SEO Interview Questions & Answers for Entry-Level and Junior SEO Roles

The questions below will be most relevant to folks who've just started their SEO journeys. And have applied for entry-level roles like "SEO Coordinator," "SEO Intern," or "SEO Associate."

1. Why Are You Pursuing a Career In SEO?

This is likely one of the first questions hiring managers will ask.

They want to understand your motivations and what interests you in SEO as a career.

To answer this question effectively, you should briefly describe what led you to pursue SEO and what aspects of SEO appeal to you.

Your answer will be unique, but use the example below to get some ideas.

Answer: I've always been interested in how websites rank on search engines.

I started learning about SEO when I was in college. I took courses on web development, content writing, and digital marketing.

After graduating, I created my own blog and applied various SEO techniques to grow its organic traffic.

What I most love about working in SEO is being able to create useful and engaging content that matches the [user intent](#).

I also like the problem-solving side of SEO. Where I have to analyze data, identify issues, and implement solutions.

For example, one of the challenges I faced growing my blog was optimizing the site speed.

I used various tools to measure my site speed. And then improved it by applying different techniques, such as compressing images, minifying code, and using a content delivery network (CDN).

Also, SEO is a dynamic and evolving field that requires constant learning and adaptation, which keeps me challenged and interested.

That's why I'm pursuing a career in SEO.

2. What Makes You a Suitable Candidate for This Role?

This question is your chance to pitch what you're great at. Mention role-specific hard and soft skills.

Hard skills could include anything from [keyword research](#) to technical optimization.

And soft skills could be communicating analytical thinking, leading, collaborating, or presenting.

Need an example?

Answer: I have the necessary skills to contribute to your SEO team and help you achieve your goals.
I have a solid understanding of SEO fundamentals, such as keyword research, [on-page optimization](#), [link building](#), and [technical SEO](#).
I also know how to use various SEO tools like Google Search Console, Google Analytics, and [Semrush](#).

To keep myself updated on the latest SEO trends, best practices, and news, I follow authoritative blogs and newsletters.

Plus, I'm a team player who can collaborate effectively with other cross functional-teams including, content writers, web developers, and designers.

I think I can add value to your company and help you achieve your SEO objectives.

3. What Are the Most Important Google Ranking Factors?

This SEO interview question tests your knowledge of the Google algorithm and its ranking factors.

Answer: Some of the most important Google ranking factors are:
- **Relevant and high-quality content:** Content that satisfies the search intent
- **Backlinks:** External links pointing to your website
- **User experience:** Includes factors such as easy navigation, mobile-friendliness, and fast loading times

4. What Is an Organic Search Result?

The interviewer may ask you this question to test your understanding of SEO terminology and SEO concepts.

Answer: Organic search results are non-paid search results from a search engine. These results are not influenced by paid advertising.

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About 2,010,000,000 results (0.64 seconds)

https://www.udemy.com › courses › web-development   ⋮

Web Development Online Courses - Udemy

Online **courses** for building websites from scratch using popular tools and la
CSS, Python, JavaScript, and more.
$19.99 · Web Development Courses · AJAX Development · Introduction to W

https://www.coursera.org › courses › query=web develo...   ⋮

Best Web Development Courses & Certifications [202

Coursera offers 947 **Web Development courses** from top universities and o
you gain or enhance your Web Development skills.

5. Can You Explain What Backlinks Are?

Your hiring manager may want to see how you explain SEO terms to a non-technical audience or potential client.

Answer: Backlinks are hyperlinks that point from one website to another. For example, if site A links to site B, that link is a backlink for site B.

Backlinks are important for SEO because they're seen as an endorsement for a linked website.

The more high-quality backlinks a website has, the more likely it is to rank higher in search engines.

6. How Would You Analyze Your Competitors' Backlinks?

This question will reveal whether you have knowledge of SEO tools and know how to use them.

Answer: There are lots of third-party tools that help you analyze competitors' backlinks. For example, Semrush's [Backlink Analytics](#) tool makes it easy to research competitors' link profiles.

Backlinks 1 - 100 (~16,835,452)

All | Active | New | Lost | 📅 Time period | All | Follow | Nofollow | Sponsored | UGC | Links

Link pl... ⌄ | Ref. pag... ⌄ | Ref. page... ⌄ | ☐ Mobile frien... | Filter by title or URL | 🔍

☐	Page AS ⌅	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL
☐	85	Home - C2ER Cost of Living I... 🔒 www.coli.org/ 🔗 `Blog` `EN` `Mobile friendly`	16	30	NerdWallet 🔒 www.nerdwallet.com of-living-calculator/ 🔗 `Image`
☐	84	Rank Situs Web 🔒 ranksitusweb.blogspot.co m/ 🔗 `Blog` `Mobile friendly`	9,074	29	https://nerdwallet.com 🔒 nerdwallet.com/ 🔗 `Text`
☐	83	MetLife Pet Insurance | Voted... 🔒 www.metlifepetinsurance.c om/ 🔗 `EN` `Mobile friendly`	54	54	read the full review here 🔒 www.nerdwallet.com e/insurance/metlife-pet- nce-review?trk_location trk_page=1&trk_position _query=metlife%20pet% rance 🔗 `Text` `New`

You can learn how competitors build links, and we can use some of the same strategies in our link building as well.

For example, if I find a competitor has a lot of backlinks from news websites, like The New York Times or The Washington Post, it could signal that they're investing in digital PR to build backlinks.

We could do the same and target media outlets to get backlinks.

7. Can You Explain the Difference Between On-Page SEO and Off-Page SEO?

Answer: The difference between on-page SEO and off-page SEO is that they center around different sets of SEO factors.
On-page SEO focuses on optimizing parts of your website that are under your control. For example, title tags, meta descriptions, internal links, images, and more.
Whereas off-page SEO focuses on increasing website authority by taking actions outside of your website like earning backlinks and mentions. Which you don't have full control over.

8. How Do You Perform Keyword Research?

Answer: I start by brainstorming a few seed keywords. These are basically the main topics or categories related to the website's products or services.

Once I have a handful of seed keywords, I use keyword research tools to generate more keyword ideas based on my seed keywords.

Then, I analyze all these keyword ideas using metrics such as keyword search volume and keyword difficulty. And try to ascertain search intent. This is the reason or purpose behind a user's search query.

Keyword Magic Tool: dog food

Database: 🇺🇸 United States ⌄   Currency: USD

All | Questions | Broad Match | Phrase Match | Exact Match | Related |

Volume ⌄ | KD % ⌄ | Intent ⌄ | CPC (USD) ⌄ | Include keywords

By number | By volume   All keywords: **386.4K** Total volume: **8,953**

All keywords	386,408
> best	28,433 👁
> dry	26,500 👁
> can	24,992 👁
> free	15,697 👁

	Keyword	Intent	Volu
☐	⊕ dog food ≫	C	110.
☐	⊕ best dog food ≫	C	60.
☐	⊕ blue buffalo dog food ≫	C	60.
☐	⊕ chewy dog food ≫	N T	60.

Based on my analysis, I select the keywords that are most popular and relevant for the website. And achievable to rank for.

9. 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.

10. What Are Meta Tags?

Answer: [Meta tags] are snippets of code that are placed in the <head> section of a webpage. They give search engines information about your webpage.

And can influence how your webpage is displayed in search results.

The meta title and description are examples of meta tags.

