

Top 60 Most Asked SEO Interview Questions and Answers (for SEO Executive) 2024

Q. 1. What is SEO?

Answer: Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.

The purpose of SEO is to increase the organic or unpaid traffic to your website or webpage through organic search engine results.

Q. 2. What are the different categories of SEO techniques?

Answer: There are three different types of SEO –

On-page SEO – On-page or on-site SEO includes practice strategies to optimize an individual page on a website and improve the rankings of a website, and earn organic traffic.

Off-page SEO – Off-site optimizations occur outside your site and include link building, local citations, and more.

Technical SEO – Technical SEO is the process of optimizing a website for crawling and indexing, and helps search engines access, crawl, interpret, and index the website in a hassle-free manner.

Q. 3. Apart from Google what other search engines can you name?

Answer: Some of the popular search engines other than Google are:

Bing, Yahoo, Baidu, Ask.com, Vimeo, DuckDuckGo, and Yandex

Q. 4. What is crawling & indexing?

Answer: Crawling: Crawling is a process by which, a crawler/bot of a search engine, gathers data about a webpage. In simple terms, a crawler studies websites, related web-pages, links, and content to create entries for search engine indexing.

Indexing: A webpage is considered to be indexed when it is added to the database of a search engine. Once the indexing is done, the webpage will start appearing for queries on the search engine. However, it is important to note that the webpage will have to go through a process of search engine optimization to get reflected on top positions.

Q. 5. What is the importance of Keywords?

Answer: Keywords are terms that define what a particular content is about. Well-researched keywords are very important as they lead the way in optimizing content on your website and making it comprehensible for search engines.

Q. 6. What is your process for Keyword Research?

Answer: Keyword research can be a long and elaborate process, however, you can narrate the following process as a simple reply to this question:

Step 1 (Analysis): Research words relevant to the industry/business and analyze the keywords used in the website of competitors to create a Keyword Bucket.

Step 2 (Research related keywords): Find out the best related set of words along with the current set of keywords you have.

Step 3 (Prepare long-tail Keywords): Create a list of long-tail keywords that are most likely to be searched by users.

Step 4 (Test keyword phrases on Google Adwords Keyword Planner): Keyword planner will help you cut down your list and give you a set of keywords that will optimize the performance of your website. Google Adwords is also an effective tool for competitor analysis.

Q. 8. What is a long-tail keyword?

Answer: For understanding long-tail Keyword, it is first important to understand Head Keywords. Head keywords, also called short-tail keywords, are regular terms which a lot of people search about (e.g. – Sports Shoes). Long-term keywords are additions to head keywords that make the search more specific (e.g. – Sports Shoes under Rs. 2000).

Q. 9. What are canonical URLs?

Answer: When the same or similar content is being used at different places within your website, the canonical URL function helps in specifying the source that should be considered as 'original' by the search engine. It, therefore, solves the problem of duplicate content by directing the search engine to the most preferred source.

Q. 10. What is meta description?

Answer: The links that appear after a query is entered in a search engine contain a 155 to 160 character snippet below it, which describes the contents of the webpage. This snippet is called meta description.

Q. 11. What are alt-attributes used for?

Answer: In SEO, alt-attribute is used to give an alternative text to an image. If for some reason the image cannot be viewed, the Alt-attribute text gives information about that image.

Q. 12. What do you understand by backlinking & why is it important in SEO?

Answer: A backlink is a hyperlink on another website that leads a user to your website. In SEO, backlinks are of immense importance as the number and quality of backlinks have a huge impact on the popularity & performance of a website. Backlinks are one of the main factors that affect the domain authority of a website.

