SEO Expert Job Interview Questions And Answers

Interview Questions Answers

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SEO Expert Interview Questions And Answers Guide.

Question - 1:

What is SEO?

Ans:

SEO is the abbreviated form of "Search Engine Optimization". It is the set of process on account of which a website or web page is being constructed or optimized that helps them to enhance their appearance or visibility on top in SERPs (Search Engine Result Pages).

View All Answers

Question - 2:

What is Google Analytics for SEO Expert?

Ans:

Google Analytics is a free web analysis tool first rolled out in late 2005 but generally it become available for users in August 2006. This tool acts between website & internet browser/users and offers a complete overview of visitor statistics which exactly says about general website activities like page views, site visits, bounce rates, average time spent on site or pages, sources of traffic, location etc. It is also obvious for tracking Adword queries.

View All Answers

Question - 3:

What is webmaster tool for SEO expert?

Ans:

Webmaster Tool is a free service catered by Google which provide us a complete report for indexing data, crawling errors, backlink information, search queries, website malware errors, CTR and submitting an XML sitemap. Basically, it acts as a mediator between website and server provide a complete overview of data, issues and other queries.

View All Answers

Question - 4:

What is blog?

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.

View All Answers

Question - 5:

How search engine performs tasks?

Ans:

* Search engines are used on the web to place the websites according to the ranking or suggestions.
* Search engines can be placed on any site that needs to be made as search engine friendly. It allows the search engines to search the sites and display them on the front according to the pre-defined ranking criteria.
* Once the site is suggested for the search engine then the website information gets collected and the links are followed on each web site.
* The linked websites works when the site is visited and on that other links also gets active.
* If there are more websites that link to the site of the user then the spider (information gatherer) will find the site and display it.

View All Answers

Question - 6:

How spiders can find the web sites?

Ans:

* Spiders are the information gathering tools that allow the bot to collect the information about the web sites on the Internet.

* The programs that are used provide gathering of the content from the web site and the store for processing of the data.
* There are two ways in which spiders can perform the search function on the website and it is as follows:
* Search engine can be allowed to find the website that is being created directly by the use of Meta keywords or data.
* It can also tell the search engine the information about the website and use the related data to provide to let your site appear on the search engines.
View All Answers

Question - 7:

What actions that can be performed on search engines?

Ans:

* Search engines use basic components and features to make the result easier for the users.
* It provides three basic actions that can be performed using the search engine and are as follows:
* Gathering of information is being done by the spiders that gather the information and list it down for the crawling by the search engines.
* Analyze the information includes the analyzing of the search engine techniques and the way it is being analyzed with respect to other users.
* Display information includes the result that needs to be displayed to the user and in right way.
View All Answers

Question - 8:

Do you know the use of a program in SEO related information?

Ans:

* The program receives the information using the search request and then it compares the entry with the index and according to that show the results.
* Program allows the search engine to use a structured directory that includes the topics and allow the search engine to crawl the data from the web.
* Program allows the web portal sites to offer the search engines and directories that find the information and make it accessible to all.
* It includes the basic components and features essential for the users to be used for the better optimization of the search engines.
* The components work together to provide the information for the search engine to perform better.
View All Answers

Question - 9:

Explain those function and parts which involved in search engine?

Ans:

Internet search engines having three parts in which the functions can be performed and they are as follows:
* A spider is also known as crawler or bot, this travels from one page to another page and visits the complete page.
* It represents the page that needs to be searched on the web site and displayed on the search engines.
* It includes the reading of the website using the hyperlinks on all the pages and there is communication that takes place from one page to another.
* Catalog or indexing is being done that is created by the programs that compile the pages being read from the web sites.
* Program that receives the search request and it has its own comparison with the indexing that needs to be done to have the results located.
View All Answers

Question - 10:

Tell me when do the submission appear on the engines?

Ans:

* Engine and the directory structure for the website are different and it allows the submission to be done using the engine only.
* The submission can take time or it is required to have the instances of the web site to be listed on the search engines.
* Submission can only appear on the engines if it is submitted correctly and it provides better visibility of the request.
* The engines can be added according to the submissions that are taking place and the calculative chances with the sources.
* The engines and directories are put in a queue and add the chance to check the site for the content that is being used.
View All Answers

Question - 11:

Explain the function of body content relevance?

