

# 100 SEO Specialist Interview Questions to Hire Top Talent

## Questions

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1. Can you explain what SEO is in simple terms, like you're explaining it to a five-year-old?
2. What are some of the first things you would do when starting SEO for a new website?
3. Describe the difference between 'on-page' and 'off-page' SEO.
4. What are keywords, and why are they important for SEO?
5. How do you find the right keywords to target for a website?
6. What is a meta description, and how does it affect search rankings?
7. Explain the importance of having high-quality content for SEO.
8. Have you ever used keyword research tools and which is your favorite?
9. What are backlinks, and why are they valuable?
10. How do you build backlinks to a website?
11. What are some common SEO mistakes you should avoid?
12. Why is website speed important for SEO, and how can you improve it?
13. What does it mean to optimize images for SEO?
14. Are you familiar with Google Search Console and Google Analytics? How would you use them?
15. How would you track the success of an SEO campaign?
16. What are some recent changes or updates in the world of SEO that you find interesting?
17. Can you describe your process for auditing a website's SEO performance?
18. What is mobile-first indexing, and how does it impact SEO strategy?
19. How do you stay up-to-date with the latest SEO trends and algorithm updates?
20. What are your favorite SEO blogs or resources?
21. In your opinion, what are the three most important ranking factors in Google's algorithm today?
22. How do you handle negative SEO attacks?
23. Let's say a client's website traffic suddenly drops. What steps would you take to investigate the cause?
24. Explain what a canonical tag is and when you would use it.
25. Describe your experience with different SEO tools like SEMrush, Ahrefs, or Moz.
26. Explain your process for conducting keyword research for a new website or product launch.
27. Describe a time when you had to recover a website from a Google algorithm update penalty. What steps did you take?
28. How do you measure the success of an SEO campaign beyond just rankings and traffic?
29. What are your favorite SEO tools, and how do you use them to improve a website's performance?
30. Explain how you would optimize a website for voice search.
31. How do you stay up-to-date with the latest SEO trends and algorithm updates?
32. Describe your experience with technical SEO, including website speed optimization and mobile-friendliness.
33. What is your approach to building high-quality backlinks for a website?
34. Explain how you would use Google Analytics to identify areas for SEO improvement on a website.
35. How do you handle negative SEO attacks, and what steps would you take to mitigate their impact?
36. Describe your experience with local SEO and optimizing a website for local search results.
37. What is your process for conducting a comprehensive SEO audit of a website?
38. Explain how you would use schema markup to improve a website's visibility in search results.
39. How do you approach optimizing content for featured snippets and other rich results?
40. Describe a time when you had to work with other departments (e.g., content, development) to implement SEO recommendations.
41. What are your thoughts on the future of SEO and how it will evolve in the coming years?
42. Explain your experience with international SEO and optimizing a website for multiple languages and regions.
43. How do you measure the ROI of SEO efforts and demonstrate their value to clients or stakeholders?
44. Describe your experience with using data to inform SEO decisions and strategy.
45. What is your approach to optimizing a website for user experience (UX) and how does it impact SEO?
46. Explain how you would use Google Search Console to identify and fix technical SEO issues on a website.
47. How do you handle duplicate content issues on a website and prevent them from harming SEO?
48. Describe your experience with using SEO to drive leads and conversions for a business.
49. What are your thoughts on the use of AI in SEO and how it can be used to improve results?
50. Explain how you would optimize a website for mobile-first indexing.
51. How do you prioritize SEO tasks and manage your time effectively when working on multiple projects?
52. How would you approach diagnosing a sudden drop in organic traffic to a website, considering various potential factors?
53. Describe your experience with international SEO and the challenges you've faced in targeting different language and regional markets.
54. Explain how you would use machine learning or AI to improve SEO performance.
55. What are your preferred methods for staying up-to-date with the latest search engine algorithm updates and SEO best practices, and how do you adapt your strategies accordingly?
56. How would you develop a comprehensive SEO strategy for a new e-commerce website with a limited budget?
57. Discuss your experience with technical SEO audits and the tools you use to identify and resolve technical issues.
58. How do you measure the ROI of your SEO efforts and demonstrate the value of SEO to stakeholders?
59. Describe a time when you had to overcome a major SEO challenge, and what steps did you take to resolve it?
60. Explain how you would approach optimizing a website for voice search.
61. How would you use data analytics to identify opportunities for improving user engagement and conversion rates?
62. Discuss your experience with mobile SEO and the strategies you've used to optimize websites for mobile devices.
63. How do you approach link building, and what are some of your favorite techniques for earning high-quality backlinks?
64. Explain how you would use schema markup to improve a website's visibility in search results.
65. How do you stay ahead of the competition in a highly competitive search landscape?
66. Describe your experience with content marketing and how it relates to SEO.
67. How would you optimize a website for featured snippets and other rich results?
68. Explain how you would use keyword research to identify new opportunities for targeting relevant search queries.
69. How do you approach SEO for different types of websites, such as e-commerce, blog, or service-based businesses?
70. Discuss your experience with website migration and the steps you take to ensure a smooth transition without losing search rankings.
71. How would you respond to a situation where a client or stakeholder disagrees with your SEO recommendations?
72. Describe your experience with using SEO tools like Google Search Console, SEMrush, or Ahrefs.
73. How do you handle negative SEO attacks and protect a website's reputation?
74. Explain how you would approach optimizing a website for local search.
75. How do you prioritize SEO tasks and manage your time effectively?
76. Describe your experience with website accessibility and how it relates to SEO.
77. How would you use social media to amplify your SEO efforts?
78. Explain how you would develop an SEO strategy for a website targeting multiple keywords with overlapping intent.
79. Describe a time when you had to make a difficult decision regarding SEO strategy, and what factors did you consider?
80. How do you stay up-to-date with the ever-changing landscape of SEO, and what resources do you rely on?
81. Explain your process for conducting a technical SEO audit of a large website.
82. Walk me through your approach to developing a comprehensive keyword strategy for a new product or service.
83. Describe your experience with international SEO and the challenges you've faced.
84. How do you measure the success of an SEO campaign beyond just rankings and traffic?
85. What are your preferred tools for SEO analysis and how do you use them to gain insights?
86. Explain how you would approach link building for a niche industry with limited online presence.
87. Tell me about a time you had to recover a website from a Google algorithm penalty.
88. Describe your experience with schema markup and its impact on search results.
89. How do you approach optimizing a website for voice search?
90. Explain your understanding of the Google E-A-T guidelines and how you implement them.
91. What's your strategy for dealing with negative SEO attacks?
92. How do you integrate SEO with other marketing channels to achieve broader business goals?
93. Explain your experience with analyzing and interpreting website analytics data.
94. Describe a time when you had to convince stakeholders to invest in SEO, and how you presented your case.
95. How do you ensure that a website is accessible to users with disabilities while also optimizing it for search engines?