

# Web Developer Cum SEO Analyst Job Interview Questions And Answers



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# Web Developer Cum SEO Analyst Interview Questions And Answers Guide.

## Question - 1:

Do you know what is Indexing?

### Ans:

Indexing starts when the crawling process gets over during a search. Google uses crawling to collect pages relevant to the search queries, and creates index that includes specific words, or search terms and their locations.

[View All Answers](#)

## Question - 2:

Do you know what is Social Networking?

### Ans:

Social networking is the practice of expanding the number of one's business and/or social contacts by making connections through individuals, often through social media sites such as Facebook, Twitter, LinkedIn, Pinterest, Instagram and Google+.

[View All Answers](#)

## Question - 3:

What is AMP?

### Ans:

AMP or Accelerated Mobile Pages is an open-source coding standard for publishers to be able to load their sites quickly on mobile since mobile responsiveness could be unimpressive and slow compared to the desktop resources which are heavy and plenty.

[View All Answers](#)

## Question - 4:

What is cloaking?

### Ans:

Cloaking is a technique used to deliver the content on a Web page to a search engine in a way that is different to what the user was looking for. The purpose of cloaking is to boost a website's search engine rank on certain keywords. Cloaking takes a user to the other sites than what he or she expects by disguising those sites' true content.

[View All Answers](#)

## Question - 5:

Do you know what is Article submission?

### Ans:

Article submission is considered a part of Off Page SEO optimization. Article submission, which involves the presentation of articles to online article directories like EzineArticles, GoArticles, ArticleTrader etc. with proper anchor text for link building, is performed for the promotion of any website. Even though it enjoyed wide popularity as one of the very effective SEO techniques, article directories lost its charm with Matt Cutts, Google's webspam team head, issuing a warning against its usage in 2014.

[View All Answers](#)

## Question - 6:

Explain me what is a Search Engine?

### Ans:

A search engine is a web-based software system which is developed to search and locate relevant information on the World Wide Web. Search engines generally answer the queries entered by the users and give them a list of search results.

[View All Answers](#)

**Question - 7:**

Tell me what is SEO friendly URL?

**Ans:**

SEO friendly URLs are used to optimize the structure and word usage in URLs so that the process of indexing a website by search engines become improved. SEO techniques, such as putting keywords and having proper length and file structure in the URLs, help in improving website ranking and enhancing website navigation.

Search engines (Google, Bing, Yahoo etc.) and users may have problems with complicated URLs. Clean and simple URL helps users and search engines to understand a page topic easily.

[View All Answers](#)

**Question - 8:**

Tell us what are the key aspects of Panda update?

**Ans:**

Panda is to improve the search in Google. The latest version has focused on quality content, proper design, proper speed, proper use of images and many more.

[View All Answers](#)

**Question - 9:**

Explain me what is Web Hosting?

**Ans:**

Web hosting refers to any service providing space for websites over the Internet. Web host enables your website to be viewed by others via modem or network by making space over its server.

There are different kinds of web hosting services available today which are used as per the needs and requirements of the web developers.

[View All Answers](#)

**Question - 10:**

Explain me how will you neutralize a toxic link to your site?

**Ans:**

Through Backlink Quality Checker you can know who links to your website. Now, you have to go to 'Toxic link' report, where you will find all the links, that are harmful to your websites. If there is any link in 'Toxic link report' that matches with the link on your website, then you can remove it by using 'Google Disavov tool'.

[View All Answers](#)

**Question - 11:**

Explain what is Google Hummingbird?

**Ans:**

Google Hummingbird is a search algorithm used by Google from August 30, 2013. It was designed to embody the special characteristics of speed and precision.

One of the significant advantages of Hummingbird is that Google was able to refresh not just their index but their search engine as well. However, they also retained important elements such as the search algorithms they previously created.

[View All Answers](#)

**Question - 12:**

Explain what are the most important Google ranking factors?

**Ans:**

According to Andrey Lipattsev, the Search Quality Senior Strategist at Google, the top 3 ranking factors affecting the search engine algorithm of Google are:

[View All Answers](#)

**Question - 13:**

Name of a few search engines?

**Ans:**

The names of some search engines are- Google, Bing, Yahoo!, Baidu, DuckDuckGo and Yandex.

[View All Answers](#)

**Question - 14:**

Tell me what is a Domain?

**Ans:**

On the internet, the domain is simply a part of the network address and acts as a descriptor for websites. It includes email addresses, website addresses and addresses of Internet Protocols such as SSH, IRC and FTP.

[View All Answers](#)

**Question - 15:**

Please explain what is the meaning of competitive analysis?

**Ans:**

Competitive analysis does the comparison, between the website I am optimizing, and the website that is ranked highly in search results.



[View All Answers](#)

**Question - 16:**

Explain me what are doorway pages?

**Ans:**

Doorway Pages, also known as gateway pages, portal pages or entry pages, refer to web pages or websites that are developed for higher ranking when specific search queries are entered.

Such pages give way to multiple web pages on the SERP which lead users to the same web destination. These can also funnel the users to intermediate pages that does not hold as much importance as the final webpage. Two common forms of doorway pages are cloaking and redirecting pages.

[View All Answers](#)

**Question - 17:**

What is Disavow tool?

**Ans:**

Google's link disavowal tool allows publishers to inform Google that they don't want certain links from external sites to be considered as part of Google's system of counting links to rank websites.