11. How Do You Check a Website's Organic Traffic?

Answer: The best way to check your website's organic traffic is by using Google Analytics or Google Search Console.

However, tools like Semrush's [Domain Overview](#) tool can also come in handy. Especially when you want to check your competitors' organic traffic.
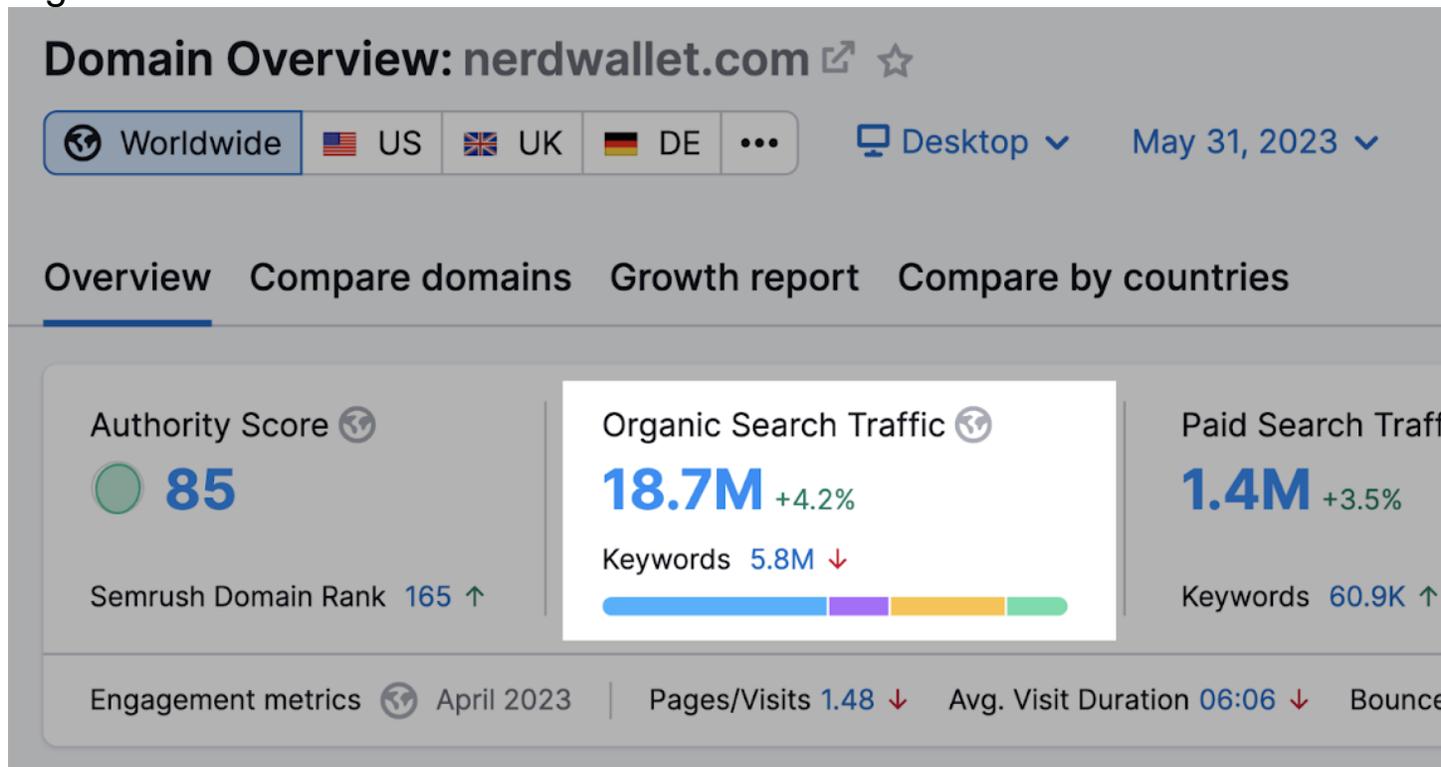
12. What Is a Canonical Tag?

Answer: A [canonical tag](#) is a snippet of code that specifies the main (canonical) version of a page.

It's used to avoid duplicate content issues that may arise when the same or similar content is accessible under different URLs.

13. Can You Explain What Redirects Are?

Answer: [Redirects](#) are a way to forward website visitors from one URL to another.
They're used when a webpage or website has been moved to a new location. Or when the [URL structure](#) has changed.

Redirects ensure that users are automatically taken to the new URL instead of encountering an error or seeing outdated content.

14. What Is the Difference between a 301 and a 302 Redirect?

Answer: A [301 redirect](#) is a permanent redirect that indicates to search engines that the original URL has moved permanently to a new URL.

And most SEO authority and ranking power of the original URL should be passed to the new URL.

On the other hand, a 302 redirect is a temporary redirect that indicates to search engines that the original URL has temporarily moved to a new URL.

And the SEO authority and ranking power of the original URL may not be passed onto the new URL.

15. What Is a URL Slug?

Answer: A [URL slug](#) is the last part of the URL that provides information about the content of the page.

16. What Is Crawling?

Answer: Crawling is the process search engines use to discover webpages on the internet.

When crawling, search engine bots navigate through website pages and follow the links between them to find new pages to add to their index.

17. How Do You Check Whether a Website Is Indexed by Google?

Answer: We can use the "site:" search operator to check whether a website is indexed by Google.

And it shows approximately how many pages Google has indexed once we perform the search.
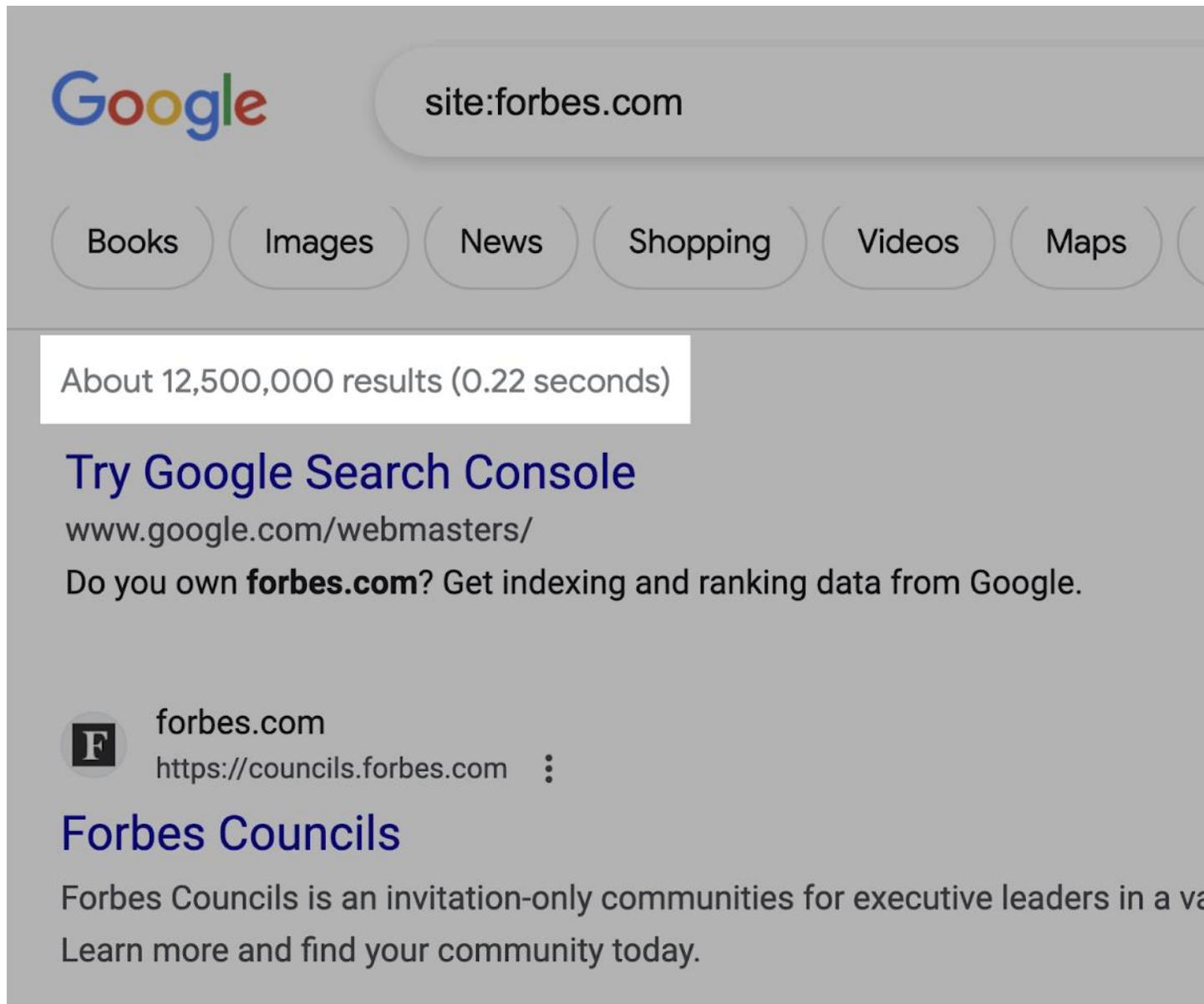
Alternatively, we can also use Google Search Console to do this.