Ans:

* Body content relevance is used for the text that doesn't consist of images on the web page of the web site.
* It is also known as non-image text that provides the description and relates it to the title, description and keywords.
* The body content helps you having the higher ranking in the search engines and allows good optimization of the sites and pages.
* Body content allows the use of many statements and elements to be used to display it on the web front.
* Body content is used to have the relevance of using the tags that focuses on more on increasing the popularity.
View All Answers

Question - 12:

Explain the purpose of keywords in SEO?

Ans:

* Keyword is a word or group of words that makes a phrase that is being typed by the person in search box of the search engine.
* These keywords are used by search engines to populate the subjects over the Internet and search results are populated according to that.
* Search engines stores the keywords in the database for the web sites and when the search is being it picks the most matched word from the database.
* The words can be found out or placed in the order for the web site that displays them in order of preference.
* Keywords are also written in the Meta tag that is placed in tag and it describes the website.
View All Answers

Question - 13:

Can you please explain the 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.

View All Answers

Question - 14:

What are the top 6 bookmarking sites name?

Ans:

* Twitter
* Pinterest
* reddit
* stumble upon
* Digg
* Delicious

View All Answers

Question - 15:

What are 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.

View All Answers

Question - 16:

List the white hat techniques?

Ans:

* Quality contents
* Titles and Meta data
* Keyword research and Effective keyword use
* Quality inbound links

View All Answers

Question - 17:

List the black hat techniques?

Ans:

* Hidden link
* Keyword stuffing
* Doorway pages
* Incorrect keyword
* Link farming
* Mirror side

View All Answers

Question - 18:

List SEO techniques?

Ans:

1) Black hat seo
2) White hat seo
3) Gray hat seo

View All Answers

Question - 19:

What SEO tools you use?

Ans:

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

View All Answers

Question - 20:

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)

View All Answers

Question - 21:

How many characters limits in title tag?

Ans:

In title tag approx 70 characters we can add.
<title>primary keyword(70 char)</title>

Question - 22:

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.

Question - 23:

Which important factors makes Off Page Optimization better?

Ans:

In Off Page Optimization there are some important factors like:
* Directory Submission
* Artical Submission
* Press Release
* Blog Writing/posting/creation
* Classified Submission
* Social Media

Question - 24:

Which important factors makes 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 crumb.

Question - 25:

What is keyword density and formula?

Ans:

Keyword density make your content stand out in crowd.
Here is important formula of keyword density:

$$\frac{\text{total no of keyword}}{\text{total no of words in your artical}} *100$$

Question - 26:

What is 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 effected. Penguin is the code name of the google algorithm. It is first arrived the April 24 2012. It's goal is decreasing the ranking of the website that violate the Google Webmaster guidelines. This guidelines are violated by using black ghat 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.

Question - 27:

What is 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.

Question - 28:

What is the latest update in SEO?

Ans:

latest updates in SEO:
1) Panda
2) penguin

View All Answers

Question - 29:

What is 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.

View All Answers

Question - 30:

What is 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.

View All Answers

Question - 31:

How to get top position in SEO?

Ans:

With the help of two factors we get top position in Search Engine:
* On page optimization
* Off page optimization

View All Answers

Question - 32:

SEO Expert common Open-Ended interview questions:

Ans:

* Tell me your biggest failure in an SEO project?
* What areas of SEO do you most enjoy?
* In what areas of SEO are you strongest?
* In what areas of SEO are you weakest?
* How do you handle a client who does not implement your SEO recommendations?
* Can you get "XYZ"? company listed for the keyword "Google"? in the first page?
* What do you think is different about working for an SEO agency vs. doing SEO in-house?
* Why are you moving from your current position and/or leaving any current projects?

View All Answers

Question - 33:

SEO Expert industry involvement interview questions part 2:

Ans:

* What are some challenges facing the SEO industry?
* What industry sites, blogs, and forums do you regularly read?
* Who are the two key people - who started Google?
* Who is Matt Cutts?
* If you were bidding on a contract, what competitor would you most worry about?

View All Answers

Question - 34:

SEO Expert industry involvement interview questions part 1:

Ans:

* If salary and location were not an issue, who would you work for?
* In Google Lore - what are 'Hilltop', 'Florida' and 'Big Daddy'?
* Have you attended any search related conferences?
* Google search on this candidates name, (if you cannot find them, that's a red flag)?
* Do you currently do SEO on your own sites? Do you operate any blogs? Do you currently do any freelance work and do you plan on continuing it?
* Of the well-known SEOs, who are you not likely to pay attention to?