Q. 13. What are the different methods of backlinking?

Answer: Some of the popular methods of back linking are used in off-page SEO work:

- Blog Post
 - Article Post
 - Forum Posting
 - Yahoo Answer
 - Blog Comment
 - Directory Submission
 - Social Bookmarking
 - Press Release Submission
 - Deep-link Directory Submission
 - Regional Directory Submission
-

Q. 14. What are the most important SEO ranking factors?

Answer: Some of the most important SEO Ranking factors are:

- Quality and Structure of content
- Quality and Relevant Backlinks
- Page Speed
- Image alt-text
- Mobile Friendliness
- User experience
- Content Freshness
- Domain Age, URL, and Authority

Q. 15. What are Panda and Penguin updates?

Answer: Panda: The "Panda update" was an adjustment of the Google Search algorithm, introduced in 2011 to lower the rank of sites with poor content quality and improve the performance of higher quality sites. It is updated time to time.

Penguin: The Penguin update is an update to the Google ranking algorithm, first carried out in 2012. It was launched to penalise websites that use spammy backlinks or low-quality backlinks.

Q. 16. What is Google Hummingbird?

Answer: Unlike Panda and Penguin, which were just updates, Hummingbird is deemed to be a revamped and improved version of the old Google search algorithm. Launched in 2013, this algorithm is said to give more emphasis on context behind the words and is said to understand conversational queries.

Q. 17. What is domain Authority & why is it important?

Answer: Domain Authority or DA refers to the strength of a domain to rank high on search engines. This metric gives a score between 1 to 100. The higher the score, the better is the DA.

DA is important as it gauges the quality of a website and also its ability to rank high in future. Generally, a website with an excellent quality of content and reasonable number of high-quality backlinks gets a high DA score.

Q. 18. What is RankBrain?

Answer: An artificial intelligence program developed by Google, Rankbrain uses machine learning to gather data from a variety of sources and teaches itself to generate the most relevant search results for the user. Many SEO commentators say that 'user intent' is the primary motive behind RankBrain.