So, you may ask Google to remove certain URLs or domains as a ranking factor in the indexing of your site by creating a .txt file with a list of these domains or URLs and sending it to Google.

[View All Answers](#)

**Question - 18:**

Explain me something about Black Hat SEO?

**Ans:**

In order to get a high ranking in search engine result page, websites go for various methods and techniques which are characterized by two categories. One method that is acceptable by search engine guidelines is known as White Hat SEO, while the other method which is not acceptable by search engine guidelines is known as Black Hat SEO.

[View All Answers](#)

**Question - 19:**

Tell me what is Google My Business?

**Ans:**

Google My Business is a free and easy-to-use tool for businesses, brands, artists, and organizations to manage their online presence across Google, including Search and Maps. By verifying and editing your business information, you can both help customers find you and tell them the story of your business.

In addition to providing the information for your Local Search listing, the Google My Business page connects you to your Google+ Page, Google Analytics, and Adwords Express.

- \* Updating business information
- \* Adding photos of your business
- \* Connecting directly with customers
- \* Monitoring and responding to Google reviews
- \* Managing information

[View All Answers](#)

**Question - 20:**

Explain me the difference between SEO and SEM?

**Ans:**

SEM (Search Engine Marketing), it is used for the promotion of website through paid advertising by increasing their visibility in Search Engine Result Page (SERP) in the Ads section. While SEO is optimizing the site to increase the organic ranking of a site.

[View All Answers](#)

**Question - 21:**

What is bounce rate?

**Ans:**

Bounce rate is the number of visitors which a site receives only for them to leave the site after viewing only one page.

It represents the percentage of visitors who enter the site and then leave or "bounce" rather than continuing on to view the other pages within the same site.

[View All Answers](#)

**Question - 22:**

Tell us what do you know about LSI?

**Ans:**

LSI stands for Latent Semantic Indexing. This technique is established to obtain the data by relating the word to its closest counterparts or to its similar context. For example, if you are searching something with a keyword "CAR" it will show all the related things like classic cars, car auctions, Bentley car, car race etc.

[View All Answers](#)

**Question - 23:**

Do you know what is Press Release submission?

**Ans:**

Press release submission involves writing press releases and submitting them to effective and popular PR sites for building incoming links to any specific website. Online press-releases remain in the database forever, which means that they could be used anytime by anyone in need. It also enhances the online visibility of websites in the future.

[View All Answers](#)

**Question - 24:**

Tell us what is the meaning of competitive analysis?

**Ans:**

A competitive analysis is a critical part of your company marketing plan. This analysis in marketing and strategic management is an assessment of the strengths and weaknesses of the current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats.

[View All Answers](#)

**Question - 25:**

Explain what is Google Panda?

**Ans:**

Google Panda was a change to Google's search results ranking algorithm that was first released in February 2011. The change aimed to lower the rank of "low-quality sites" or "thin sites", and return higher-quality sites near the top of the search results. Google Panda was created to target sites that publish low quality content and penalize them if possible.

[View All Answers](#)

**Question - 26:**

Tell me what is an outgoing link?

**Ans:**

An outbound link is a hyperlink that points at a targeted or external domain and is different from the links present on the Source domain. For example, if you provide links of other third-party web pages on your website, those would be external links to your site.

Outbound links bear great importance in SEO as they provide your web pages with more quality and value for the search engine ranking. Google search engine counts outbound links as third-party votes which improve the ranking of your web page.

[View All Answers](#)

**Question - 27:**

Tell me who are the Founders of Google?

**Ans:**

The founders of Google are Larry Page and Sergey Brin.

[View All Answers](#)

**Question - 28:**

Explain me why the Title Tag in website is valuable?

**Ans:**

Title tags are very essential in SEO, as it tells about the contents on that web page. Through title tags only the search engine will tell the user, what is there in the page.

[View All Answers](#)

**Question - 29:**

Tell me what is goal in Google analytics?

**Ans:**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. The goal is to make sure that users can review online campaigns by tracking page quality and conversions essentially to improve lead generation on their websites.

According to Google: Goals measure how well your site or app fulfills your target objectives. A goal represents a completed activity, called a conversion, that contributes to the success of your business.

[View All Answers](#)

**Question - 30:**

Tell me what is Google Dance?

**Ans:**

Google Dance is an outdated slang term used to describe the time period when Google rebuilds its rankings, and as a result of this rebuilding, the rankings order of Websites on Google's SERP may fluctuate repeatedly.

The results fluctuate widely within a 3 to 5 days period. Googlebot revisits every website, figures out how many sites link to it, and how many it links out to, and how valuable these links are.

[View All Answers](#)

**Question - 31:**

Tell me what is Google Penalty?



**Ans:**

A Google Penalty is the negative effect on a website's search rankings based on the updates to Google's search algorithms and/or manual review. It can be an unfortunate malfunction of an algorithm update or an intentional penalization for various black-hat SEO techniques.

[View All Answers](#)

**Question - 32:**

Tell me what is anchor text?

**Ans:**

Anchor text denotes to a visible hyperlinked text that can be clicked through. Such hyperlinked texts link to different documents or locations available on the web. These texts are often underlined and blue in color, but different colors might be given with the changes in the HTML code.

[View All Answers](#)

**Question - 33:**

Tell me what is On Page SEO?