View All Answers

Question - 35:

SEO Expert analysis interview questions part 2:

Ans:

* If you've done 6 months of SEO for a site and yet there haven't been any improvements, how would you go about diagnosing the problem?
* How many target keywords should a site have?
* How do *you* help a customer decide how to their budget between organic SEO and pay-per-click SEM?
* You hear a rumor that Google is weighting the HTML LAYER tag very heavily in ranking the relevance of its results - how does this affect your work?
* Why does Google rank Wikipedia for so many topics?

View All Answers

Question - 36:

SEO Expert analysis interview questions part 1:

Ans:

* Are you familiar with web analytics and what packages are your familiar with?
* From an analytics perspective, what is different between a user from organic search results vs. a type-in user?
* How do you distinguish the results of your search optimization work from a seasonal change in traffic patterns?
* How do you evaluate whether an SEO campaign is working?
* What does competitive analysis mean to you and what techniques do you use?

View All Answers

Question - 37:

SEO Expert technical interview questions part 4:

Ans:

* What kind of strategies do you normally implement for back links?
* What role does social media play in an SEO strategy?
* What things wouldn't you to do increase rankings because the risk of penalty is too high?
* What's the difference between PageRank and Toolbar PageRank?
* Why might you want to use nofollow on an internal link?

View All Answers

Question - 38:

SEO Expert technical interview questions part 3:

Ans:

* If the company whose site you've been working for has decided to move all of its content to a new domain, what steps would you take?
* Rate from 1 to 10, tell me the most important "on page" elements?
* Review the code of past clients/company websites where SEO was performed?
* What do you think about link buying?
* What is Latent Semantic Analysis (LSI Indexing)?
* What is Phrase Based Indexing and Retrieval and what roles does it play?
* What is the difference between SEO and SEM?

View All Answers

Question - 39:

SEO Expert technical interview questions part 2:

Ans:

* What SEO tools do you regularly use?
* Under what circumstances would you look to exclude pages from search engines using robots.txt vs meta robots tag?
* What areas do you think are currently the most important in organically ranking a site?
* Do you have experience in copy writing and can you provide some writing samples?
* Have you ever had something you've written reach the front-page of Digg? Sphinn? Or be Stumbled?
* Explain to me what META tags matter in today's world?
* Explain various steps that you would take to optimize a website?

View All Answers

Question - 40:

SEO Expert technical interview questions part 1:

Ans:

* Give me a description of your general SEO experience?
* Can you write HTML code by hand?
* Could you briefly explain the PageRank algorithm?
* How you created any SEO tools either from scratch or pieced together from others?
* What do you think of PageRank?
* What do you think of using XML sitemaps?
* What are your thoughts on the direction of Web 2.0 technologies with regards to SEO?

View All Answers

Question - 41:

SEO Expert open-ended interview questions:

Ans:

* Tell me your biggest failure in an SEO project?
* What areas of SEO do you most enjoy?
* In what areas of SEO are you strongest?

* In what areas of SEO are you weakest?
* How do you handle a client who does not implement your SEO recommendations?
* Can you get "xyz" company listed for the keyword "Google" in the first page?
* What do you think is different about working for an SEO agency vs. doing SEO in-house?
* Why are you moving from your current position and/or leaving any current projects?

View All Answers

Question - 42:

SEO Expert analysis interview questions:

Ans:

* Are you familiar with web analytics and what packages are your familiar with?
* From an analytics perspective, what is different between a user from organic search results vs. a type-in user?
* How do you distinguish the results of your search optimization work from a seasonal change in traffic patterns?
* How do you evaluate whether an SEO campaign is working?
* What does competitive analysis mean to you and what techniques do you use?
* If you've done 6 months of SEO for a site and yet there haven't been any improvements, how would you go about diagnosing the problem?
* How many target keywords should a site have?
* How do you help a customer decide how to distribute their budget between organic SEO and pay-per-click SEM?
* You hear a rumor that Google is weighting the HTML LAYER tag very heavily in ranking the relevance of its results - how does this affect your work?
* Why does Google rank Wikipedia for so many topics?