Q. 19. What is an XML sitemap?

Answer: XML Sitemaps (Extensible markup language) is a list of URLs on your website in machine-readable format, which facilitates search engines to crawl the website more effectively.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9" xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
http://www.sitemaps.org/schemas/sitemap/0.9/sitemap.xml">
  ▼<url>
    <loc>https://www.wscubetech.com/</loc>
    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>1.00</priority>
  </url>
  ▼<url>
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  </url>
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    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
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    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>0.80</priority>
  </url>
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    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  ▼<url>
    <loc>https://www.wscubetech.com/bootstrap-training-certification-course-jodhpur.html</loc>
    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  ▼<url>
    <loc>https://www.wscubetech.com/laravel-training-jodhpur.html</loc>
    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  ▼<url>
    <loc>https://www.wscubetech.com/nodejs-development-training-certification-jodhpur.html</loc>
    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>0.80</priority>
  </url>
  ▼<url>
    <loc>https://www.wscubetech.com/angularjs-development-training-certification-jodhpur.html</loc>
    <lastmod>2014-10-07T10:10:10+00:00</lastmod>
    <priority>0.80</priority>
  </url>
```

Q. 20. What is AMP and how is it useful?

Answer: An open source coding framework launched by Google, Accelerated Mobile pages (AMP) is used to create a simple mobile responsive website which loads quickly on mobile devices.

AMPs are very useful as it speeds up loading, reduces bounce rate, and gives a boost to SEO efforts.

Q. 21. Explain organic, referral & Paid Traffic.

Answer: Organic traffic: When visitors come to your website after finding its link as a result of a query in a search engine.

Referral traffic: When traffic comes to your website not through a search engine but through a hyperlink on another website.

Paid traffic: Traffic that gets directed to your website through 'paid' search engine marketing & paid social media marketing campaigns.

Q. 22. What is the limit of description & title tag?

Answer: Meta Description: The suggested limit for meta description is between 150 – 160 characters.

Title tag: The suggested limit is between 50 to 60 characters.

Q. 23. Differentiate between a do-follow and a no-follow link.

Answer: Do-follow links:

Do-follow links allow the search engines to follow them and reach a website. They act as backlinks that are counted by search engines and help in enhancing the ranking of a site. By default all the hyperlinks are dofollow.

No-follow links:

A no-follow link tells search engines to ignore a link. It does not pass any value from one site to another. Usually, it does influence the ranking or visibility in the search engine index. A no-follow link contains a rel="nofollow" attribute in its HTML code.

Q. 24. What is anchor text?

Answer: A hyperlink visible in the form of text on a website is called anchor text. Anchor texts are valuable in SEO as they are often backlinks to other websites. Relevant anchor texts have a positive effect on websites search engine performance.

Q. 25. What is a TLD?

Answer: The last portion of an internet address is the top-level domain (TLD). There are many sorts of TLDs accessible, such as .com, .net, .org, .co.in, and so on.

Q. 26. What is ccTLD?

Answer: A ccTLD stands for a country code top-level domain. The domain extension for each nation is distinct. All ccTLDs have just two characters. For instance, .in stands for India, while .us stands for the United States.

Q. 27. What method do you use to redirect a page?

Answer: In general, 301, 302, and Meta Refresh are the three most widely used redirects.

Meta Refresh,

301, "Moved Permanently"—recommended for SEO

302, "Found" or "Moved Temporarily."

Q. 28. What is Robot's Meta Tag?

Answer: With directives like FOLLOW, NOFOLLOW, INDEX, and NOINDEX, the Robots Meta Tag directs search engines to handle the page.

Q. 29. What is anchor text in SEO?

Answer: The anchor text is the clickable text on a page. In other words, if I have written a paragraph and hyperlinked one or more consecutive words, then the hyperlinked text here is the anchor text.

Usually, the anchor text is visible on the website in a different color than the normal content. For example, in the screenshot below, the text 'content writing' is linked to a relevant page. This is an anchor text here.

As a result, companies gain market authority and become the customers' first choice when they need to decide.

This type of digital marketing entails publishing helpful content that answers your audience's questions.

[Content writing](#) and marketing can be done through blogs, social media, emails, and other platforms. Mobile devices have their formats, such as apps and push notifications.

Q. 30. What is an HTML Sitemap?

Answer: HTML sitemap is a new website that allows people to view a list of pages structured to understand and traverse the site quickly. An HTML sitemap isn't essential if your website has a few user-accessible sites. HTML sitemaps are very beneficial if you have a large website.

Sitemap

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[Monki](#)

[H&M HOME](#)

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[Five year summary](#)

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[About corporate governance](#)

[Corporate governance report](#)

[Financial calendar](#)

[Annual general meeting](#)

[Annual report](#)

[Nomination committee](#)

Q. 31. What is an XML Sitemap?

Answer: Extensible Markup Language (XML) is an acronym for "Extensible Markup Language." The purpose of an XML sitemap is to provide search engines with information about the most recent changes made to them. It contains a list of websites and the frequency with which they are updated. Using an XML sitemap, we may request that search engines regularly scan and index our essential pages. When a search engine discovers a website, among the first things it looks for is a sitemap.

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  ▼<url>
    <loc>https://www.yasisland.ae/en/home</loc>
    <lastmod>2021-11-07T05:52:24+00:00</lastmod>
    <changefreq>Daily</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
    <loc>https://www.yasisland.ae/ar/home</loc>
    <lastmod>2021-04-20T06:11:40+00:00</lastmod>
    <changefreq>Daily</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
    <loc>https://www.yasisland.ae/zh/home</loc>
    <lastmod>2021-04-21T06:20:47+00:00</lastmod>
    <changefreq>Daily</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
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    <lastmod>2021-04-26T08:22:46+00:00</lastmod>
    <changefreq>Daily</changefreq>
    <priority>1</priority>
  </url>
  ▼<url>
    <loc>https://www.yasisland.ae/en/attractions</loc>
    <lastmod>2021-08-25T06:46:06+00:00</lastmod>
  </url>
```

Q. 32. What are Spiders, Robots, and Crawlers?

Answer: Spiders, robots, and crawlers are the software programs used by search engines to explore the internet and automatically download the available web content.

Q. 33. What is a NAP?

Answer: NAP is the acronym for Name, Address, Phone Number. It is a crucial component for businesses that want to rank well in the local organic search results because Google and other search engines consider this data when determining which companies to show for geo-targeted searches.