The "Page Indexing" report should tell you whether your pages are indexed.

Page indexing

All known pages ▼

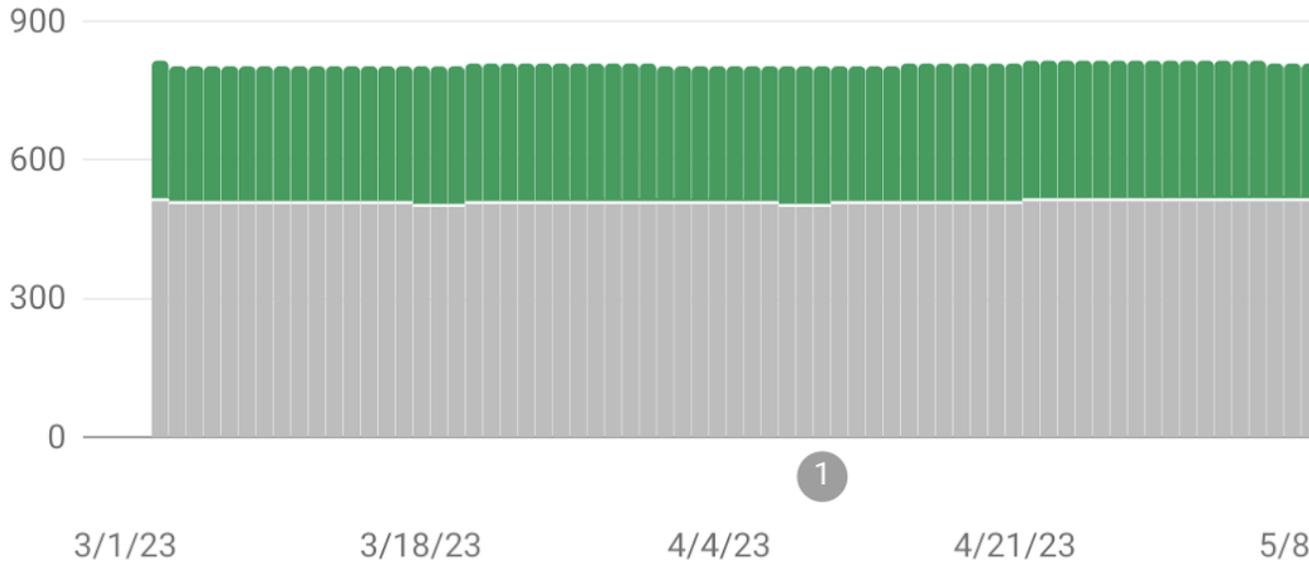Primary crawler: **Smartphone**

☑ Not indexed
516
7 reasons

☑ Indexed
302

☐ Impressions

Pages

900

600

300

0

3/1/23   3/18/23   4/4/23   4/21/23   5/8

①

✓ View data about indexed pages

18. Why Is Local SEO Important?

Answer: [Local SEO](#) allows local businesses to target nearby users who are searching for their products or services in Google.

It helps local businesses increase their visibility, traffic, and conversions from local searches.

19. What Is Anchor Text?

Answer: [Anchor text](#) is the clickable text that links one webpage to another. It helps users understand what they can expect to find when they click the link.

Linking to other pages on your website using optimized anchor text helps the linked pages rank higher for related keywords.

20. What Is a Robots.txt File?

Answer: [Robots.txt](#) is a file that we can create to instruct search engine bots about which sections or pages of the website they're allowed or not allowed to crawl.

The instructions are written using "User-agent," "Allow," and "Disallow" directives, which specify the name of the bot, the path of the website to be crawled, and path of the page to be blocked, respectively.

If there is no robots.txt file on your site, bots will try to access every page on your site by default.

21. What Is a Sitemap?

Answer: A [sitemap](#) is a file listing all the important pages on a website that you want search engines to crawl, index, and rank in search results.

A sitemap is important for SEO because it helps Google discover pages faster and more efficiently.

22. What's the Difference Between a Follow vs. a Nofollow link?

Answer: The main [difference between "follow" and "nofollow"](#) links lies in how search engines treat them when passing link equity that influences search rankings.

Follow links allow search engines to pass link equity from one site to another to help with search engine rankings.

Nofollow links, on the other hand, do not pass link equity to help with search rankings.

But they can drive referral traffic to your site, especially if the link is coming from a popular website that has tons of traffic.

23. How Can You Check the Ranking Difficulty for a Keyword?

Answer: You can analyze the SERP to see which websites are ranking at the top for the keyword in question.

If we see big brands in our niche dominating the SERP, we can assume the keyword has a high ranking difficulty.

But the more data-driven approach would be to use keyword research tools for this purpose.

For example, Semrush's [Keyword Overview](#) tool. It reports the ranking difficulty for a keyword using its Keyword Difficulty (KD) metric, which ranges from zero to 100.

Keyword Overview: dog food ⊕

🇺🇸 United States ⌄   🖥 Desktop ⌄   May 31, 20

Overview   Bulk Analysis

Volume

110.0K 🇺🇸

Keyword Difficulty

90%
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volu

258.3k

🇺🇸 US

🇮🇳 IN

🇬🇧 UK

🇵🇭 PH

🇦🇺 AU

🇨🇦 CA

Other

The higher the number, the more difficult it is to rank for a term.

The lower the number, the less difficult it is to rank for a term.

24. What Are Long-Tail Keywords?

Answer: [Long-tail keywords](#) are search queries that tend to be longer and more specific. And also tend to have a lower search volume.

Keywords "best running shoes for flat feet" and "how to train for a half marathon in 8 weeks" are great examples of long-tail keywords.