View All Answers

Question - 43:

SEO Expert tactics interview questions:

Ans:

* What SEO tools do you regularly use?
* Under what circumstances would you look to exclude pages from search engines using robots.txt vs meta robots tag?
* What areas do you think are currently the most important in organically ranking a site?
* Do you have experience in copy-writing and can you provide some writing samples?
* Have you ever had something you've written reach the front-page of Digg? Sphinn? Or be Stumbled?
* Explain to me what META tags matter in today's world?
* Explain various steps that you would take to optimize a website?
* If the company whose site you've been working for has decided to move all of its content to a new domain, what steps would you take?

View All Answers

Question - 44:

SEO Expert technical interview questions:

Ans:

* Give me a description of your general SEO experience?
* Can you write HTML code by hand?
* Could you briefly explain the PageRank algorithm?
* How you created any SEO tools either from scratch or pieced together from others?
* What do you think of PageRank?
* What do you think of using XML sitemaps?
* What are your thoughts on the direction of Web 2.0 technologies with regards to SEO?

View All Answers

Question - 45:

What SEO tools must have in your arsenal?

Ans:

1: Blog
2: browser
3: Webmaster dashboard at the search engine.
4: half-way decent spam filter.
5: rudimentary analytics tool.

View All Answers

Question - 46:

How does Google see backlinks from guest posts?

Ans:

They treat guest post backlinks like they treat any other backlinks. Every linking source has to earn Google's trust.

View All Answers

Question - 47:

What would be your next step if after implementing distinct SEO methods for a site, if you haven't got any improvements?

Ans:

I would make troubleshooting for the issues. Firstly, I would designate whether it is a new project. Again I will analyze relevant keywords and phrase for the site I am optimizing for as well as took an insight study of competitive analysis. If the website and pages have been indexed and appears in the first 10 pages of search engine result pages but not in the top three, I would go for some transformation to on page text, page titles and page descriptions. But in the case if website has not been

indexed still or dropped from the index, might be it comprises some big issues and total re-submission and re-work might be required.
View All Answers

Question - 48:

What is competitive analysis?

Ans:

Competitive analysis, as its name suggested it is the establishment of a comparison of data between the website I am optimizing and that website who rank highly in search results. It will be a great source of ideas.
View All Answers

Question - 49:

How to know that SEO campaign whether it's working or not?

Ans:

First of all I would attempt to make a search on all search engines employing relevant keywords and key-phrases, I am optimizing for. The analysis of results will say whether the methods of optimization have gained results or lost. I would analyze the report regularly as search engine makes updating and index. I would attempt to another aspect of website statistics which says about origin of traffic.
View All Answers

Question - 50:

What is frames in HTML?

Ans:

Frames in HTML are obvious as they used to discriminate the page content into distinct fragments. Search engines treat these frames as absolutely different pages as well as frames also put a negative impact over SEO. Therefore, we should avoid the practice of using Frames and implement a basic HTML instead.
View All Answers

Question - 51:

What is LSI for SEO Expert?

Ans:

LSI is the abbreviated form of Latent Semantic Indexing. It has been emerged as a technique of fetching data via establishing a communication among words as well as employing synonyms in the midst of retrieving the data from the index.
View All Answers

Question - 52:

What is keyword stemming for SEO Expert?

Ans:

It is the practice to find out root word from search query. For instance, a keyword like "playful" will be split to the word "play" by stemming algorithm that turns it possible. Thus, the search result appears on the screen will contain the word "play" in it.
View All Answers

Question - 53:

How to enhance the crawling frequency by search engines for your website?

Ans:

Including new, original, unique and quality content on our website more frequently enables search engines to crawl more frequently.
View All Answers

Question - 54:

Can you please explain the 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 words combination. 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.
View All Answers

Question - 55:

What is RSS for SEO Expert?

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 incorporate 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 makes readers more ease to get updates timely by allowing them to subscribe from their favorite sites.
View All Answers

Question - 56:

What mistakes should avoid while optimizing the website?

Ans:

The main mistakes that should be avoided are filling keywords in webpage, employing identical anchor text for link building, keyword stuffing, getting low quality backlinks etc.

View All Answers

Question - 57:

To prevent penalty, what things you shouldn't perform to increase ranking?

Ans:

I would discard links from those websites which is supposed to act as link farm as well as poor quality sites which have low page rank. Ensure that our site must contain unique and quality content without keyword stuffing. Also, I used to avoid any practices of 'spam' which include certain affiliate advertising websites, unsolicited e-mail campaigns etc.