**Ans:**

On page SEO refers to all the activities performed within the websites to get higher ranking and more relevant traffic from the search engines. On page SEO is related to the optimization of the content as well as the HTML source code of any web page. Some of its aspects include meta tags, title tags, meta description and heading tags.

[View All Answers](#)

**Question - 34:**

Explain me how often should you perform a link audit?

**Ans:**

A link audit may be tedious and complicated process. If you have just started on building links you can do audit quite often. But a complete link audit should be done approximately once a year.

[View All Answers](#)

**Question - 35:**

Please explain what is Google Sandbox?

**Ans:**

Google sandbox is an imaginary area where new websites and their search rating are put on hold until they prove worthy for ranking. In other words, it checks the standard of the website.

[View All Answers](#)

**Question - 36:**

What is Google trends?

**Ans:**

Google Trends is a public web facility of Google Inc., that shows how often a particular search-term is entered or used to search, relative to the total search-volume across various regions and languages in the world.

The Google Trends tool uses real-time search data to help you gauge consumer search behaviors over time.

Most important of all, Google Trends shows you high-volume trending search terms in your niche.

[View All Answers](#)

**Question - 37:**

What is Alexa Rank in SEO?

**Ans:**

Alexa.com is a website that ranks websites based on traffic, so in terms of SEO, moving up or down the ranks of Alexa is indicative of how effective your SEO campaign has been.

The rank is calculated using a combination of the estimated average daily unique visitors to the site and the estimated number of page views on the site over the past 3 months. The site with the highest combination of unique visitors and page views is ranked as #1.

[View All Answers](#)

**Question - 38:**

What is SEO Audit?

**Ans:**

An SEO Audit is a health check for your website which involves looking at the technical infrastructure of your website to optimize Search Engine visibility, usability and conversion.

You can identify problematic areas that need improvement to create an action plan while a good SEO audit keeps your website up-to-date with the latest developments in search marketing.

[View All Answers](#)

**Question - 39:**

Do you know what is Forum Posting?

**Ans:**



Forum posting is the act of engaging, interacting, and writing on a forum thread by leaving a simple response to the thread or to a particular post by a user on the same thread. Posting on popular forums is a powerful method of engaging and interacting with new users, while driving prospective clients to your website or business.

[View All Answers](#)

**Question - 40:**

Tell us what is the definition of keyword?

**Ans:**

Keyword means any word serving as a key. Keyword in SEO refers to the key phrases and words included in the web content which helps the users to find the specific website by entering relevant search queries over the search engines.

[View All Answers](#)

**Question - 41:**

Explain what do you understand by Frames in HTML?

**Ans:**

A Frame in HTML is a technique that divides the content of a page onto several parts. Search engines consider Frames as completely different pages and may have a negative impact on SEO. We should avoid the usage of Frames and use basic HTML instead.

[View All Answers](#)

**Question - 42:**

Tell me what does it mean if nothing appears on doing search on the domain?

**Ans:**

On doing search on your domain and if nothing appears then there are three possibilities.

- \* May be the site is banned by search engines
- \* May be no index by search engines
- \* Some canonical issues

[View All Answers](#)

**Question - 43:**

Tell me what is referral traffic?

**Ans:**

Referral traffic is Google's way of reporting visits that came to your site from sources outside of its search engine.

For example, when someone clicks on a hyperlink to go to a new page on a different website, Google Analytics tracks the click as a referral visit to the second site.

[View All Answers](#)

**Question - 44:**

Tell me how do you separate words in URL?

**Ans:**

You should use hyphens to separate words in URL.

[View All Answers](#)

**Question - 45:**

Tell me what is Mobilegeddon?

**Ans:**

Mobilegeddon is a name given by webmasters and web-developers to Google's algorithm update of April 21, 2015.

The main effect of this update is to give priority to the web sites that display well on smartphones and other mobile devices.

Individual pages can be tested for "mobile-friendliness" using the Mobile-Friendly Test tool by Google.

[View All Answers](#)

**Question - 46:**

Do you know what is 301 Redirect?

**Ans:**

301 redirect is considered as one of the most effective ways of performing redirects on any website. When a web address has been changed permanently, it is best to use 301 redirects which will redirect all the users to the new web address.

With this redirect, the search engine passes all the values associated with the old website to the new website. Moreover, 301 redirect also pushes all the link juice to the new web address that keeps the ranking of the website unaffected.

[View All Answers](#)

**Question - 47:**

Tell me what is Canonical URL?

**Ans:**

Canonical URLs relate to the concept of selecting the best URL for the web pages that the visitors want to see. Also, known as canonical tags, these URLs help in content syndication when multiple versions of a same page become available over the Internet. Thus, it is used to resolve issues related to content duplication.

For example, most people would consider these the same urls:





[www.globalguideline.com](http://www.globalguideline.com)  
[globalguideline.com/](http://globalguideline.com/)  
[www.globalguideline.com/index.html](http://www.globalguideline.com/index.html)  
[globalguideline.com/home.asp](http://globalguideline.com/home.asp)  
But technically all of these urls are different.

[View All Answers](#)

**Question - 48:**

Explain what is domain extension?

**Ans:**

Domain extension refers to the notation found at the end of web addresses. The extension is used to specify a country code or any web category. For example, .edu is a domain extension to specify educational institution as the web category.

