

# SEO INTERVIEW QUESTION AND ANSWER



## Q1. Tell me something about yourself?

**Ans:** You should tell him very confidentially about yourself your strength and your Aim.

## Q2. What you know about SEO?

**Ans:** It is process of getting traffic from free and paid listing on the search engine like.

Google

Yahoo

Bing

## Q3. How to get top position in SEO?

**Ans:** With the help of two factors we get top position in Search Engine

A) ON PAGE OPTIMIZATION

B) OFF PAGE OPTIMIZATION

## Q4. What do you know about ON Page Optimization ?

**Ans:** Where we need to work on On page of our site and we can make changes on title tag, meta tag, site structure and site content, links and keyword. And On page optimization we need to work also on logical factors.

## Q5. What do you know about Off Page Optimization?

**Ans:** Off page optimization means we can work on important factors like directory submission, link building, social media and fresh content. And Off page optimization we don't need to work on logical abilities.

## Q6. Do you know about latest update in SEO?

**Ans:** Yes Sir i know about latest updates in SEO

1) Panda

2) Penguin

## Q7. What is the latest Panda update?

**Ans:** The Panda is for improve the search result in Google. The latest panda version is 2.5.3. All the focus was transformed on the user and now quality content, proper design, proper speed, proper use of images and videos, content to ad ratio all mattered more after the Panda update.



## Q8. What do you know about latest update in penguin?

**Ans:** In the September 5 the Google penguin 3 has updated. Mutt cutts says it is the new data refresh. 0.3% English language has affected. Penguin is the code name of the Google algorithm. It is first arrived the April 24 2012. Its goal is decreasing the ranking of the website that violate the Google



Webmaster guidelines. These guidelines are violated by using black hat SEO techniques like keyword stuffing, cloaking etc. Lots of duplicate sites are effected by this update. When it first arrived 3.1% search query has effected. But now only 0.3% has effected. Still it is very much dangerous for the SEO. I think best technique is that only directory submission can help you. It can overcome some damage of your site. But after all it's very bad news for the world of SEO.

**Q9. Who is Matt cutts?**

**Ans:** Matt cutt is the head of Google web spam team.

**Q10. What is keyword stemming?**

**Ans:** keyword stemming is the process of finding out the root word from the search query..

**Q11.What is keyword density?**

**Ans:** Keyword density makes your content stand out in crowd.

Here is important formula of keyword density

Total no of keyword \*100

Total no of words in your article

**Q12. What are webmaster tools?**

**Ans:** Webmaster tools is free service by Google where we can check all the details like indexing data, daily user, stats ,search query,CTR and XML sitemap.

**Q13. Which Important factors make ON Page Optimization better?**

**Ans:** In On Page Optimization there are some important factors like

Title Tag

Meta tag

Keyword

Sitemap

Images

Internal linking

Bread crimp.

**Q14. Which Important factors makes Off Page Optimization better?**

**Ans:** In Off Page Optimization there are some important factors like

Directory Submission

Article Submission

Press Release

Blog Writing/posting/creation

Classified Submission

Social Media

**Q15. What is Google Sandbox?**

**Ans:** Google sandbox is an imaginary area where less authoritative and new sites taking place while they are popular and authorized on the web.

**Q16. What is LSI?**

**Ans:** LSI stands for latent semantic indexing. It is data retrieval technique.

**Q17. How many characters limits in Title tag?**

**Ans:** In title tag approx. 70 characters we can add.

<title>primary keyword (70 char)</title>

**Q18. How many types of Meta Tags and their characters limits?**

**Ans:** 2 types Meta tags in Seo

Description Meta tag (150 characters limits)

Keyword Meta tag (200 characters limits)

**Q19. What Seo tools do you use?**

**Ans:** Google webmaster tools, Google analytic, keyword research, Alexa, open site explorer.

**Q20. How many SEO techniques do you know?**

**Ans:** 1) Black hat seo

2) White hat seo

3) Gray hat seo

**Q21. What is Black Hat Seo? And how many techniques used in it ?**

**Ans:** Black hat seo is technique in which we use duplicate issues like content, photos, video, hidden links, keyword stuffing doorway pages and many others. It is not good for our site because when Google starts its crawling it considered the site is full of duplicate issues and he penalized the site minimum +30 Google page ranking

**Black hat techniques**

Hidden link

Keyword stuffing

Doorway pages

Incorrect keyword

Link farming

Mirror side



**Note: - For Best seo this technique is not good avoid this technique..**

**Q22. What is White Hat Seo? And how many techniques used in it?**

**Ans:** White hat seo is a technique in which we used fresh, good contents in our site. Never used any kind of duplicate contents in it. It is the best method to get high ranking on the Search Engine...

## White hat techniques

Quality contents

Titles and Meta data

Keyword research and Effective keyword use

Quality inbound links

Note: - Best technique for best seo

### Q23. What is Bookmarking Sites?

**Ans:** Bookmarking sites helps you to getting instant traffic on your site by his powerful social media factor. You can easily bookmarks this site on your favorites list and when it requires you can click on this and you will get this.

