

# Search Engine Optimization

## 100 Interview Questions & Answers



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# 100 SEO Interview Questions and Answers

## 33 Basic Level SEO Questions and Answers

1. **Q: What is SEO and why is it important?**

**A:** SEO stands for Search Engine Optimization. It improves a website's visibility in search engine results, helping increase traffic and brand awareness.

2. **Q: What does SERP stand for?**

**A:** SERP means Search Engine Results Page. It displays the results after a user enters a search query in a search engine.

3. **Q: Name some popular search engines other than Google.**

**A:** Bing, Yahoo, DuckDuckGo, Baidu, and Yandex.

4. **Q: What is the difference between crawling and indexing?**

**A:** Crawling is the process where search engines scan websites. Indexing is storing and organizing that content to show in search results.

5. **Q: What is the purpose of a search engine?**

**A:** A search engine helps users find information online by matching search queries to relevant web pages.

6. **Q: What is a domain name?**

**A:** A domain name is a human-readable address used to access a website, like example.com.

7. **Q: What are meta tags?**

**A:** Meta tags are snippets of HTML code that describe a page's content, mainly used by search engines.

8. **Q: What is a meta description?**

**A:** It is a brief summary of a webpage that appears in search engine results under the title.

9. **Q: What are heading tags in HTML?**

**A:** Heading tags (H1 to H6) define headings on a webpage. H1 is the most important, H6 the least.

10. **Q: What is an alt tag in an image?**

**A:** It provides a text alternative for images, helping both users and search engines understand the image.

11. **Q: What is a sitemap?**

**A:** A sitemap is a file that lists all pages of a website, helping search engines crawl and index them.

12. **Q: What is the use of a robots.txt file?**

**A:** It tells search engine bots which parts of the website they are allowed or not allowed to crawl.

13. **Q: What is internal linking?**

**A:** It means linking one page of a website to another page on the same site.

14. **Q: What is anchor text?**

**A:** It is the clickable text in a hyperlink, often keyword-rich to improve SEO.

15. **Q: Why should you name your images properly for SEO?**

**A:** It helps search engines understand the image content and improves visibility in image search.

16. **Q: What is an XML sitemap?**

**A:** It is a sitemap designed for search engines in XML format, making it easier to index the site.

17. **Q: What is a URL structure?**

**A:** It's how URLs are organized and presented. Clean and keyword-rich URLs are SEO-friendly.

18. **Q: What is the importance of keyword research in SEO?**

**A:** It helps identify the search terms your audience uses so you can optimize your content accordingly.

19. **Q: Name one free keyword research tool by Google.**

**A:** Google Keyword Planner.

20. **Q: What are long-tail keywords?**

**A:** These are longer, more specific keyword phrases that usually have lower competition and higher conversion rates.

21. **Q: What is keyword stuffing?**

**A:** Overusing keywords in content, which can make it unnatural and harm rankings.

22. **Q: What are backlinks?**

**A:** Backlinks are links from other websites pointing to your website. They are important for SEO authority.

23. **Q: What is the difference between do-follow and no-follow backlinks?**

**A:** Do-follow passes SEO value; no-follow tells search engines not to pass value or follow the link.

**24. Q: What is Google Page Rank?**

**A:** It is Google's algorithm that ranks web pages based on the quality and number of backlinks.

**25. Q: What is social bookmarking?**

**A:** Saving and sharing web pages on platforms like Reddit, Digg, and StumbleUpon to increase traffic.

**26. Q: What is business listing?**

**A:** Listing your business on directories like Google My Business to improve local visibility.

**27. Q: What is blog commenting?**

**A:** Posting comments on blogs to engage with the community and sometimes gain backlinks.

**28. Q: What is directory submission?**

**A:** Submitting website details to online directories to gain visibility and backlinks.

**29. Q: What is the difference between on-page and off-page SEO?**

**A:** On-page involves elements on your website; off-page involves external factors like backlinks.

**30. Q: What is Google Analytics used for?**

**A:** It tracks website visitors, behavior, sources of traffic, and user engagement.

**31. Q: Name any 2 types of keywords.**

**A:** Short-tail keywords and long-tail keywords.

**32. Q: What is the use of hashtags in SEO?**

**A:** Hashtags help content become more discoverable on social platforms.

**33. Q: What is niche selection in SEO?**

**A:** Choosing a specific topic or target area to focus SEO efforts and attract a defined audience.

### 33 Intermediate Level SEO Questions and Answers

**34. How does a search engine rank pages?**

Search engines rank pages based on relevance, quality content, backlinks, user experience, and technical SEO factors.