[View All Answers](#)

**Question - 49:**

Please explain what is 301 redirect?

**Ans:**

It is a method by which the user is redirected to new page url to old page url . It is a permanent redirect and it is also useful in directing link juice to new url from old url .

[View All Answers](#)

**Question - 50:**

Tell us what is the main purpose of using keyword in SEO?

**Ans:**

Keyword is a single word, and while a combination of those keywords makes phrases. These keywords or phrases are used by the search engines to populate the subjects over the internet. Search engine stores keywords in the database, and when search is done, it will come up with the best possible match.

[View All Answers](#)

**Question - 51:**

What is Duplicate content?

**Ans:**

Duplicate content, as the name suggests, generally refers to the substantial parts of content within or across domains that are either identical or appreciably similar.

[View All Answers](#)

**Question - 52:**

What are crawl stats?

**Ans:**

The Crawl Stats report provides information on Googlebot's activity on your site for the last 90 days. These stats take into account all the content types that are downloaded by Google such as CSS, JavaScript, Flash.

[View All Answers](#)

**Question - 53:**

Do you know what are Spiders, Robots and Crawlers and what are their functions?

**Ans:**

Spiders, robot and crawler, they are all same and referred by different names. It is a software program that follows, or "Crawls" different links throughout the internet, and then grabs the content from the sites and adds to the search engine indexes.

[View All Answers](#)

**Question - 54:**

Tell me can you differentiate between 'nofollow' and 'dofollow' link?

**Ans:**

Nofollow links do not pass Link juice and have no impact on Google Ranking Algorithm. Dofollow link passes link juice and has an impact on Google Ranking Algorithm.

[View All Answers](#)

**Question - 55:**

Do you know what is robots.txt?

**Ans:**

Robots.txt is a text file. It is through this file, it gives instruction to search engine crawlers about indexing and caching of a webpage, file of a website or directory, domain.

[View All Answers](#)

**Question - 56:**



Tell me in which year was Google founded?

**Ans:**

Google was founded on 4th September, 1998.

[View All Answers](#)

**Question - 57:**

Tell me what is "Google Suggest" or "Autocomplete"?

**Ans:**

Google Suggest is a part of the auto-complete function of Google search engine. When any user enters a word or some letters over the search field, Google shows many associated terms to him/her in a drop down menu. Such suggestions are a collection of the most frequently search terms over the Google search engine. as you start to type Photoshop tutorial for, you might see other popular Photoshop tutorial related searches like or

[View All Answers](#)

**Question - 58:**

Do you know what is the definition of URL?

**Ans:**

Uniform Resource Locator or URL acts as a generic term used to specify all kinds of web addresses found on the web.

URLs provide users with ways to identify and locate resources and documents on the web. URLs contain internet protocols, IP address of the host and the domain name along with other information.

[View All Answers](#)

**Question - 59:**

Please explain what is robots.txt?

**Ans:**

Robots.txt is one way of telling the Search Engine Bots about the web pages on your website which you do not want them to visit.

Robots.txt is useful for preventing the indexation of the parts of any online content that website owners do not want to display.

IF you want to block all search engine robots from crawling your website, just put the follow code:

IF you want to block Google from crawling your website, just put the follow code:

It is important to decide the location of Robots.txt very carefully, or else errors might occur while displaying the website.

[View All Answers](#)

**Question - 60:**

Explain me what is Google PageRank?

**Ans:**

Google PageRank was a calculative software which determined the relevancy of one web page based on the number of quality backlinks it contains.

In other words, PageRank views backlinks as votes, which means if Page X links to Page Y, Page Y is voted by Page X. The job of PageRank is to interpret both the page content and find relevancy. The higher is the relevancy level, greater importance is ascribed to a certain page by Google which positively affects the organic result of that web page.

Currently Google doesn't use PageRank to rank a webpage. Google's John Mueller said Google probably won't update Toolbar PageRank in the future.

[View All Answers](#)

**Question - 61:**

Tell me what is Google Algorithm?

**Ans:**

Google algorithm is a set of commands written for the purpose of feeding back with search results relevant to the queries made.

Google's algorithm does the work for you by searching out Web pages that contain the keywords you used to search, then assigning a rank to each page based on several factors, including how many times the keywords appear on the page, quality of the page etc.

Google uses numerous other criteria that change periodically to deliver more relevant results.

[View All Answers](#)

**Question - 62:**

What is Google Pigeon Update?

**Ans:**

Google Pigeon is the code name given to one of Google's local search algorithm updates released on July 24, 2014.

It aimed to increase the ranking of local listing in a search which also affects the search results shown in Google Maps along with the regular Google search results.

[View All Answers](#)

**Question - 63:**

Name of a few Popular SEO Tools?

**Ans:**

The names of a few SEO tools are Google Search Console, Google Analytics, Google Keyword Planner, Buzzsumo, Bing Webmaster Tools, Moz, SEMRush, Check My Links etc.

[View All Answers](#)

**Question - 64:**

Tell me what is Google's Rich Answer Box?

**Ans:**

A rich answer is any attempt by Google to answer the searcher's query in search results in a way not requiring a click through to a website. Rich answers come in many forms which can be recipes, sports scores, stock graphs, calculators, sliders, text-based answers, numbered step-by-step directions, maps, and much more.

