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<div>On-page SEO. Our Beginners Guide to SEO outlines the basics of search
 engine optimization, and on-page SEO is one of the easiest and most common ways
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span>Search Engine Optimization (SEO): The 4 Types You Need to Know</span&
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2px;padding-top:0px"><div><div><div><div><div
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optimizing a piece of content to a specific keyword. For example, i
f you're publishing a blog post about making your own ice cream, your keywor
d might be □homemade ice cream. □ You'd include that keyword in your post&#
39;s title, slug, meta description, headers, and body.</div></div>&l
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elevance</div><span><div>relevance