

# SEO Interview Questions

## Overview

If you're preparing for an SEO interview, this list of 150 carefully selected questions will help you practice and boost your confidence. These questions cover everything from technical SEO, content optimization, AI in SEO, local SEO, link building, Google updates, tools, and even situational and aptitude-based questions.

In our blog, we have provided both the questions and detailed answers to help you learn and prepare effectively. You can read the blog from here: ["150+ SEO Interview Questions and Answers"](#). But before checking the answers, challenge yourself! 💡

✓ First, try to answer these questions on your own.

Then, cross-check with the answers in our blog to see how well you did.

✓ Identify the areas where you need improvement and revise accordingly.

By following this approach, you'll not only memorize concepts but also understand how to answer interview questions confidently in real scenarios.

Best of luck with your SEO interview preparation! 💪🔥

# SEO Interview Questions

## Content Skeleton

Service Blog – Benefits of Digital Marketing

## SEO Interview Questions for 1–5 Years of Experience

### 1. Basic & Technical SEO Questions

- Imagine you join a company where SEO was not previously implemented well. How would you approach fixing it?
- If a webpage is not ranking despite optimizing keywords, what would you check first?
- How do you handle a sudden drop in website traffic?
- A client insists on ranking for a highly competitive keyword in a short time. How do you respond?
- If your site is indexed but not ranking, what could be the possible reasons?
- How would you explain "search intent" to a non-SEO person?
- What's the difference between a 301 and 302 redirect?
- How do you optimize images for SEO?
- A website has duplicate content issues. How do you fix them?
- How do you handle keyword cannibalization?
- What is structured data, and how does it help SEO?
- How do you handle a website with slow loading speed?
- What are Core Web Vitals, and why are they important?
- How does canonicalization affect SEO?
- What is the robots.txt file, and how does it work?
- What's the difference between "noindex" and "nofollow" tags?
- How do you optimize a website for mobile-first indexing?
- A website has too many 404 errors. What should be done?
- How do you handle pagination in SEO?

- If an important page is not being indexed, what would you check?

## 2. Content Optimization & SEO Writing Questions

- How do you write an SEO-friendly blog post?
- What is the ideal length for an SEO-optimized blog post?
- How do you optimize content for featured snippets?
- A webpage ranks well but has a poor CTR. What would you do?
- What's the role of NLP in content optimization?
- How do you optimize meta titles and descriptions?
- What is keyword proximity, and does it matter for SEO?
- How do you find long-tail keywords?
- How does internal linking impact SEO?
- What are LSI keywords, and how are they used?
- How would you structure an SEO-friendly URL?
- What is the ideal keyword density in a blog post?
- How do you handle outdated content?

## 3. Advanced SEO & AI-Based SEO Questions

- How is AI changing SEO?
- How does Google's BERT algorithm work?
- What are some AI-driven SEO tools you use?
- Can AI-generated content impact SEO negatively?
- How would you optimize a website for voice search?
- How does AI influence search rankings?
- What is Google MUM, and how does it differ from BERT?
- Can AI-generated content rank well in search engines?
- What are the risks of using AI-generated content in SEO?
- How can AI help with keyword research?

## 4. Link Building & Off-Page SEO Questions

- How do you determine a good backlink?
- What strategies do you use for link-building?
- If a competitor is outranking you due to strong backlinks, how would you compete?
- How do you remove toxic backlinks?
- What are white-hat and black-hat SEO techniques?
- What is guest posting, and is it still effective?
- How do you recover from a Google penalty due to bad backlinks?

## 5. Local SEO & Google My Business (GMB) Questions

- How do you optimize a business for local SEO?
- What are the key ranking factors for Google My Business?
- A business is getting fake negative reviews. What should be done?
- How do you optimize Google My Business (GMB) for local SEO?
- What are NAP citations, and why are they important?
- What factors influence Google Maps rankings?
- How can businesses handle duplicate GMB listings?

## 6. SEO Tools & Analytics Questions

- What are your favorite SEO tools and why?
- How do you analyze website performance in Google Search Console?
- What's the difference between GA4 and Universal Analytics?
- How do you analyze website performance using Google Analytics?
- What SEO metrics do you track in Google Search Console?
- What are some common SEO automation tools?

## 7. Aptitude & Confidence-Based Questions

- If your SEO strategy fails, how would you handle it?
- Your manager disagrees with your SEO recommendation. How do you convince them?
- Can you explain SEO to a non-technical client in one sentence?
- How would you explain SEO to a 5-year-old?
- What would you do if Google removed organic search rankings tomorrow?
- How do you differentiate between correlation and causation in SEO?

## 8. Situation-Based Questions

- If a client's budget for SEO is limited, how would you allocate it?
- How would you handle a website migration while preserving SEO?
- If your SEO strategy fails, how do you adapt?
- Your competitor outranks you despite having less content. Why?
- A client wants immediate SEO results. How do you manage expectations?
- How would you handle a website migration?
- If a client wants to rank for a single keyword, what would you advise?
- Your boss asks you to justify SEO spending. How do you prove ROI?

## 9. Google Algorithm Updates & Trends

- What are the most recent Google algorithm updates, and how do they impact SEO?
- How does Google evaluate E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)?
- How do you stay updated with Google's algorithm changes?
- How does Google's Helpful Content Update impact SEO?
- What is Google's E-E-A-T framework?