Long-tail keywords are easier to rank for and they convert better than shorter, more general keywords.

That's why they're an important part of a solid SEO strategy.

25. 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.

When a user or a search engine attempts to access a URL that does not exist—or has been moved or deleted—the server responds with a 404 error code to indicate that the requested page is unavailable.

26. What Is Page Speed and Why Does It Matter for SEO?

Answer: [Page speed](#) is the total amount of time it takes for a webpage to load.
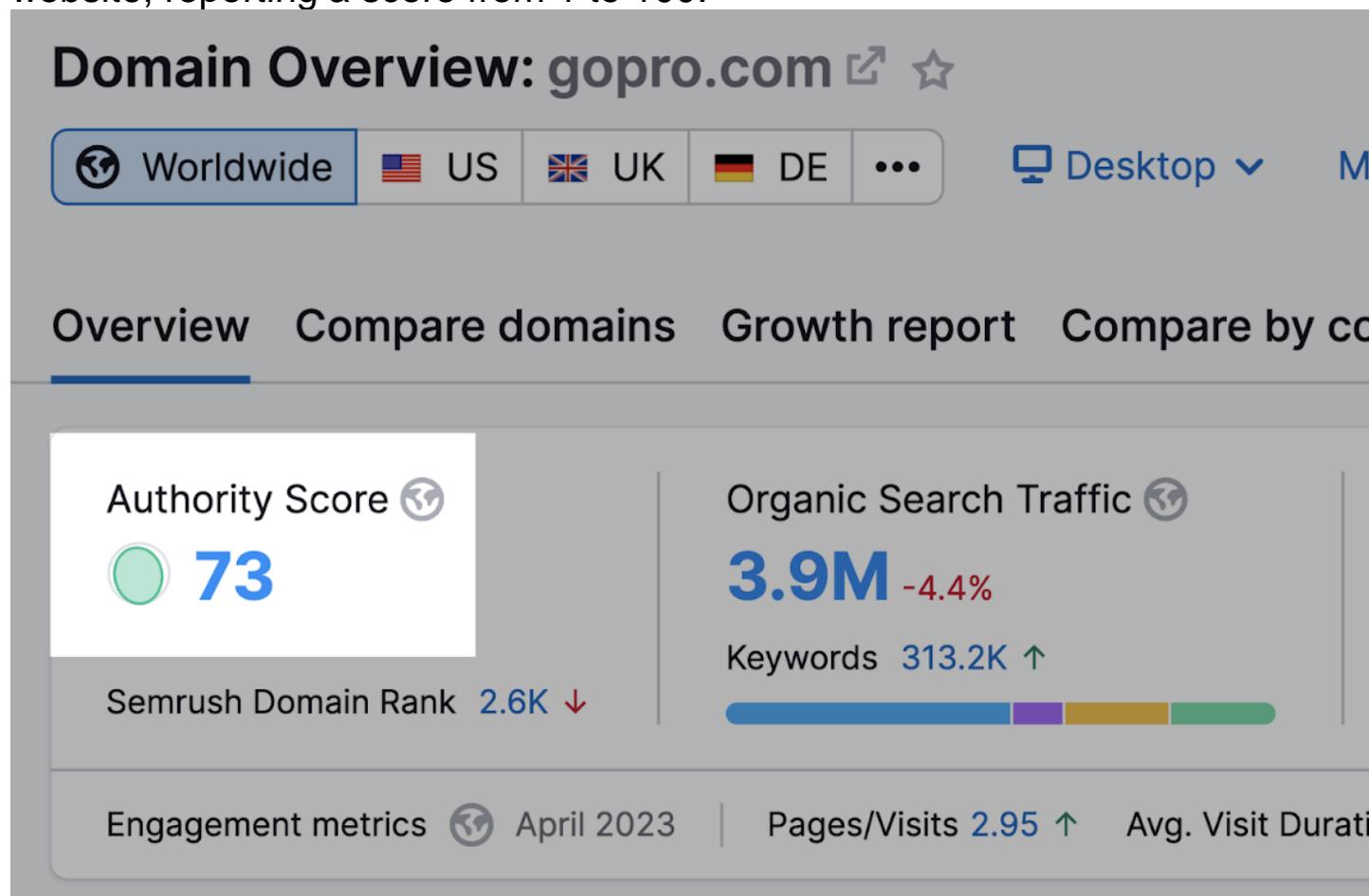
It's important for SEO because it affects the user experience, which is a ranking factor for Google.

Fast-loading websites contribute to a positive user experience. While slow-loading websites create a poor user experience, which is bad for SEO.

27. How Do You Measure the Authority of a Website?

Answer: There are lots of third-party SEO tools that help measure the authority of a particular site.
Take Semrush as an example. Semrush's Authority Score (AS) metric in the Domain Overview tool measures the authority of a website, reporting a score from 1 to 100.

Domain Overview: gopro.com ☑ ☆

| Worldwide | US | UK | DE | ••• | Desktop ∨ |

Overview   **Compare domains**   **Growth report**   **Compare by co**

Authority Score
73

Semrush Domain Rank 2.6K ↓

Organic Search Traffic
3.9M -4.4%

Keywords 313.2K ↑

Engagement metrics April 2023 | Pages/Visits 2.95 ↑   Avg. Visit Durati

The higher the score, the more authority a domain has.

The lower the score, the less authority a domain has.

28. How Do You Optimize a Title Tag?

Answer: To optimize a title tag, you should make sure it includes the primary keyword, is no longer than 60 characters, and accurately describes the content on the page.

29. What Are Some Link Building Strategies?

Answer: There are lots of [strategies for building links](#). Some common strategies are [broken link building](#), digital PR, and resource page link building.

Broken link building involves finding broken links on other websites and offering an alternative link from your own site as a replacement.

Let's say you find a broken link to a resource on SEO. You can email the website owner and suggest your [SEO guide](#) as an alternative.

Digital PR is about creating newsworthy content that attracts the attention of journalists, bloggers, and influencers.