\* Answers provided by Google

\* Basic Snippets

\* Featured Snippets

[View All Answers](#)

**Question - 65:**

Explain differences between bounce rate and pogo sticking?

**Ans:**

The difference between bounce rate and pogo sticking is:

A high bounce rate isn't always bad, as it can mean that while the visitor didn't travel deeper into a site, he spent some time on the page and got an answer to his question. He may have saved the URL or may come back later, but since he didn't spend more time reading the content, the activity is considered a bounce.

Pogo sticking occurs when a user performs a search, clicks on a result, very quickly clicks back to the search result page, and clicks on a different result. This type of behavior is a direct result of immediate dissatisfaction in the search result. This always has a negative aspect to it.

In simple words, pogo-sticking has to do with search engine traffic, while bounce rate is tied to all traffic sources including search.

[View All Answers](#)

**Question - 66:**

What is RankBrain in SEO?

**Ans:**

Launched by Google on 26th October 2015, RankBrain accounts for an Artificial Intelligence (AI) system which provides aid to Google to process its search queries through algorithm-learning program.

The uniqueness of this machine-learning technology lies in its effective management of search queries that are new to the Google search engine.

By converting the search language into vectors (mathematical codes), this AI system can conjecture what the users are trying to convey by exploring already recorded search phrases of similar meaning and filter search results accordingly without any manual help.

[View All Answers](#)

**Question - 67:**

Do you know what are outbound Links?

**Ans:**

The outbound links are a Links, from your website to another webpage or website.

[View All Answers](#)

**Question - 68:**

Tell us some SEO blogs that you frequently read?

**Ans:**

\* Google Webmaster Central

\* Search Engine Land

\* SEOSmarty

\* MOZ

\* Search Engine Journal

\* Backlink

[View All Answers](#)

**Question - 69:**

Do you know how backlink tools work?

**Ans:**

Backlink tools runs a series of tests to tell you how many backlinks are pointing to the weblink you entered. Additional information is also being collected like anchor text used, Domain Authority & Trust of the backlink source, and any potential flags or warnings for each individual link.

[View All Answers](#)

**Question - 70:**

Tell me what is organic result?

**Ans:**

Organic result in SEO denotes to the listing of the web pages that are most relevant to the search query entered by the user. It is also referred to as "free" or "natural" result. Getting a higher ranking in the organic result over the search engines is the very purpose of SEO.

[View All Answers](#)

**Question - 71:**

Tell me why are backlinks important in SEO?



**Ans:**

From the perspective of SEO, there is a difference between backlinks and quality backlinks.

For Google search, random backlinks do not offer any help. Google assesses the quality of the backlinks present on a webpage with the relevancy found in the content of both the web pages.

The higher is the relevance between the original content and backlink content, the greater becomes the quality of the backlinks.

[View All Answers](#)

**Question - 72:**

Explain me what are 404 errors?

**Ans:**

404 errors are considered one of the most potential impediments in the way to successful SEO. When a specific URL is renamed or becomes non-existent, any links connecting to that URL would result in 404 errors.

Interesting thing is, Google does not penalize any website for 404 errors. However, if the search engines consistently fail to crawl the internal links of any website, the search ranking of that website is very likely to drop with low traffic.

[View All Answers](#)

**Question - 73:**

Tell me what is Search Engine Submission?

**Ans:**

Search engine submission refers to a specific activity of the web masters in which a website is directly submitted to the search engine so that its online recognition and visibility is increased.

In other words, it is one way of informing the search engines about the existence of any website, which is then indexed by the search engines and reflected on the SERP page.

This is also performed by the web developers and the SEO experts so that the search engines reflect the most recent content of the website.

The simple answer is: .

You don't need to submit your website to search engines.

The majority of search engines nowadays (Google, Bing and Yahoo) crawl and index pages by following links.

[View All Answers](#)

**Question - 74:**

Tell me what is Guest posting?

**Ans:**

Guest posting is the process of creating content and publishing it on another person's website. Guest posting blogs allow to show author bio (writer) at the top or bottom of an guest post.

[View All Answers](#)

**Question - 75:**

Tell me what is HTTPS/SSL Update?

**Ans:**

HTTPS (Hypertext Transfer Protocol Secure) is the protocol for secure communication on the World Wide Web. It prevents eavesdroppers from seeing information that visitors send or receive over the Internet.

[View All Answers](#)

**Question - 76:**

Tell me popular SEO Blogs to follow?

**Ans:**

Search Engine Land, Search Engine Journal, Search Engine Watch, Content Marketing Institute, Moz, KISSmetrics, HubSpot etc.

[View All Answers](#)

**Question - 77:**

Tell me what is Google Fetch?

**Ans:**

Fetch is a Google tool which enables you to test how Google renders a URL on your site. You can use Google Fetch to see whether Googlebot can access a page on your site, how it renders the page, and whether any page resources are blocked to Googlebot.

This tool can be effectively used for the following purposes:

Troubleshooting webpages to improve the performance in SEO.

Submitting pages for indexing whenever the content is changed significantly.

Finding out the pages affected by any malware attack.

[View All Answers](#)

**Question - 78:**

What is CTR and how to boost it?

**Ans:**

The click through rate is measured by dividing the number of times a link appears on a search engine results page by the number of times it is actually clicked on by a visitor.

A high organic CTR in Google or any search engine means you get more traffic.