### Q24. Top 6 Bookmarking sites name?

**Ans:** Top Bookmarking Sites.

Twitter

Pinterest

Reddit

Stumble upon

Digg

Delicious

### Q25. Tell me One URL short links site name?

**Ans:** <http://www.bitly.com>

### Q26. Define blog, article & press release?

**Ans:** A blog is referred as an information or discussion published on website or World Wide Web incorporating distinct entries called as posts. Basically, the blog is referred as everything thing where you can include others too. It is more individual in contrast to article and press release. It is also considered as very personal in subject to both style and comprised ideas and information and can be written in the way just like you may talk to your readers. It is also called Web diary or Online Diary.

The articles are concerned with specific topic or event and are highly oriented towards an opinion instead of information. An article is supposed to be more oriented towards showing up opinions, views and idea. Generally, it is written by a third party or expert of any specific field. Press Release is related with a specific action or event which can be republished by distinct medium of mass-media including other websites. It should be simple, short and professional. It conveys a clear message or information.

### Q27. What are Meta Tags?

**Ans:** HTML Meta tags are usually referred as tags of page data which sits between opening and closing head tags of a document's HTML code. Actually these are hidden keywords who sit in the code. These are invisible to visitors but are visible and readable by Search Engines.

### Example:

```
<head>
<title>Not considered as Meta Tag, even required anyway</title>
<meta name="description" content="Write your description here" />
<meta name="keywords" content="Write your keyword here" />
</head>
```

### Q28. Difference between keyword & keyword phrase?

**Ans:** The keyword term is basically concerned with a one-word term, on the other hand a keyword phrase considered as employment of two or more word-combinations. Therefore, it is very confounded to get high ranking in account of one-word keyword term until the one-word keyword has little online competition. Therefore, this practice is not encouraged to employ. In order to drive more traffic and top ranking in SERP it is recommended to employ keyword phrase.

### Q29. Establish a difference between PR & SERP.

**Ans:** PR is Page Rank which is defined by quality inbound links from other website or web-pages to a web page or website as well as say the importance of that site.

SERP stands for Search Engine Result Page is the placement of the website or web-page which is returned by search engine after a search query or attribute.

### Q30. Define Alt tag?

**Ans:** The alt attribute also called as alt tag are employed in XHTML and HTML documents in context of defining alternative text that is supposed to be rendered when the element can't be rendered to which it is applied. One great feature of alt tag is that it is readable to 'screen reader' which is a software by means of which a blind person can hear this. In addition, it delivers alternative information for an image due to some specific reason a user can't view it such as in case of slow connection and an error occurred in the src attribute.

**For example,** the HTML for this image will appear something like this:

```

```

### Q31. What do you know about AdSense?

**Ans:** AdSense is a web program conducted by Google that enables publishers of content websites to cater text, rich media, image, video advertisements automatically which are relevant to content of website and audience. These advertisement are included, maintained and sorted by Google itself and earn money either by per-click or per-impression basis.



### **Q32. Can you define Adword?**

**Ans:** Adword is referred as the main advertising product of Google which is useful to make appear your ads on Google and its partner websites including Google Search. This Google's product offer PPC (Pay per Click) advertising which is a primary module and incorporate a sub module CPC (Cost Per Click) where we bid that rate that will be charged only when the users click your advertisement. One another sub module is CPM (Cost per Thousand Impression) advertising where advertisers pay for a thousand impressions on flat rate to publisher. In addition it also includes website targeted advertising of banner, text and rich-media ads. Moreover, the ad will appear especially to those people who are already looking for such type of product you are offering as well as offer to choose particular sites with geographical area to show your ads.

### **Q33. What is PPC?**

**Ans:** PPC is the abbreviated form of Pay Per Click and is a advertisement campaign conducted by Google. It is referred as a primary module with two sub module CPC (Cost-per-click) and CPM (Cost per thousand impression) through bidding and flat rate respectively. In CPC the advertiser would be only charged when the user click over their advert.

### **Q34. What are the aspects in SEO?**

**Ans:** The main aspects in SEO are divided in two class: SEO On-Page and SEO Off-Page.

**SEO On-Page** includes Meta tag, description, keywords optimization, site structure and analysis, etc.

**SEO Off-Page** aspect are Keyword Research, unique and quality content, link building through Blog Comments, Blog Posting, Article submission, Press Release, Classified posting, Forum posting.

### **Q35. What do you know about RSS?**

**Ans:** RSS stands for Really Simple Syndication is useful to frequently publish all updated works including news headlines, blog entries etc. This RSS document also known as web feed, feed or channel that incorporates summarized text including metadata i.e. authorship and publishing dates etc. However, RSS feeds make the publishers flexible by syndicating the content automatically. There is a standardized file format XML that lets the information to be published once which can be visible to several distinct programs. Also, this make readers more ease to get updates timely by allowing them to subscribe from their favorite sites. Click here to know more

