53 SEO interview questions to ask your applicants

Questions

1. How would you explain SEO to someone who has never heard of it before?

2. What are the key differences between on-page and off-page SEO?

3. How do you approach keyword research for a new client or project?

4. What metrics do you consider most important when measuring SEO success?

5. How do you stay updated with the latest SEO trends and algorithm changes?

6. Can you explain the importance of meta titles and descriptions in SEO?

7. What is the difference between dofollow and nofollow links?

8. How does page loading speed affect SEO, and how would you improve it?

9. What are some common on-page SEO elements you would optimize?

10. Explain the concept of domain authority and its impact on rankings.

11. How do you determine if a website is mobile-friendly?

12. What tools do you use for checking a website's backlink profile?

13. Can you describe the purpose of a robots.txt file?

14. What is the significance of schema markup in SEO?

15. How would you optimize images for better search engine visibility?

16. What is the difference between organic and paid search results?

17. Explain the concept of keyword cannibalization and how to avoid it.

18. How do you approach internal linking for better SEO?

19. What is a sitemap and why is it important for SEO?

20. How do you identify and fix broken links on a website?

21. What is the importance of HTTPS for SEO?

22. How would you optimize a website for local SEO?

23. Explain the concept of E-A-T in SEO and its importance.

24. What are featured snippets and how can you optimize for them?

25. How do you use Google Search Console for SEO purposes?

26. How would you approach optimizing a website for voice search?

27. Can you explain the concept of content pruning and when you might use it?

28. How do you approach international SEO for a website targeting multiple countries?

29. What is semantic search and how does it impact SEO strategies?

30. How would you optimize a website's crawl budget?

31. How would you optimize a webpage's title tag and why is it important?

32. Can you explain the role of header tags in on-page SEO and how you would utilize them?

33. What is keyword density and how do you balance it without over-optimizing?

34. How do you approach writing SEO-friendly content that also engages readers?

35. What strategies would you use to optimize a webpage's URL structure?

36. How do you ensure that a webpage is optimized for both users and search engines?

37. Can you describe the process of optimizing a webpage's internal linking structure?

38. How would you go about enhancing the user experience (UX) for SEO purposes on a webpage?

39. What is the significance of having a responsive design in on-page SEO?

40. How do you handle duplicate content issues on a website?

41. What techniques do you use to optimize the meta descriptions of webpages?

42. How would you conduct a content audit for on-page SEO improvements?

43. Can you explain the importance of using alt text for images?

44. What steps would you take to optimize a webpage for a targeted keyword?

45. What is off-page SEO, and why is it important?

46. How do you approach link building for a new website?

47. What are some effective ways to earn backlinks?

48. How do you use social media to support off-page SEO?

49. Can you explain the concept of domain authority and how it affects off-page SEO?

50. What role do online reviews play in off-page SEO?

51. How do you identify and reach out to potential link-building partners?

52. What strategies would you use to recover from a Google penalty?

53. How do you measure the success of an off-page SEO campaign?