- \* Write Better Headline and make it interesting
- \* Write outstanding meta description
- \* Put Your Main Keyword in Your Display URL

[View All Answers](#)

### **Question - 79:**

Tell me what is funnel in Google analytics?

#### **Ans:**

A funnel is useful when you are looking to track the pages your visitors land on as well as the path that visitors use to land into the page. These are defined as funnels, as you're setting up a pathway to track if the visitors walked the same pathway. Funnels will restrict the amount of completed goals to only those who follow through the entire pathway.

[View All Answers](#)

### **Question - 80:**

Tell me what do you mean by Backlink?

#### **Ans:**

The incoming links to your website or webpage are referred as Backlink. It is also called as an inbound link.

[View All Answers](#)

### **Question - 81:**

What is content marketing?

#### **Ans:**

Content marketing is an approach focused on creating and distributing valuable and meaningful content to attract and retain a fixed audience and, ultimately, to drive profitable customer actions.

[View All Answers](#)

### **Question - 82:**

What is Pogo-Sticking?

#### **Ans:**

Pogo-sticking is defined as going back and forth from a search engine results page (SERP) to an individual search result destination site. This means that when the searcher clicks on a link on a SERP, sees that it's not what he/she is looking for, immediately leaves by hitting the back button. Google doesn't like pogo-sticking at all. The reason why is very obvious: when users repeatedly visit your page, but don't stick around to read what you've written, it becomes apparent that the page doesn't really satisfy the users.

[View All Answers](#)

### **Question - 83:**

What is ccTLD?

#### **Ans:**

It's country code top-level domains.

[View All Answers](#)

### **Question - 84:**

What is keyword frequency?

#### **Ans:**

Keyword frequency is the number of times a keyword or phrase appears on a single Web page.

[View All Answers](#)

### **Question - 85:**

Explain what are Google Sitelinks?

#### **Ans:**

Google Sitelinks are the sub-listings that will sometimes show under the first listing on the first page of Google search results. These are hyperlinks to website sub-pages that appear under specific Google listings to help users navigate the site. These are automatically added by Google using its algorithms. Page content, Site structure, Internal links and user behavior may be responsible for these.

[View All Answers](#)

### **Question - 86:**

Explain what is Google Penguin?

#### **Ans:**

Google launched the Penguin Update in April 2012 to better identify and regulate websites that were considered spammy or overly-optimized. The Penguin targeted sites that manifested keyword stuffing as well as those that practiced black-hat SEO. On the other hand, this algorithm rewarded the sites that used white-hat SEO and that were of high quality in a generic sense.

[View All Answers](#)

**Question - 87:**

Tell us what are Classified ads?

**Ans:**

A classified ad is a form of advertising which is particularly common in newspapers, online and other periodicals which may be sold or distributed free of charge. Classified advertisements are much cheaper than larger display advertisements used by businesses, although display advertising is more widespread.

[View All Answers](#)

**Question - 88:**

Tell me what is Cross Linking?

**Ans:**

It is considered as one of the best strategy that can come in handy to yield high search engine rankings, by leveraging several domains owned by you.

[View All Answers](#)

**Question - 89:**

Please explain what is XML Sitemap?

**Ans:**

XML or Extensible Markup Language is primarily created to facilitate the functionality of the search engines.

A good XML sitemap informs the search engines about the number of pages present on a specific website, the frequency of their updates and the time of the last modifications performed on them, which helps in proper indexing of the website by the search engines.

[View All Answers](#)

**Question - 90:**

Do you know what are incoming links?

**Ans:**

Inbound Links, also known as incoming links or backlinks, refer to the hyperlinks present on a third-party web page that directs users to your web page only.

Inbound links can be based on both text and graphics. However, textual inbound links are more useful in drawing greater traffic and improving the PageRank level of any webpage.

[View All Answers](#)

**Question - 91:**

Explain me what is Off Page SEO?

**Ans:**

Off page SEO relates to the other aspects that influence the search ranking of websites on the Search Engine Result Page.

It refers to the promotional activities, such as content marketing, social media and link building performed outside the boundaries of any web page to improve its search ranking.

[View All Answers](#)

**Question - 92:**

Do you know what is a Web server?

**Ans:**

A web server is a computer program with an IP address and domain names that display web pages to users when requested. Web server accepts and processes requests sent via HTTP.

[View All Answers](#)

**Question - 93:**

Tell us how can you check if someone is not building or re-directing a low-quality backlink to your site?

**Ans:**

To prevent someone from building or re-directing a low-quality links to your site, you can use tools like,

\* Ahrefs

\* Open Site Explorer

On regular intervals. You can either request the webmaster to remove the bad link or disavow them.

[View All Answers](#)

**Question - 94:**

Tell me what will be your next steps if your SEO methods or technique does not work?

**Ans:**

My first attempt would to try analysis the problem and resolve them step by step

\* Firstly I would try to see whether it is a new project, and then like to re-check the key words.

\* Also, I would look for relevant key-words that can be helpful.

\* Even though the webpage and website has been indexed well and still not appearing on the first 10 pages of search engine result page, then I would make some changes in page text, titles and description.

\* If website is not indexed well or dropped from the index, than it might comprises serious issues and re-work might be required.

[View All Answers](#)

**Question - 95:**

Tell us what do you mean by Cloaking?

**Ans:**

Cloaking is a deceptive way of optimizing your website for search. In this technique, a different content will be show to the search engine crawler than what is presented to the end users.

