

# SEO INTERVIEW QUESTIONS

## 1. What is SEO and why is it important?

**Answer:** *SEO stands for Search Engine Optimization. It's the process of improving a website's ranking in search engine results pages (SERPs) to attract organic traffic. Higher rankings mean more visibility and potentially more customers.*

## 2. What are the three main pillars of SEO?

**Answer:** *On-page optimization, off-page optimization, and technical SEO.*

## 3. What are some common on-page optimization techniques?

**Answer:** *Keyword research, title tags, meta descriptions, header tags, image optimization, internal linking, and content quality.*

## 4. What is the difference between organic and paid search results?

**Answer:** *Organic results appear based on relevance and authority, while paid results are paid advertisements placed by businesses.*

## 5. What are some common SEO tools that beginners can use?

**Answer:** *Google Search Console, Google Analytics, SEMrush, Ahrefs, Moz, and Yoast SEO plugin for WordPress.*

## Client-Based Interview

### 1. Describe your experience with client-based SEO projects.

**Answer:** *The candidate should discuss past projects where they worked with clients to achieve specific SEO goals.*

### 2. How do you approach keyword research for a new client?

**Answer:** *The candidate should mention understanding client needs, target audience, and competitor analysis for relevant keywords.*

### 3. How do you communicate SEO strategies and results to clients?

**Answer:** *The candidate should emphasize clear communication, data-driven reports, and regular updates.*

#### **4. How do you handle client expectations regarding SEO results?**

**Answer:** *The candidate should highlight setting realistic expectations, explaining SEO timelines, and focusing on long-term growth.*

#### **5. Have you ever faced any challenges working with clients in the past? How did you overcome them?**

**Answer:** *The candidate should share an example of a client challenge and discuss their approach to resolving it successfully.*

## **SEO in WordPress**

### **1. Do you have experience working with WordPress for SEO?**

**Answer:** *The candidate should confirm their experience with WordPress SEO.*

### **2. What are some advantages of using WordPress for SEO?**

**Answer:** *The candidate should mention user-friendliness, plugin availability, SEO-friendly features, and large community support.*

### **3. What are some common SEO mistakes that you see people make when using WordPress?**

**Answer:** *The candidate should discuss issues like neglecting title tags and meta descriptions, using duplicate content, and not optimizing images.*

### **4. How do you handle basic technical SEO issues within WordPress?**

**Answer:** *The candidate should mention using plugins like Yoast SEO, optimizing permalinks, and checking for broken links.*

### **5. How do you ensure that a WordPress site is mobile-friendly?**

**Answer:** *The candidate should mention using responsive themes, testing mobile performance, and optimizing images for mobile devices.*

# SEO Knowledge with Wordpress

## 1. How can you optimize a specific WordPress page for a target keyword?

**Answer:** *The candidate should discuss keyword research, on-page optimization techniques, and using relevant plugins.*

## 2. How do you build backlinks to a WordPress site?

**Answer:** *The candidate should mention guest blogging, directory submissions, broken link building, and social media promotion.*

## 3. How do you measure the success of an SEO campaign for a WordPress site?

**Answer:** *The candidate should mention tracking website traffic, keyword rankings, and conversions.*

## 4. How do you stay up-to-date with the latest changes in WordPress SEO?

**Answer:** *The candidate should mention following SEO blogs, attending conferences, and participating in online communities.*

## 5. Can you share an example of a successful SEO campaign you implemented on a WordPress site?

**Answer:** *The candidate should share a real-life example of an SEO project with positive results and explain their strategy.*

# Technical SEO

## 1. What is a robots.txt file and what is its purpose?

**Answer:** *A robots.txt file is a text file that tells search engine robots which pages on a website they can and cannot crawl and index.*

## 2. What is a sitemap and why is it important for SEO?

**Answer:** *A sitemap is a file that lists all the important pages on a website. It helps search engines find and index these pages more efficiently.*

### **3. What is the difference between internal linking and external linking?**

**Answer:** *Internal linking is linking to other pages on the same website, while external linking is linking to pages on other websites.*

### **4. How do you identify and fix broken links on a website?**

**Answer:** *There are several tools available to help you identify broken links on a website, such as Google Search Console and Ahrefs. Once you have identified the broken links, you can fix them by either updating the URL or removing the link altogether.*

### **5. What are some common page speed issues that can negatively impact SEO?**

**Answer:** *Some common page speed issues include large image files, unoptimized JavaScript and CSS files, and poorly designed plugins. These issues can be addressed by optimizing images, minifying code, and using caching plugins.*

## **SEO Trends & Updates**

### **1. What are some of the latest trends in SEO?**

**Answer:** *Some of the latest trends in SEO include voice search optimization, mobile-first indexing, and the use of featured snippets.*

### **2. What is the impact of Google's Core Web Vitals on SEO?**

**Answer:** *Google's Core Web Vitals are a set of metrics that measure the user experience of a website. These metrics include Largest Contentful Paint (LCP), First Input Delay (FID), and Cumulative Layout Shift (CLS). Websites that have good Core Web Vitals are more likely to rank higher in search results.*

### **3. How do you stay up-to-date with the latest changes in Google's search algorithm?**

**Answer:** *There are several ways to stay up-to-date with the latest changes in Google's search algorithm, such as reading industry blogs, attending conferences,*

and subscribing to Google's webmaster blog.

#### **4. What are some of the common SEO mistakes that businesses make today?**

**Answer:** *Some common SEO mistakes that businesses make today include keyword stuffing, neglecting mobile optimization, and building low-quality backlinks.*

#### **5. What are your predictions for the future of SEO?**

**Answer:** *The future of SEO is likely to be focused on voice search, artificial intelligence, and the user experience. Businesses that can adapt to these changes will be the ones that succeed in the future.*

## **How do you discover if a site is under a penguin penalty?**

1. *Discover if any "sister sites" or domains owned by the company are linking back to the main money site. This is common.*
2. *Old sites or testing servers accidentally linking to the live site*
3. *SEMRUSH is a good tool to find sites that are egregiously linking to the site and those sites are very poor quality... thousands of links from bad site is a red flag.*
4. *Affiliate links are not marked as nofollow or sponsored.*
5. *Links in the past were purchased and do not have rel=nofollow or are not disavowed.*

## **What is the most important on-page strategy to increase the visibility (number of keywords ranking in top 100) of a website?**

**Answer:** *Content descriptions at the top of the page with internal linking.*

## **What are some examples of indirect ranking factors?**

1. *Text Decoration - Boldfacing important keywords (this has been known and Google said it explicitly 6 months ago)*
2. *Detailed H1 tags that are similar to, but not exact as Title Tags - When a person clicks on a link, they spend 2 seconds assessing if the page content is what they expected given the Title Tag - if the H1 tag is specific, similar, and detailed, they will stay on the page and engage more. This triggers the Rank Brain Algorithm that measures the*

*engagement. When visitors stay on the site and engage with it VS going back and choosing a different result, the page will begin ranking higher for that keyword.*

- 3. Internal linking up and down the hierarchy of the site within that category, subcategory, and related pages (a little more directly than indirectly, but still a good one.)*

## **When comparing 2 pages of similar content - what percentage should be unique so both pages get indexed?**

*At least 20% of the page should be unique.*

## **How can you tell the difference between an html link and Javascript link by rolling over the anchor text?**

*A javascript link has a # at the end.*