For example, if you create a survey or a report on a trending topic in your industry, you can reach out to different media outlets and see whether they want to feature it.
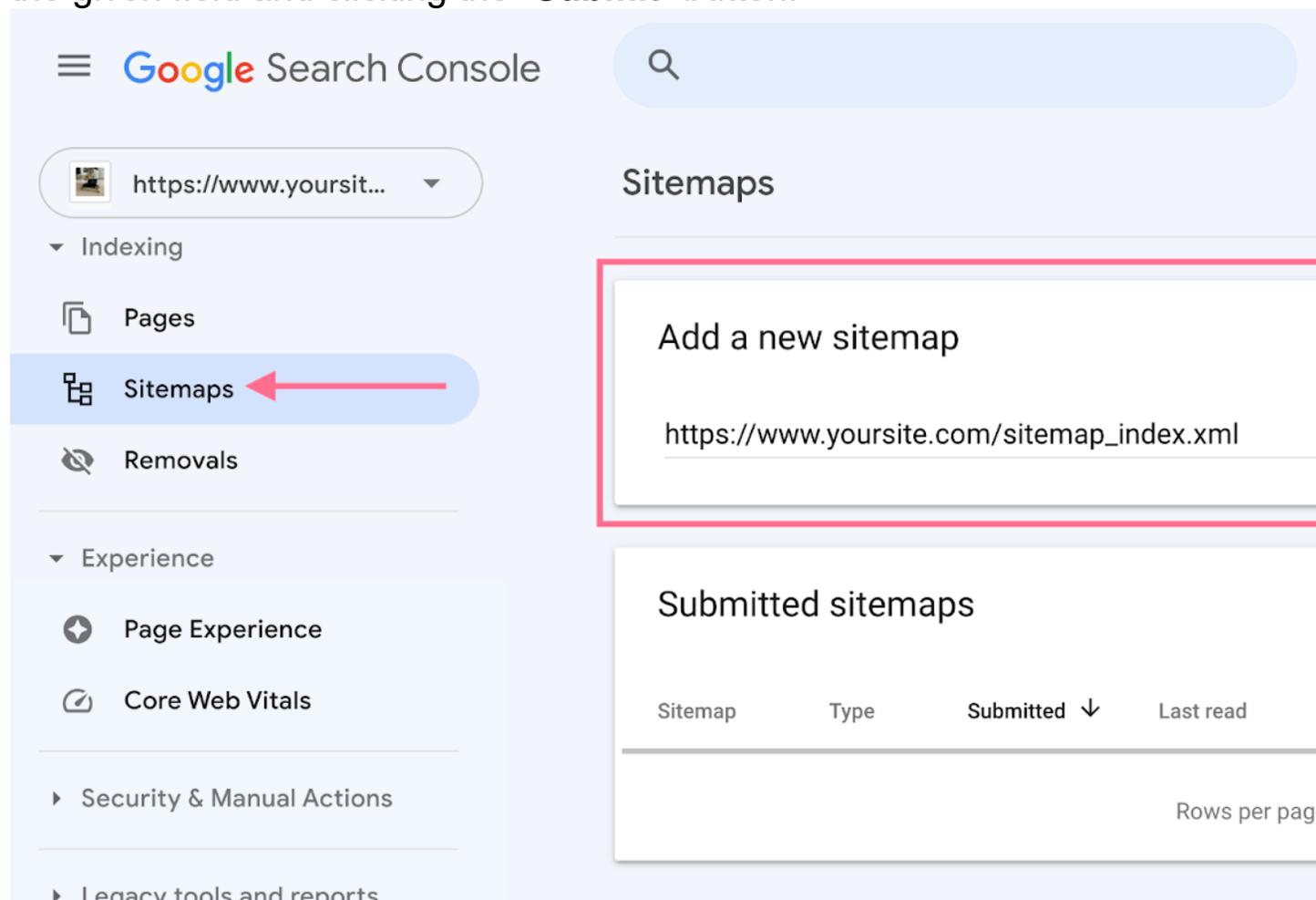
If they decide to feature it, you could receive backlinks.

And resource page link building involves finding resource pages on other websites that list useful links for a specific topic, and then asking them to include your content as well.

For example, if you have a blog post on how to start a podcast, you can look for resource pages on podcasting and suggest your post for inclusion.

30. How Would You Submit a Sitemap to Google?

Answer: I would submit a sitemap to Google using the "Sitemaps" report in Google Search Console. By pasting the sitemap URL in the given field and clicking the "**Submit**" button.

31. What Are SERP Features?

Answer: SERP features are modern-looking search results that are different from traditional organic listings because they add something new. Google's local pack, knowledge panel, top stories, and people also ask (PAA) results are all examples of SERP features.

32. Why Is the Meta Description Important?

Answer: Although [meta descriptions](#) are not a direct ranking factor, a well-written meta description can improve the click-through rate (CTR) for your webpage.

A higher CTR can indicate to Google that your page is relevant and useful for the query, which can positively affect its ranking.

33. What Is Image Alt Text?

Answer: Image [alt text](#) is a brief textual description that's added to the HTML code of an image on a webpage.

It's displayed when an image cannot be loaded or when the page is accessed by screen readers—devices used by people with visual impairments.

3. Smart luggage

Coolife Spinner Carry On Luggage, best carry on luggage

If you're a frequent traveller, you may want to consider investing in smart lug
budget, some of the features of smart luggage include GPS tracking, USB cha
connectivity, and built-in digital scales.

All of these things can help make life easier when you hit the road. Getting to
you've overpacked is no fun; built-in scales help solve this problem, coming ir
make sure your luggage doesn't go over an airline's weight limit.

34. What Was the Panda Update and Why Did It Matter?

Answer: The Panda update was an algorithm update introduced by Google in February 2011.

Its primary aim was to improve the quality of search results by penalizing websites with low-quality or thin content while rewarding those with high-quality and valuable content.

The Panda update had a significant impact on search rankings, leading to notable changes in website rankings and visibility.

Websites that engaged in practices like keyword stuffing, content scraping, or publishing low-quality content saw a decline in their search visibility.

On the other hand, websites with high-quality, original content saw improvements in rankings.

35. What Are Some Popular SEO Myths?

Answer: There are several common SEO myths that have persisted over time.

For example, people still believe keyword density is crucial for ranking.

This myth suggests that the number of times a keyword appears in the content affects search engine rankings.

However, search engines have evolved to prioritize content quality over keyword density.

So, focusing on creating high-quality content that naturally incorporates relevant keywords is the way to go.

Some people also believe that SEO is all about tricking search engines.

But this couldn't be further from the truth. SEO is about providing a positive user experience and delivering value with your content.

Trying to trick search engines with tactics like keyword stuffing and cloaking can lead to penalties and harm your rankings.

Another popular misconception is that having more pages leads to better rankings.

Simply having a large number of pages on your website doesn't directly translate to better rankings.

It's more important to focus on creating valuable and relevant content that addresses user needs.

Quality and relevance trump quantity.

36. How Do You Check Whether the Structured Data on Your Webpage Is Valid and Has No Errors?

Answer: Google provides a free tool called [Rich Results Test](#) to validate structured data on a webpage.

The tool will check the structured data format, syntax, and validity. And flag any errors or warnings.

The tool will also show you a preview of how your page might appear as a rich result in Google Search.

https://www.simplyrecipes.com/recipes/banana_bread/

← **Results Preview**

This is just a simulation! Actual appearance or behavior on Google is not guaranteed.

Google

previewid:4a6c851d-6590-4c7

ALL   BOOKS   IMAGES   N

www.simplyrecipes.com › recipes

Banana Bread Recipe (

Rating 4.8 ★★★★★ (2,376) · 1 hr

Put those ripe bananas to use in th
bread recipe ever. Moist and delici
to make—one bowl, no need for a

People also ask

Can bananas be too ripe for banan

How many bananas in a cup?

How do you make Paula Deen's ba

Preview in: Smartphone ▼

Can I freeze banana bread?

37. Does Google Always Use the Canonical Tag You Specify for Indexing and Ranking? Please Elaborate.

Answer: No, Google doesn't always use the canonical tag you specify for indexing and ranking.

Google treats the canonical tag as a hint, not as a directive or a command.

So sometimes, Google may choose to ignore the canonical tag and index a different version of the URL.

38. How Do You Fix Duplicate Content Issues on a Website?

SEO is an applied science. Recruiters may ask this question to understand whether you can apply your theoretical knowledge to actually solve SEO problems.

Answer: There are quite a few ways to fix duplicate content issues on a website.

First, using 301 redirects.

A 301 redirect is a permanent redirect that tells search engines to index and rank the original page instead of the duplicate one, solving the duplicate content issue.

Second, using the rel="canonical" tag.

A rel="canonical" tag tells search engines which version of a page is the preferred one to show in search results, which eliminates duplicate content issues.

The rel="canonical" tag is placed in the <head> section of a webpage.