Q. 34. What are some black hat SEO practices to avoid?

Answer: Cloaking, keyword stuffing, copying content from another site, exchanging or trading links, buying links, hiding text, and using a link farm are all underhanded techniques frowned upon—and penalized—by Google.

Q. 35. What is a canonical issue?

Answer: Canonical issues are most frequent when a webpage/website has many URLs that contain the same or comparable information. A lack of correct redirects frequently causes them, but they can also be created by ecommerce search criteria and syndicating or distributing material on several sites. For example, <http://www.exampleURL.com> and <http://exampleURL.com>.

Q. 36. What does WWW stand for?

Answer: WWW stands for the World Wide Web. It is a collection of websites stored in web servers, which are connected to local computers.

Q. 37. Name some popular SEO tools.

Answer: This SEO interview question will be asked to gauge your expertise. So, here are a few popular SEO tools:

- Google Search Console
 - Google Analytics
 - Moz
 - Ahrefs
 - Sprout Social
 - SEMrush
 - Screaming Frog
 - Yoast SEO
 - Majestic SEO
 - Serpstat
 - SE Ranking
 - SpyFu
 - Buzzsumo
 - Raven Tools
 - KeywordTool.io
 - Ubersuggest
-

Q. 38. Explain keywords.

Answer: Keywords are words or phrases users on the Internet use to find relevant results to their queries. They are also known as search queries. Figuring out potential keywords and using them in your website content can help you get a better ranking by search engines.

Q. 39. What is keyword frequency?

Answer: The number of times a particular keyword appears in a web page content is called keyword frequency. While the appropriate keyword frequency can optimize your website, using them excessively can quickly become a case of keyword stuffing.

Q. 40. What is keyword difficulty?

Answer: Keyword difficulty gives the measure of how difficult it is to get ranked for a particular keyword based on its high usage.

Q. 41. What is keyword proximity?

Answer: The distance or proximity between two keywords within a body of text on a web page is called keyword proximity. If the keywords are closer to each other in a phrase, the phrase will carry more weight.

Q. 42. What is keyword density?

Answer: Keyword density is the ratio or percentage of keywords used on a specific page. Around 3 to 4 percent is considered best practice.

Q. 43. What is keyword stuffing?

Answer: Keyword stuffing is considered to be a form of the black-hat SEO method. Increasing the keyword frequency to rank for specific keywords is generally frowned upon and could get your website penalized.

Q. 44. What is keyword stemming?

Answer: Google algorithm's ability to identify different word forms on the basis of a particular word in a search query is called keyword stemming. This is done by adding prefixes, suffixes, pluralization, etc.

Q. 45. What is keyword prominence?

Answer: Keyword prominence shows the prominent placement (on the header, in the opening paragraph, at the start of a sentence, in meta tags, etc.) of keywords within a web page.

Q. 46. How many keywords should you use on a page?

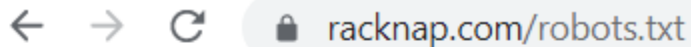
Answer: It is good to have three primary keywords and some secondary keywords, but it shouldn't look unnatural within the content, and the number of keywords to be used depends on the content length, page flow, keyword difficulty, etc.


Q. 47. What are long-tail keywords?

Answer: Keywords can be made into a more specific combination of several words. These are called long-tail keywords. Long-tail keywords can be very specific and, hence, can be good for attracting quality traffic from people who are interested in that specific search query, and they are more likely to transform this kind of traffic into conversions.

Q. 48. What is robots.txt?

Answer: Robots.txt is a text file that instructs web crawlers about the pages on your site to crawl or not to crawl.



← → ↻  racknap.com/robots.txt

```
User-agent: *  
Disallow:  
Disallow: /cgi-bin/  
Sitemap: https://www.racknap.com/sitemap.xml
```

Q. 49. What is a sitemap in SEO?

Answer: It lists the web pages and the frequency of updates. It is also called an XML (extensible markup language) sitemap and is meant only for search engines. Through this, the search engines will know that they are supposed to crawl and index important pages frequently.