View All Answers

Question - 58:

List some media sites for SEO strategy?

Ans:

Some media Site:
* Facebook
* Twitter
* Linkedin
* Myspace
* Digg
* Youtube
* Myspace, etc.

View All Answers

Question - 59:

What is social media in SEO strategy?

Ans:

Social networking websites are considered as social media which is very effective and robust for viral marketing. Viral marketing has proven as a very powerful resource, in the case if our content is unique, attractive and appealing.

View All Answers

Question - 60:

Explain those strategies would you implement for backlinks?

Ans:

I would request for back-links to a competitor's relevant website as well as a provide reciprocal link if required. In addition, I would attempt to submit a press release, article submission, blog submission and other aspects of off-page SEO to most relevant and quality sites.

View All Answers

Question - 61:

Can you please explain the difference between SEM and SEO?

Ans:

SEO is a set of processes to get our website or pages appear in the search engine result page. On the other hand SEM is search engine marketing being used in practice to purchase advertising space in the search engine page result.

View All Answers

Question - 62:

Tell me your opinion about link buying?

Ans:

Generally I avoid this practice. Though other means of paid marketing are also available. The process of link buying is not liked by search engines. It doesn't come under the guidelines of search engine.

View All Answers

Question - 63:

How to migrate all content of website to a new domain?

Ans:

First of all I would update the previous website with a permanent redirect to new page for each and every page. Later eradicate previous content from search engines in the context of avoiding duplicate content issues.

View All Answers

Question - 64:

What is more important - creating great content or building backlinks?

Ans:

Both are obvious. Creating quality content is considered as the first element responsible for ranking as well as building backlinks is useful to build authority to a site as well as coined as a metric for ranking well.

View All Answers

Question - 65:

Explain those steps that one should follow to optimize a website?

Ans:

* First of all we will interview webmaster or website owner to congregate relevant information, goals and website's purpose.
* Performing keyword analysis and find out the best search volume keywords that should be incorporated into the website as well as individual pages of the website.
* Analyzing the content of website in order to ensure usage of content relevant keywords and phrases. This comprises titles, "alt" attributes and META tags (Meta Title, Meta description & Meta Keyword).
* Target & implementing keywords as H1, H2 & so on relevant to the site and its content.
* Analyzing website navigation.
* Ensuring the robots.txt file and sitemap existence as well as check their efficiency.
* If required, making recommendations for modifications in website as well as its each and every page and so on.

View All Answers

Question - 66:

Why back-links is important?

Ans:

You can create a link to anywhere but prior to this it is obvious to ensure for relevant site and healthy link.

View All Answers

Question - 67:

How website structure look like?

Ans:

This includes TAGS, clear navigation, ensuring usability, validation of HTML errors and miscellaneous.

View All Answers

Question - 68:

How website content look like?

Ans:

It must be quality and unique content as well as most be well optimized and well structured.

View All Answers

Question - 69:

Tell me what things are significant in organically ranking a website?

Ans:

Basically there are various things that are being employed for organically ranking a website which can be classified in 3 distinct categories:
* Website content
* Website structure
* Back-links

View All Answers

Question - 70:

Tell me under what circumstances we intend to eliminate pages from search engines through robots.txt vs. Meta robots tag?

Ans:

Generally, I would continue to employ robots.txt in order to make search engine indexing a directory on a website. This might be often a directory that is concerned with admin function or incorporate contents only in the form of script or image gallery. Generally, robots.txt is employed to prevent a directory and its sub-folders and files to crawl by search engine bot as well as Meta robots tag for a specific web page.

View All Answers

Question - 71:

Is HTML either a case sensitive or case insensitive?

Ans:

HTML is case Insensitive. It doesn't matter and deliver identical result either you write in Upper Case or Lower Case.

View All Answers

Question - 72:

What is blog flipping for SEO Expert?

Ans:

Blog Flipping is the practice for sale a blog when it becomes famous and popular as well as driving healthy amount of traffic.
View All Answers

Question - 73:

What is cloaking for a SEO Expert?

Ans:

It's a technique which is used in Black Hat SEO that enables to create two distinct pages where the page content being presented to search engine spider is different from that which is being presented to the user's browser. These techniques do not come under the guidelines of search engines.
View All Answers

Question - 74:

How to implemented keywords for optimization?