Or third, using the meta robots "noindex" tag.

The "noindex" tag prevents indexing of a duplicate page to avoid duplicate content.

This tag is placed in the <head> section of a duplicate page that you don't want to Google to index.

You can use any of these methods to fix duplicate content issues, depending on the specific details or nature of the duplicate content on your site.

39. How Do You Identify a Keyword's Search Intent?

Interviewers may ask this question to test whether you know how to identify what a user is looking for when they enter a keyword into a search engine. Which is important for effective SEO and content creation.

Answer: We can analyze the search query to look for clues that indicate the search intent.

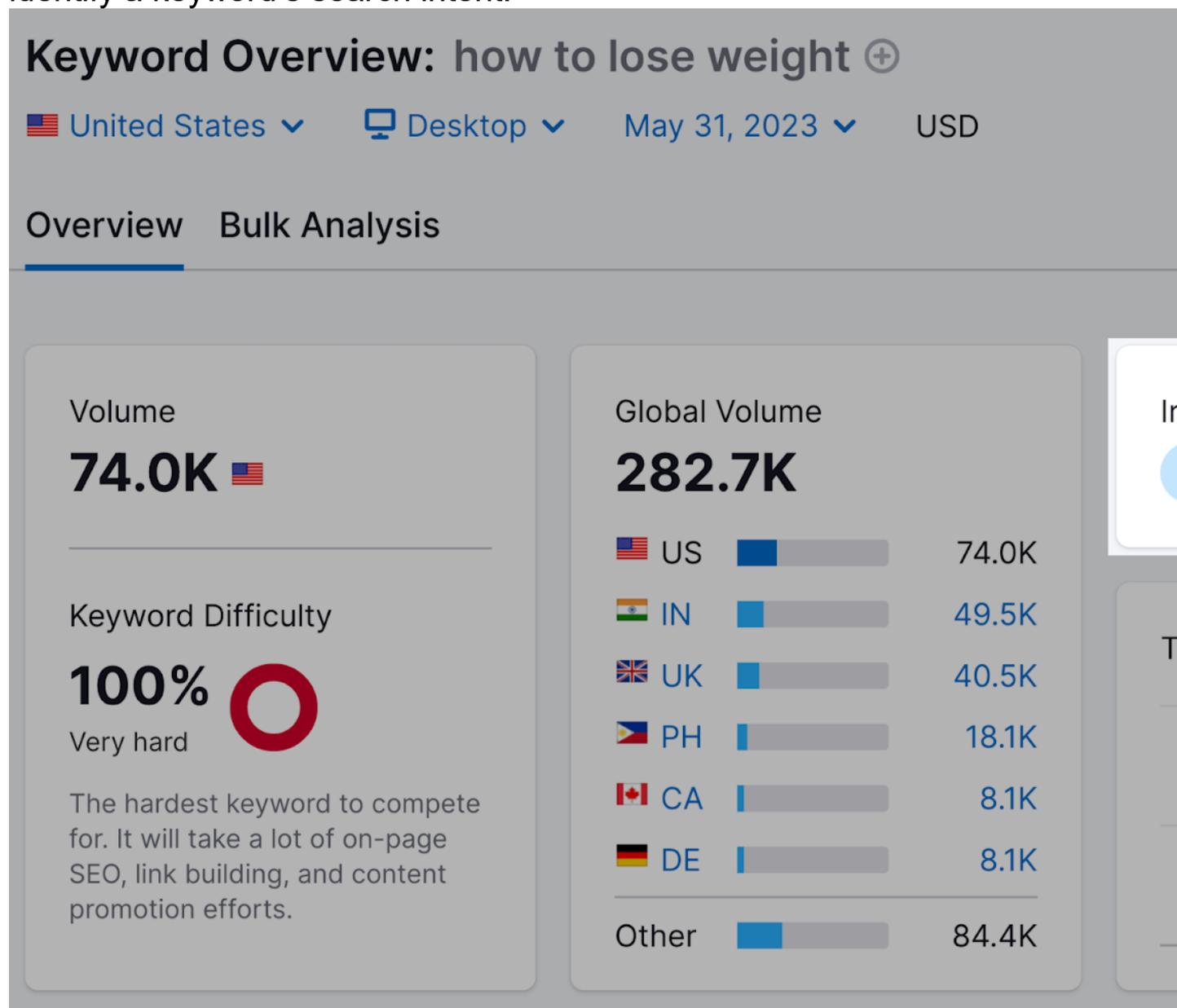For example, search queries that include words like "buy," "how to," and "best" suggest transactional, informational, and commercial intent, respectively.

We can also analyze the current top-ranking pages to understand the keyword's search intent.

If top-ranking pages are primarily blog posts, then the keyword has informational intent.

If they're ecommerce products or category pages, then the keyword has transactional intent.

Moreover, SEO tools like Semrush's [Keyword Overview](#) tool help to identify a keyword's search intent.

Keyword Overview: how to lose weight ⊕

🇺🇸 United States ∨   🖥 Desktop ∨   May 31, 2023 ∨   USD

Overview   Bulk Analysis

Volume

74.0K 🇺🇸

Keyword Difficulty

100% ⭕
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volume

282.7K

🇺🇸 US	▆▬▬▬	74.0K
🇮🇳 IN	▆▬▬	49.5K
🇬🇧 UK	▆▬▬	40.5K
🇵🇭 PH	▍▬▬	18.1K
🇨🇦 CA	▏▬▬	8.1K
🇩🇪 DE	▏▬▬	8.1K
Other	▆▬▬	84.4K

40. When Was the Latest Google Algorithm Update?

Google announces multiple algorithm updates every year.

By asking this question, a recruiter might want to know whether you keep yourself informed about recent changes in Google's ranking system and how those changes affect SEO.

Answer: The latest major Google Algorithm updates were the [core update and reviews update](#) in November 2023.

The core update on November 2, 2024 changed Google's search algorithm to focus more on high-quality content. Thus improving search results.

The reviews update aims to increase review quality by rewarding high-quality reviews. This will be the last reviews update notification, as these will now happen on a regular basis.

Note: *The above answer is true as of updating this article. Because Google regularly updates its algorithm, the answer to this question is likely to change in the future. Visit [Google Search Central](#) to check the recent algorithm updates and frame your answer accordingly.*

41. What Are Search Engine Bots?

By asking this question, the interviewer can assess your basic knowledge and understanding of how search engines work

Answer: Search engine bots are software programs that visit websites on the internet and collect information about them.

They are also called "crawlers," "spiders," or "robots."

Search engine bots use the information they gather to create an index of the web, which is like a giant catalog of all the webpages and their content.

Search engines use this index to provide relevant and useful results to users when they search for something online.

42. Do You Follow Any SEO Blogs & Websites?

Most passionate SEOs regularly follow SEO insider blogs to learn new things and keep tabs on the latest trends.

This question will help the recruiter see if you're passionate about SEO.

Here's an example of how you might respond:

Answer: Yes. I follow Search Engine Journal, the Semrush blog, and the Google Search Central website.

43. How Do You Prevent a URL from Getting Indexed by Google?

A hiring manager may ask this SEO question to test your technical SEO knowledge.

Answer: We can prevent a URL from getting indexed using a "noindex" robots meta tag.

Many believe the "robots.txt" file can also be used to keep a URL out of Google's index.

That isn't true. A robots.txt file controls the search engine's crawling behavior on a website, not indexing.

