**SEO**

More focused on obtaining free or organic traffic.

Other roles within search engine marketing include:

* Search engine marketing – binding for paid advertisements
* Social media marketing – free and paid ads / engagement practices
* Content marketing – writing for blogs, newsletters etc.
* Public relations – build relationships, promote content

Various SEO specialization like :

* Local SEO
* Technical SEO
* SEO Copy writing

White hat vs Black hat vs Grey hat:

* White hat SEOs follow search engine best practices laid out by Google and other search engines
* Black hat SEOs tend to go against the grain and participate in what some might consider manipulative practices. Black hat SEOs tend to get hit with penalties more frequently and are known for more churn and burn approach to SEO.
* Grey hats tend to be somewhere in the middle.

Major search engines are Google Yahoo, and Bing. Though there are lesse known search engines. These include international search engines such as Baidu, which is China's major search engine, Yandex, which is Russia's major search engine, and Naver, which is South Korea's major search engine.

**Affiliate Marketing** – allows you to sell or really recommend items on the web for people to purchase

You do this by forming an affiliate relationship with the seller and earning a small commission from every sale you make. To get really successful at this, you need websites, preferably lots of websites dedicated to different items.

However, for these websites to be worthwhile, they first have to be found by search engines and ranked well so users can easily discover your site and your recommendations.

**Site Audit**

**SEO responsibilities:**

* Analyze site
* Interpret problems
* Make recommendations

**Google search console**

**Bing webmaster tools**

**Google Analytics**

**Content management systems**