Ans:

The best way to opt and implement keywords is to designate those keywords which are popular, relevant to our content, comprises high search volume and effective. Stuffing and other employment of keywords must be avoided. In order to get best result and effect, our pages shouldn't contain a keyword density more than 3-4%. Including keywords in title and description is highly recommended.
View All Answers

Question - 75:

Explain significance of Robots.txt file in a website?

Ans:

Robots.text file is considered as a useful convention to prevent cooperating web robots and web crawlers from accessing all or part of a website or its content for which we don't want to be crawled and indexed but publicly view-able. It is also employed by search engines to archive and categorize website and to generate a rule of no follow regarding some particular areas of our websites.
View All Answers

Question - 76:

What is XML sitemap for SEO Expert?

Ans:

XML sitemap is useful only for search engine crawlers or spiders and doesn't visible to users. It sits in the root of the website.
View All Answers

Question - 77:

What is HTML sitemap for SEO Expert?

Ans:

HTML sitemap can be incorporated directly in a web page for user's flexibility and can be implemented through proper design.
View All Answers

Question - 78:

What is sitemap for SEO Expert?

Ans:

A sitemap incorporates list of webpages which are accessible to users or crawlers. It might be a document in any form employed as a tool for planning either a web page or web design that enables them to appear on a website as well as typically placed in a hierarchical style. This helps search engine bots and users to find out the pages on a website. The site map renders our website more search engine friendly as well as enhances the probability for frequent indexing.
View All Answers

Question - 79:

Why the title tag in website is valuable and important?

Ans:

In our SEO efforts Title Tags are very earnest. It is highly recommended to include a Unique Title that exactly says about the contents sits on that page. It is valuable because this is a thing which appears in the search engine result section and tells the user & search engine, what is on this page.
View All Answers

Question - 80:

How to achieve Google page rank?

Ans:

Generally, Google Page Rank is based on inbound links, therefore, the more backlinks you congregate higher your page rank will be. Also, it is influenced by rank of a page which is linked to you. One other thing to consider is that the older your website will be, it will be more favorable and trusted by Google. Google rewards those websites who incorporate lots of pages, tons of incoming link and also healthy quantity of internal links to other pages within the site. In respect of SEO projects, it is relatively not so significant but delivers a picture about work to perform towards earning inbound links.
View All Answers

Question - 81:

What is Alexa for SEO Expert?

Ans:

Alexa is a California based subsidiary company of Amazon.com which is widely known for its website and toolbar. This Alexa toolbar congregates browsing behavior data and send it to website, where the data is analyzed and stored and create reports for company's web traffic. Also, Alexa provides data concerned with traffic, global ranking and other additional information for a website.

View All Answers

Question - 82:

What is SEO Off-Page?

Ans:

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

View All Answers

Question - 83:

What is SEO On-Page?

Ans:

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

View All Answers

Question - 84:

Tell me what are the aspects in SEO?

Ans:

The main aspect of SEO is divided into two classes:
SEO On-Page
SEO Off-Page.

View All Answers

Question - 85:

What is PPC for SEO Expert?

Ans:

PPC is the abbreviated form of Pay Per Click and is an 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 impressions) through a bidding and flat rate respectively. In CPC the advertiser would be only charged when the user click over to their advert.

View All Answers

Question - 86:

What is Adword for SEO Expert?

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 advertiser pay for a thousand impressions on flat rate to the 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 the geographical area to show your ads.

View All Answers

Question - 87:

What is Adsense for SEO Expert?

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 the website and audience. These advertisements are included, maintained and sorted by Google itself and earn money either by per-click or per-impression basis.

View All Answers

Question - 88:

What is ALT tag for SEO Expert?

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 a slow connection and an error occurred in the source attribute.

View All Answers

Question - 89:

What is Cache for SEO Expert?

Ans:

Cache is the process performed by search engine crawler at a regular interval of time. It used to scan and take snapshot of each page over world wide web as well as store as a backup copy. Almost every search engine result page incorporates a cached link for every site. However, clicking over cached link show you the last Google cached version of that specific page rather than of current version.

View All Answers

Question - 90:

What is SERP for SEO Expert?

Ans:

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

View All Answers

Question - 91:

What is PR for SEO Expert?

Ans:

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

View All Answers

Question - 92:

What is page rank for SEO Expert?