SEO Interview Questions & Answers for Mid-Level SEOs

These questions are meant for experienced SEOs who've applied for mid-level positions such as "SEO Specialist," "SEO Analyst," or "SEO Strategist."

44. What Are Your Responsibilities in Your Current Role?

Since it's likely that you're already working somewhere, the employer may ask you this question to learn about your current role's expectations.

When answering this question, don't lie or exaggerate facts.

Be honest. Most companies conduct background checks. And if they found out you lied, it could jeopardize your chances of being hired.

Answer: As an SEO specialist, I'm responsible for implementing SEO strategies for various clients.

I conduct keyword research, optimize on-page elements, perform technical audits, monitor site performance, and report on the results.

I also collaborate with other teams such as content, design, and web development to ensure SEO best practices are followed across the board.

45. Why Are You Looking to Make a Change?

If you're already working somewhere, the interviewer might want to know why you're looking for a new job.

They want to learn about your motivations.

Don't shy away from sharing your real reasons for seeking a new job.

Being honest and transparent is important in interviews. This can help the interviewer understand your goals and aspirations. And determine whether you're a good fit for the company.

Answer: I'm looking for a job change because I want to grow and learn new skills in my field.

I've been working in my current role for "X" years, and I have achieved "Y" goals. But I feel that there are limited opportunities for me to progress further.

I'm interested in this job because it offers me a chance to work on "Z" projects that challenge me and align with my career aspirations.

46. How Do You Work with Developers to Implement SEO Suggestions?

SEO isn't only about creating and optimizing content, but also about ensuring that the technical aspects of the website are in line with SEO best practices.

A recruiter may ask this question to assess your ability to work effectively with developers to implement SEO suggestions

Answer: When working with developers, effective communication and collaboration are key.

I've used project management tools such as Asana and Trello to work with developers to implement SEO suggestions.

First, I create tasks for each SEO suggestion and assign them to the relevant developer.

I also attach any supporting documents or screenshots that explain the suggestion in detail.

Then, I communicate with the developers through the project management tool's comments or chat feature and track the progress of each task.

I also test and verify the implementation of each suggestion and provide feedback or approval.

47. What SEO Tools Can You Use Well?

If you don't know how to use common SEO tools, it could be a red flag.

SEO revolves around data, so knowing how to use essential SEO tools is a real advantage.

Companies often hire people who have knowledge and experience using the specific tools that they use for their SEO needs.

They often mention this in their job description. You can mention those tools during the interview if you already have experience with them.

Here's an example:

Answer: I can use Google Analytics, Google Search Console, and Semrush.

48. What Sets You Apart from Other Candidates?

There are different ways to answer this question depending on your achievements and strengths.

You could say something like:

Answer: What sets me apart from other candidates is my proven track record of SEO success.

I've worked on multiple SEO projects for various clients in different industries and delivered results in terms of traffic, conversions, and revenue.

And I've received awards and recognition for my SEO work from reputable organizations and publications.

I can show you some examples from my SEO portfolio and testimonials from my previous clients.

49. Do You Think Keyword Density Is a Ranking Factor?

Some people believe "keyword density"—the number of times a keyword or phrase appears on a webpage—is a ranking factor, which is not true.

This question helps recruiters weed out candidates who may not be a good fit for the role. And identify those who have a more nuanced and up-to-date understanding of SEO.

Answer: Keyword density is not a ranking factor.

This means that simply cramming a page full of keywords will not improve its search engine rankings.

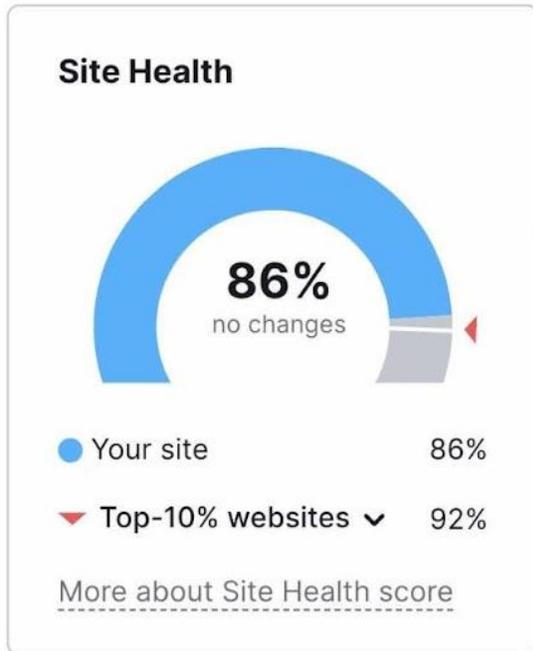But you should still use keywords strategically and naturally in your content.

50. How Do You Conduct a Technical SEO Audit?

This question is designed to test your technical SEO skills and knowledge. There are different ways to answer this question depending on the specific methods or the tools you use.

Here's one way to respond:

Answer: To conduct a technical SEO audit, I use a crawl-based tool like Semrush's [Site Audit](#).

The tool scans the website and identifies any technical issues that are affecting its SEO performance.

Site Health

86%
no changes

● Your site — 86%

▼ Top-10% websites ˅ — 92%

More about Site Health score

Crawled Pages

383

● Healthy — 17
● Broken — 35
● Have issues — 313
● Redirects — 18
● Blocked — 0

Errors

9 no changes

10

0

Warnings

99 no changes

200

0

Thematic Reports

Crawlability
◔ 96%
View details

HTTPS
◔ 98%
View details

Intern
SEO
Interna
not imp
this sit

Site Performance
◔ 98%
View details

Internal Linking
◔ 82%
View details

Marku
◔ 1
View

I also use Google Search Console to check the site's indexing status and Core Web Vitals.

Some of the main elements I audit are site speed, mobile-friendliness, HTTPS status, canonicalization, duplicate content, broken links, redirects, sitemap status, robots.txt, crawlability, indexability, internal linking, and structured data.

I prioritize the issues based on their impact and urgency and provide recommendations to fix them.

51. What Are Topic Clusters? How Do You Create One?

This question is designed to test your content SEO skills and knowledge.

There are different ways to answer this question depending on your own definition and process, including the example below.

Answer: [Topic clusters](#) are groups of related content that collectively cover a broad topic.

They help to create a clear site structure that improves the relevance and authority of each page.