[View All Answers](#)

**Question - 96:**

Tell me what is SEO & why is it so important?

**Ans:**

In simple words, SEO or Search Engine Optimization denotes to any activity performed for the improvement of Search Engine rankings of websites, products, services or other content. It shows unpaid results which is also referred to as "free", "organic", "natural" or "earned" results. The importance of SEO starts with the desire of the companies to gain more traffic for their websites. The ranking over search engines matter because users pay more heed to the first 5 searches on Google. Moreover, the users tend to trust Google's refined search results because they consider these searches to be more authentic and specific.

[View All Answers](#)

**Question - 97:**

Tell me can you optimize the website which has pages in millions?

**Ans:**

From SEO point of view, for dynamic website, special additional SEO stuffs have to be implemented.

- \* Good Internal link structure
- \* Generation of dynamic title and description
- \* Dynamic XML sitemap generation

[View All Answers](#)

**Question - 98:**

Tell us what is considered as more significant, creating content or building backlinks?

**Ans:**

Both are necessary, creating quality content is equally important to building backlinks. Although, building backlinks are useful in building authority to a site and for ranking as well, quality content is the first element that is considered to be more responsible for ranking.

[View All Answers](#)

**Question - 99:**

Do you know the functions of body content relevance?

**Ans:**

Whenever there is a text that does not have images on the web page is referred as body content relevance or non-image text. It helps in good optimization of the sites and also to improve your ranking in the search engine.

[View All Answers](#)

**Question - 100:**

Tell us what will you do, for the company website you are working for, decides to move all the contents to new domain?

**Ans:**

The first step would be to update the previous site with a permanent redirect to new page for all the pages. After that, I will remove the previous content from search engine in order to avoid duplicate content issues.

[View All Answers](#)

**Question - 101:**

Please explain what is keyword density and what is the formula for knowing keyword density?

**Ans:**

From SEO point of view, keyword density will definitely help to stand out your content from others. The formula to know the keyword density is ( Total number of keyword/ total number of words in your article) multiply by 100.

[View All Answers](#)

**Question - 102:**

Tell us what is the difference between PR (page rank) and SERP (Search engine result page)?

**Ans:**

Page rank is calculated on the basis of quality inbound links from other website or webpages to our webpage or a website.

SERP (Search Engine Result page) is the placement of the website or web-pages which is returned by the search engine after a search query or attribute.

[View All Answers](#)

**Question - 103:**

Explain what is keyword stemming?



**Ans:**

The process of finding out new keywords from the root keyword from the search query is referred as keywords stemming. Adding a prefix, suffix, or pluralization can be used to create the new keyword.

[View All Answers](#)

**Question - 104:**

Tell me what are the SEO tools do you use?

**Ans:**

The SEO tools that I use are Google analytic, Keyword Planner, Alexa, open site explorer, Google Webmaster.

[View All Answers](#)

**Question - 105:**

Do you know what methods would you apply for decreasing the loading time of a website?

**Ans:**

We can use the external style sheets, minimum images, decrease the file size of the images that we use, without compromising on the quality and use the CSS sprites to regulate the HTTP requests.

[View All Answers](#)

**Question - 106:**

Please explain what are backlinks?

**Ans:**

Backlinks are also called incoming links that help users to shift from one web page to the other web pages. These links play an important part in SEO. When Google search engine views multiple quality backlinks to a page, it considers the page to be more relevant to the search query, which helps in its indexing process and improves its organic ranking on SERPs.

[View All Answers](#)

**Question - 107:**

Do you know what are paid results?

**Ans:**

Paid results in SEO mean the exact opposite of organic results. It generally denotes to advertisements that are displayed above the organic results. Several website owners make payments to Google to display their websites for certain search terms or keywords. Paid results show up when some user enters a search query with those keywords.

[View All Answers](#)

**Question - 108:**

Tell me what if your website is banned by the search engines for black hat practices?

**Ans:**

If your website is banned by the search engines for black hat practices, you can apply for re-inclusion after correcting your wrong doings.

[View All Answers](#)

**Question - 109:**

Please explain what is PPC?

**Ans:**

PPC stands for Pay Per Click and is an advertisement campaign hosted by Google. It is segmented into two modules CPC ( Cost per click) and CPM ( Cost per thousand impressions) through flat rate and bidding respectively. In CPC, if the user clicks on the advert, only then the advertiser will be charged.

[View All Answers](#)

**Question - 110:**

Tell us how many types of Meta Tags are there in SEO and what are their characters limits?

**Ans:**

There are mainly for types of Meta tags in SEO.

- \* Meta Description tag with 1200 pixels limits
- \* Meta Keyword tag
- \* Title Tag with 600 pixels limits
- \* Meta Robots

[View All Answers](#)

**Question - 111:**

Tell me what is SEO and introduce its types?

**Ans:**

Search engine optimization or SEO is a process of keep changing the position of a web page or website in a search engine results by using keywords or phrases.

- \* Two Types of SEO are:
- \* On Page Optimization
- \* Off Page Optimization





[View All Answers](#)

**Question - 112:**

Explain me something about Googlebot?

**Ans:**

To index and update a webpage Google uses the Googlebot (Web Spider). Caching, Crawling and indexing of a webpage are done through Googlebot by collecting details from that webpage.