Ans:

Page Rank is a set of algorithm for link analysis named after Larry (the computer scientist) Page and employed by Google search engine towards defining a numerical value from 1 to 10 to each component of hyper-linked documents like the world wide web. The value accepts only round figure that means decimal are not allowed. Page rank is calculated by their inbound links.

View All Answers

Question - 93:

What is Dofollow link?

Ans:

Dofollow link is a kind of hyperlink which says all search engine crawlers to pass through which also put an impact over page rank. When we opt to employ or attempt to achieve a dofollow link then it is counted by search engines and sits in the eye of Google, Bing, MSN, Yahoo etc. as a backlink for your website and enhances your site ranking.

View All Answers

Question - 94:

What is Nofollow link?

Ans:

Nofollow link is exactly vice-versa of dofollow link. These are non-crawling link which is not passed by search engine bots and hence can't be cached or indexed. It is obvious when we wish to prevent a link from crawling and indexing.

View All Answers

Question - 95:

Name the spiders of major search engines?

Ans:

The name of bots/spider of:
Google search engine is GoogleBot,
Yahoo Slurp for Yahoo search and
BingBot for Bing search engine.

View All Answers

Question - 96:

What is spider for SEO Expert?

Ans:

Spider also called as bot, crawler or robot is a set of computer program that browses the World Wide Web in methodical and orderly fashion as well automatically scan the webpages and website for updated content and download a copy to its data center to index.

View All Answers

Question - 97:

Explain Black Hat SEO techniques?

Ans:

Some Black Hat SEO techniques are:

* Keyword Stuffing
* Cloaking
* Doorway Pages or Gateway Pages
* Link Farming
* Hidden Text, etc.

View All Answers

Question - 98:

What is White Hat SEO?

Ans:

The methods which are implemented and acceptable according to search engine guidelines are White Hat SEO.

View All Answers

Question - 99:

What is Black Hat SEO?

Ans:

In order to attain High Ranking in search engine result page, websites go for various methods and techniques which are characterized by two categories.
The method which are less acceptable or instructed to avoid in search engine guidelines are Black Hat SEO.

View All Answers

Question - 100:

Give me a example of Meta Tags?

Ans:

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

View All Answers

Question - 101:

Explain 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 sits in the code. These are invisible to visitors but are visible and readable by Search Engines.

View All Answers

Question - 102:

What is press release for SEO Expert?

Ans:

Press Release is related to 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.

View All Answers

Question - 103:

What are articles for SEO Expert?

Ans:

The articles are concerned with a 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.

View All Answers

Question - 104:

What is Off-page SEO?

Ans:

Off-page SEO is the method of earning back-links from other websites in order to enhance the ranking of the site. This method includes various method of SEO including Blog posting, forum, article submission, Press release submission, classified and miscellaneous.

View All Answers

Question - 105:

What is On-Page SEO?

Ans:

On-Page SEO is the process of optimizing a website which includes on-site work such as writing content, title, description, ALT tag, Meta tags as well as ensuring web-page's code and design which can be indexed and crawled by search engines properly.

Question - 106:

Explain different techniques used in Off Page SEO?

Ans:

There are lots of techniques used in Off-page SEO work. Major Techniques are:
* Directory Submission
* Social Bookmarking
* Blog Post
* Article Post
* Press Release Submission
* Forum Posting
* Yahoo Answer
* Blog Comment
* Deep link Directory Submission
* Regional Directory Submission and all that.

Question - 107:

What are the distinct types of SEO practice?

Ans:

Primarily two types of SEO are being sported in practice:
* Off-Page SEO
* On-Page SEO.

Question - 108:

What is Google?

Ans:

Google is the world's largest and renowned search engine incorporating about 66.8%(approximately) of market share. It was introduced in 1998 by students of Stanford University students Sergey Brin and Larry Page. The unique algorithmic ranking system is considered as its key of success. Besides Google Mail services there are various worthy and useful tools are being offered absolutely free which include Blogger, Feedburner, YouTube, Google Plus, Adsense, Webmaster Tools, Adword, Analytics and many more.

Question - 109:

Explain some major commonly used search engines?

Ans:

* Google
* Yahoo
* Bing
* Ask
* Aol Search
* Wow
* WebCrawler
* MyWebSearch
* Infospace
* Info

Question - 110:

What is Search Engine?

Ans:

Search Engines are very critical key element useful to find out specific and relevant information through the huge extent of World Wide Web.

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