**35. Explain how crawling works in Google.**

Googlebot uses algorithms to discover, crawl, and index content from links and sitemaps on the web.

**36. What makes content SEO-friendly?**

Original, keyword-optimized, structured content with proper headings, links, and readability.

**37. How would you optimize a webpage for a specific keyword?**

Use the keyword in the title, meta description, URL, headings, image alt text, and body naturally.

**38. Best practices for writing SEO-friendly URLs?**

Use hyphens, avoid special characters, include keywords, and keep it short and descriptive.

**39. Ideal character length for meta titles and descriptions?**

Meta titles: 50–60 characters; Meta descriptions: 150–160 characters.

**40. What is a canonical URL?**

A canonical URL tells search engines which page is the preferred version among duplicates.

**41. How does image optimization affect SEO?**

It improves load speed, enhances accessibility, and helps image search rankings.

**42. Purpose of robots.txt with an example?**

It restricts search engine bots. Example: Disallow: /private blocks the /private folder.

**43. How to create an HTML sitemap?**

List all website pages with internal links on a single page for users.

**44. Difference between XML and HTML sitemap?**

XML is for search engines, HTML is for users.

**45. How does Google Keyword Planner work?**

It provides keyword suggestions, volume, and competition data.

**46. Difference between short-tail and long-tail keywords?**

Short-tail: broad, high competition. Long-tail: specific, low competition.

**47. How to avoid keyword stuffing?**

Use synonyms, distribute keywords naturally, maintain density around 1-2%.

**48. What is link juice?**

The SEO value passed from one page to another through hyperlinks.

**49. Benefits of internal linking?**

Enhances navigation, distributes authority, and improves indexing.

**50. Importance of image alt text?**

Improves accessibility and helps search engines understand images.

**51. What is bounce rate in GA?**

The percentage of users who leave after viewing only one page.

**52. How to track page views in GA?**

Use GA tracking code and monitor reports under "Pages and Screens".

**53. Benefits of business directory submissions?**

Increases visibility, credibility, and supports local SEO.

**54. How to identify low-quality backlinks?**

From irrelevant, spammy, or low-authority domains.

**55. What is article submission in SEO?**

Publishing articles on third-party sites with backlinks to your site.

**56. How does blog posting help SEO?**

Regular fresh content, keyword targeting, and backlink opportunities.

**57. What are RSS feeds?**

Feeds that syndicate web content for automated distribution.

**58. What is domain authority?**

A Moz score (1–100) that predicts website ranking potential.

**59. What is page authority?**

A Moz score predicting how well a specific page will rank.

**60. How do search engines measure content quality?**

Based on depth, originality, engagement, and keyword relevance.

**61. Why is duplicate content bad?**

It causes ranking confusion and can lead to penalties.

**62. How do hashtags support content discovery?**

By categorizing content and improving reach on social platforms.

**63. Tools for competitor keyword research?**

SEMrush, Ahrefs, Moz, Ubersuggest, SpyFu.

64. **What is keyword density?**

The percentage of times a keyword appears in content.

65. **Difference between anchor link and regular link?**

Anchor: same-page navigation; Regular: to another page/site.

66. **Difference between 301 and 302 redirect?**

301 is permanent (passes SEO value); 302 is temporary (limited value).



### 33 Advanced Level SEO Questions and Answers

**67. How would you perform a complete SEO audit of a website?**

Analyze site structure, crawlability, on-page content, technical SEO, backlinks, page speed, mobile usability, and indexing.

**68. Explain the importance of technical SEO.**

It ensures search engines can efficiently crawl, interpret, and index your site.

