

SEO INTERVIEW QUESTIONS

“Master these SEO interview questions to confidently demonstrate your keyword research, on-page and technical optimization, link-building, analytics, and ranking strategy expertise, impress interviewers, and accelerate your career in search engine optimization and organic growth roles.”

- ♦ **What is SEO and why is it important?**
- How do search engines work?**
- What are the types of SEO?**
- What is organic traffic?**
- Difference between white-hat and black-hat SEO.**
- What is keyword research?**
- Difference between short-tail and long-tail keywords.**
- What is search intent?**
- What tools are used for keyword research?**
- How do you choose the right keywords for a page?**
- What is on-page SEO?**
- What is a title tag and meta description?**

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- What is URL optimization?
- What is internal linking?
- What is image optimization and alt text?
- What is technical SEO?
- What is site speed optimization?
- What is mobile-first indexing?
- What is XML sitemap?
- What is robots.txt?
- What is off-page SEO?
- What are backlinks?
- Difference between do-follow and no-follow links.
- What is domain authority?
- What is link-building strategy?