Q. 50. What is Google Analytics?

Answer: This is typically one of the first-asked SEO interview questions. Google Analytics is a free web analytics tool offered that tracks and analyzes the performance of a website. The main purpose of GA is to help you make sound decisions to improve your site's performance, drive traffic to it, and generate revenues for you.

Q. 51. What is Google Search Console?

Answer: Google Search Console is a free service offered by Google that helps you monitor, maintain, and troubleshoot your site's presence in Google Search results. You don't have to sign up for Search Console to be included in Google Search results, but Search Console helps you understand and improve how Google sees your site.

Q. 52. What Are Rich Snippets?

Answer: Rich snippets are more visually appealing search results with additional information displayed alongside the title, description, and URL.

That extra information could be FAQs, prices, ratings, or reviews.

To get rich snippets, you need to implement structured data on your webpages.



Lil' Luna

<https://lilluna.com> > Advanced Search

The Best Snickerdoodle Cookies {Soft + Chewy +VIDEO}

Jul 20, 2022 – Super soft and full of cinnamon, these are our FAVORITE Snickerdoodle Cookies. They always get rave reviews!

★★★★★ Rating: 5 · 1,570 votes · 20 min

[Cookies](#) · [Snickerdoodle Bars](#) · [Lemon Sugar Cookies](#) · [Frosted Sugar Cookies](#)



Rich Snippet

Q. 53. What Is a 404 Error?

Answer: A 404 error code is an HTTP status code that indicates the requested webpage or resource couldn't be found on the server.

Oops!

404 - PAGE NOT FOUND

The page you are looking for might have been removed
had its name changed or is temporarily unavailable.

[GO TO HOMEPAGE](#)

Q. 54. What Are the Different Types of Keywords?

Answer: The different types of keywords are informational, navigational, commercial, and transactional. That's if you categorize your keywords based on the type of search intent—i.e., the general purpose behind the user's search:

- Informational: Searchers want to find information
- Navigational: Searchers want to find a specific site or page

- Commercial: Searchers want to investigate brands, products, or services
- Transactional: Searchers want to complete an action (e.g., make a purchase)

SEO Keyword Types on the Basis of Length:

- Short-tail keywords
- Mid-tail keywords
- Long-tail keywords

Other Types of Keywords:

- Geo-targeted keywords
 - LSI keywords
 - Long-term evergreen keywords
 - Short-term fresh keywords
-

Q. 55. What is Google Sandbox?

Answer: Google sandbox is an imaginary area where new websites and their search rating are put on hold until they prove worthy for ranking. In other words, it checks the standard of the website.

Q. 56. What is Black Hat SEO?

Answer: In order to get a high ranking in SEO search engine result page, websites go for various methods and techniques which are characterized by two categories. One method that is acceptable by search engine guidelines is known as White Hat SEO, while the other method which is not acceptable by search engine guidelines is known as Black Hat SEO.

Q. 57. What are some famous Black Hat SEO techniques?

- Link Farming
 - Hidden text, etc.
 - Gateway or Doorway pages
 - Cloaking
 - Keyword Stuffing
-

Q. 58. What is the difference between 301 and 302 redirection?

Answer: **301 Redirection:** It is used for permanent redirection. This tells Google that you have permanently moved the page or resource. Google will then index the new page.

302 Redirection: It is used for temporary redirection. This is done when you have set up the redirection for a particular time period. Google will then not remove the previous URL from indexing.

Q. 59. What is SEO canonicalization?

Answer: Canonicalization in SEO is used for avoiding duplicate URLs and content issues. This is done using canonical tags, which tell Google about the page URL that you want to be indexed.

Sometimes, a page can have multiple URL variations and parameters. Google might not know which URL to index. To avoid this, canonicalization is used.

Q. 60. What is Google Autocomplete?

Answer: When we search for anything on the Google Search bar, it shows us some suggestions automatically. The role of this feature is to help users complete the searches more conveniently and faster.

Since the autocomplete feature reflects suggestions on the basis of what is being searched on Google, it is of great use in SEO. We can understand what people are searching for related to our topic, product, service, or business.

