer Marketing
5. Brand Mentions
6. Forum and Community Participation

Technical SEO:

1. XML Sitemap
2. Robots.txt
3. Canonical Tags
4. SSL Certificate (HTTPS)
5. Crawlability

Local SEO:

1. Google My Business
2. Local Citations
3. Location-Based Keywords
4. Customer Reviews

Content SEO:

1. Long-Form Content
2. Content Freshness
3. Keyword Optimization
4. User Intent