To create a topic cluster, you need to identify a core topic that's related to your business.
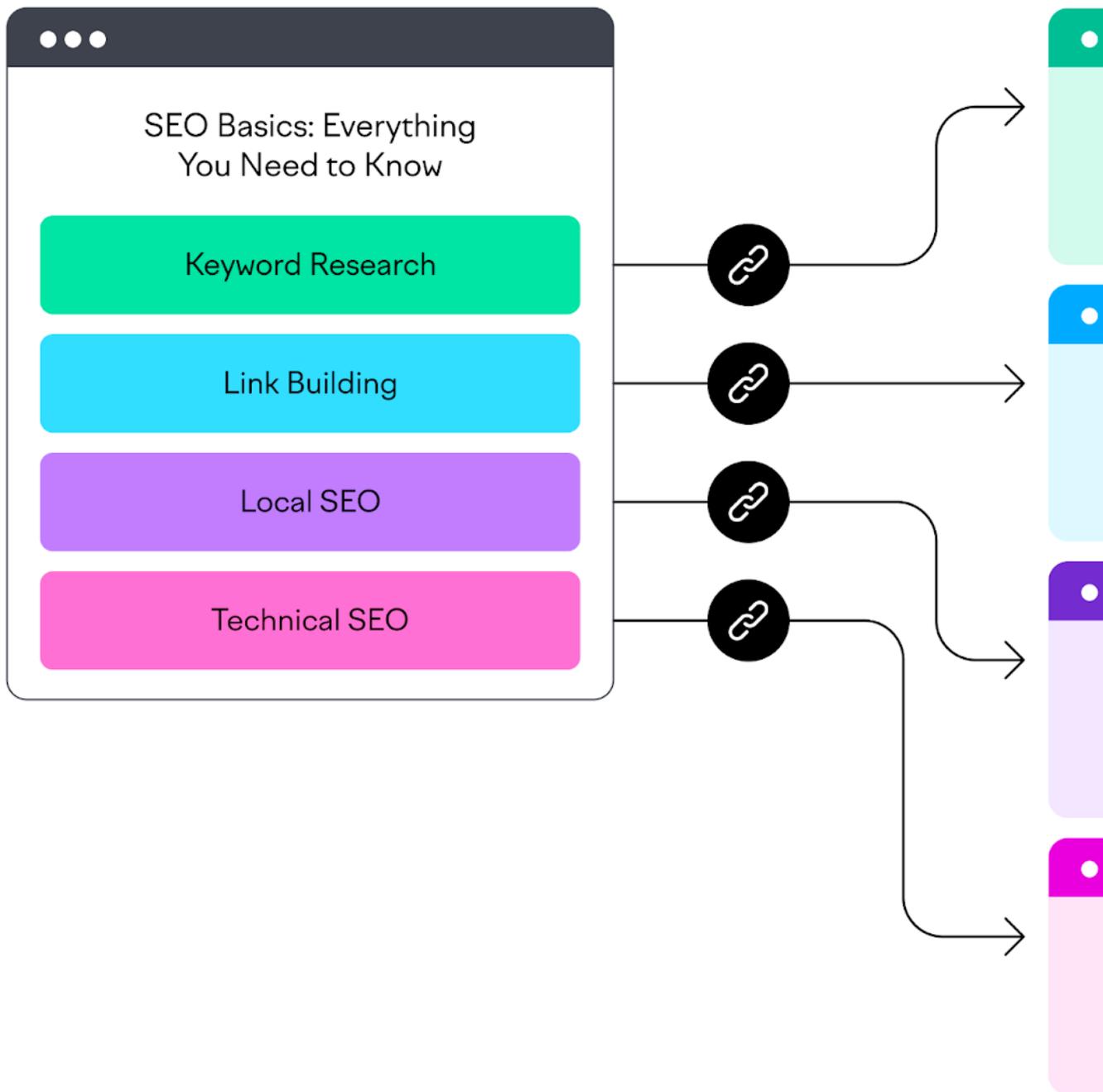
Then, you need to create a pillar page that comprehensively covers the topic and provides an overview of the subtopics.

Next, you need to create cluster pages that dive deeper into each subtopic and provide more specific information.

Finally, you need to link the pillar page and cluster pages internally using descriptive anchor text.

The Structure of a Topic C

SEMRUSH

Pillar Page

SEO Basics: Everything
You Need to Know

Keyword Research

Link Building

Local SEO

Technical SEO

52. What Does "Share of Voice" Mean in SEO?

A hiring manager may ask this question to test whether you know important SEO KPIs like this one.

Answer: Share of voice (SoV) in SEO means how much of the organic search traffic (or visibility) your website has for a given set of keywords or topics compared to your competitors.

It helps you to understand how well your website is performing in your market.

SEO Interview Questions & Answers for Managerial Roles

These questions are relevant to SEOs who have years of SEO experience. And have applied for SEO positions such as "SEO Manager," "SEO Director," or "Head of SEO."

53. Tell Me About a Successful SEO Campaign You Worked on? How Did You Contribute?

This question is asked to determine whether you've actually led any successful SEO campaigns in the past. And what the results were.

The answer below can help you get some ideas.

Answer: One of the successful SEO campaigns I worked on was for a client in the travel industry.

They wanted to grow their organic traffic and increase leads for their travel packages.

My contribution was to plan and manage the SEO strategy for their website.

I also supervised and mentored a team of SEO specialists and coordinated with other departments such as content, design, and development to ensure SEO best practices were followed across the board.

I also measured and evaluated the SEO ROI using metrics and KPIs like rankings, organic traffic, conversions, and revenue.

As a result of my SEO management, their organic traffic grew by 300% and their leads grew by 185% within 15 months.

54. How Do You Think SEO Will Change in a Few Years?

By asking this question, a recruiter wants to learn about your perspective on the [future of SEO](#).

Here's an example of how you could respond:

Answer: I'm pretty confident that the AI will change SEO significantly.

In my opinion, Google will move away from classic search results and start providing answers in a conversational format. Something similar to ChatGPT.

If that happens, SEOs will need to adapt their strategies and tactics to the new reality.

55. How Do You Motivate Your Team?

An interviewer may ask this to assess your leadership and management skills. And your ability to foster a positive and productive work environment.

Below, you can see an example to help you think about your answer.

Answer: I motivate my SEO team by creating a collaborative environment where they can share their input and feel valued for their contributions.

I also set clear and realistic goals, provide regular feedback, and celebrate their achievements

56. How Do You Explain Complex Problems to a Client?

This question will help the interviewer understand how you would manage client communications.

There are different ways to answer this question depending on your style and experience

Use the answer below as an inspiration.

Answer: I like to use analogies and metaphors to explain complex problems to a client.

For example, if I want to explain why their site speed is slow, I might compare it to a traffic jam on a highway.

I would say that their site has too many elements that are blocking the way for the visitors, such as large images, unnecessary scripts, and redirects chains.

I would then suggest some ways to clear the roadblocks, such as compressing images, minifying scripts, and eliminating redirect chains.

57. What Is Your Approach to Developing an SEO Strategy?

This question is designed to test your knowledge and skills in SEO planning and execution.

There are different ways to answer this question depending on your own SEO methodology and experience.

See the answer below for inspiration.

Answer: My approach to developing an [SEO strategy](#) is to:

1. Define the KPIs for SEO that align with business goals. These KPIs can include rankings, traffic, conversions, and revenue.

2. Conduct keyword research to find out which keywords the target audience is searching for. And try to ascertain how much traffic, how many conversions, and how much revenue these keywords could potentially generate for the business.

3. Create a content strategy that outlines what types of content (blog posts, regular website pages, and landing pages) to create for each keyword group

4. Create content that meets or exceeds user expectations

5. Focus on content design and layout by using visual elements, white space, bullet points, etc. to make the content easy to read and scan

6. Build links to the website from relevant, authoritative sources using various link building techniques, such as outreach, digital PR, broken link building, etc.

7. Measure the content's organic traffic, conversion rate, and revenue generated

58. What Are Your Salary Expectations?

Regardless of the role you've applied for, the salary is going to be a topic of discussion in interviews.

So you need to be prepared. Do your own research about the average salary for the position you've applied for.

Sites like Glassdoor and other HR portals will come in handy during your research.

Here's one possible response:

Answer: According to my research, the average salary for an SEO Manager in the United States ranges from $70k to $161k per year.

Based on my experience and achievements, I'm looking for a salary at the higher end of this range.

However, I'm open to discussing the salary based on the overall compensation package and benefits you offer.