**69. How does Google's algorithm evaluate content relevance?**

Through keyword usage, semantic meaning, backlinks, content structure, and user engagement.

**70. What are Core Web Vitals?**

Google's metrics for user experience: LCP (Largest Contentful Paint), FID (First Input Delay), CLS (Cumulative Layout Shift).

**71. What are LSI keywords?**

Latent Semantic Indexing keywords are terms related to your primary keyword to give more context.

**72. What is schema markup?**

Code added to pages (often JSON-LD) that helps search engines understand and display rich results.

**73. How would you recover from a Google penalty?**

Identify issues, fix them (remove spammy links, improve content), and submit a reconsideration request.

**74. How do you track the performance of backlinks?**

Use tools like Ahrefs, SEMrush, or Google Search Console to monitor link quality, authority, and anchor text.

**75. What are white-hat and black-hat SEO techniques?**

White-hat: ethical practices like quality content; black-hat: manipulative practices like cloaking, keyword stuffing.

**76. How to use Google Search Console for SEO?**

To track indexing, fix issues, submit sitemaps, and analyze search performance.

**77. How does mobile responsiveness affect SEO rankings?**

Google uses mobile-first indexing, so responsive design improves rankings and user experience.

**78. What is duplicate meta content and how can it be fixed?**

When different pages share identical titles/descriptions; fix by writing unique metadata for each page.



**79. What is cloaking in SEO?**

Showing different content to search engines and users – a black-hat practice that leads to penalties.

**80. How do you handle keyword cannibalization?**

Merge pages or update them to target different keywords.

**81. What is E-E-A-T in SEO?**

Experience, Expertise, Authoritativeness, and Trust – quality signals Google looks for in content.

**82. What are doorway pages and are they good for SEO?**

Pages created to rank for specific queries but redirect elsewhere. They are penalized by Google.

**83. How does HTTPS influence SEO?**

HTTPS encrypts user data and is a confirmed ranking factor in Google.

**84. What is the importance of page speed in SEO?**

Affects user experience and bounce rate, both of which influence rankings.

**85. How does canonicalization prevent duplicate content issues?**

It tells search engines which version of a URL is preferred, preventing dilution of SEO value.

**86. What is structured data?**

Machine-readable data (like schema.org) added to HTML to help search engines understand the page.

**87. Difference between sitemap index and individual sitemaps?**

A sitemap index is a file referencing multiple sitemaps; each sitemap lists URLs.

**88. What is the effect of thin content on SEO?**

It lacks value, affects ranking, and may be penalized by search engines.

**89. What are Google's ranking factors in 2024?**

Content quality, backlinks, mobile-friendliness, Core Web Vitals, HTTPS, and E-E-A-T.

**90. How can you perform a backlink audit?**

Use tools to assess link origin, domain authority, anchor text, and disavow bad links.

**91. What is the importance of disavowing links?**

It tells Google to ignore low-quality or spammy backlinks that may harm your ranking.

**92. How does link velocity impact SEO?**

Too many links too quickly may signal manipulation and lead to penalties.

**93. What is SEO cannibalization and how to fix it?**

When multiple pages compete for the same keyword. Fix by merging, redirecting, or refocusing content.

**94. Explain bounce rate vs exit rate.**

Bounce: visitor leaves after one page. Exit: visitor leaves from a particular page after browsing.

**95. Best tools for site speed optimization?**

Google PageSpeed Insights, GTmetrix, Lighthouse, WebPageTest.

**96. Example of traffic increase using SEO?**

By targeting low-competition long-tail keywords, optimizing on-page content, and gaining backlinks.

**97. How to optimize SEO for voice search?**

Use natural, question-based language and include structured data and FAQ sections.

**98. What is mobile-first indexing?**

Google predominantly uses the mobile version of content for indexing and ranking.

**99. How do you manage multilingual SEO?**

Use hreflang attributes, localized content, and separate URLs for each language version.

**100. What are KPIs to measure SEO success?**

Organic traffic, keyword rankings, domain authority, backlink quality, bounce rate, and conversions.



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