[View All Answers](#)

**Question - 113:**

Explain how many characters limits in & Meta Description tag?

**Ans:**

We can add 70 characters in title tag and 222 characters in Meta Description tag. Though google now places a pizel limit.

[View All Answers](#)

**Question - 114:**

Please explain how will you cross-check whether your SEO campaign is working or not?

**Ans:**

To check whether your SEO campaign is working or not, the first approach is to check the websites statistics, which tells you about the origin of traffic. The other way of checking is to make a search based on the relevant keywords and key phrases and look for the search result. The number of search result will tell you whether your SEO campaign is working or not.

[View All Answers](#)

**Question - 115:**

Do you know what is the latest update in SEO?

**Ans:**

The latest updates in SEO are:

- \* Panda
- \* Penguin

[View All Answers](#)

**Question - 116:**

Explain me what will be your approach if your SEO method don't work?

**Ans:**

If the SEO method doesn't work then do the following.

- \* First see whether it is a new project then re-check the keywords
- \* Then look for relevant keywords that can be helpful
- \* Make changes in page text, title and description
- \* If still not ranked then there may be some other serious issues like bad links, penguin/panda or other Google penalty, crawlability issues, UI issue etc.

[View All Answers](#)

**Question - 117:**

Tell us what is Crawling?

**Ans:**

Crawling or web crawling refers to an automated process through which search engines filtrate web pages for proper indexing. Web crawlers go through web pages, look for relevant keywords, hyperlinks and content, and bring information back to the web servers for indexing. As crawlers like Google Bots also go through other linked pages on websites, companies build sitemaps for better accessibility and navigation.

[View All Answers](#)

**Question - 118:**

Tell me what are LSI keywords?

**Ans:**

LSI keywords or Latent Semantic Indexing are semantically associated with the main keyword that users enter over the search engines.

[View All Answers](#)

**Question - 119:**

Tell me what is a No-Follow link?

**Ans:**

A No-Follow link is exactly the opposite of a Do-Follow link as such the link attributes do not allow the Google bots to follow them. These links cannot be followed by robots; only humans can do it.

No-follow link attributes are structured in the following manner:

```
<a href="http://www.globalguideline.com/" rel="nofollow">Link text</a>
```

[View All Answers](#)

**Question - 120:**

Tell me how can I see what pages are indexed in Google?

**Ans:**

There are two ways to see if the webpages of any specific website are indexed by Google.

One can check the Google Index Status of any specific website through Google Webmaster tools. After adding the website on the dashboard and verifying the ownership, clicking on the tab would show the numbers of pages indexed by Google.

[View All Answers](#)

**Question - 121:**

Do you know what is Image Alt Text?

**Ans:**

Google Bots cannot process images on the web. Therefore, it makes use of the alt attributes to understand what an image is all about.

The Image Alt text is generally considered as an alternate text for an image, which provides a textual alternative to the web crawlers to index the web page bearing the image.

[View All Answers](#)

**Question - 122:**

Tell me what is Google Analytics?

**Ans:**

Launched in 2005 by Google, Google Analytics is one of the most empowering analytical tool in SEO, which helps the web masters to track and monitor the traffic on their websites.

It is a premium web service, which means that it provides certain basic services free of charge while the premium services demand investment.

One of the advantages of using Google Analytics is that it can be integrated with other Google products such as Public Data Explorer, Google AdWords etc.

[View All Answers](#)

**Question - 123:**

Tell me what is Directory Submission?

**Ans:**

Directory submission in SEO relates to the listing of any web address or site with the relevant details over various web directories under a specific category.

Directory submission performs the same function as phone directory and increases the popularity of websites with greater online exposure. Directory submission can be both free of cost and paid.

Over the last few years, directories have changed - they are no longer good for getting thousands of links to your site so you can game Google. Today, directories are valuable when used carefully.

[View All Answers](#)

**Question - 124:**

Please explain what is a Business directory?

**Ans:**

A business directory is a website or printed listing of information which lists all businesses within some category. Businesses can be categorized by business, location, activity, or size.

Business may be compiled either manually or through an automated online search software.

[View All Answers](#)

**Question - 125:**

Tell me what is RSS Feed?

**Ans:**

RSS (Rich Site Summary) is a format for delivering regularly changing web content. RSS feeds enable publishers to syndicate data automatically. A standard XML file format ensures compatibility with many different machines/programs.

RSS feeds also benefit users who want to receive timely updates from their favorite websites or to aggregate data from many sites.

[View All Answers](#)

**Question - 126:**

Tell us what is Social Bookmarking?

**Ans:**

Social bookmarking is a way for people to store, organize, search, and manage "bookmarks" of the web pages. Users can save these links to the web pages that they like or want to share, using a social bookmarking site to store these links.

These bookmarks are usually public, and can be viewed by other members of the site where they are stored.

[View All Answers](#)

**Question - 127:**

Tell me what is Domain Authority?

**Ans:**

Considered to be one of the most influential SEO factors, domain authority is a key performance metric developed by Moz, which rates any website on a 1-100 scale.

The greater your DA, the more likely your website to have strong traffic and high ranking in Google.

You can check domain authority of any website in Open Site Explorer.



Domain Authority in SEO

This metric effectively predicts the search ranking of any website in future, based on the strength of the domain authority.

Domain authority is evaluated to check the credibility of any website. Lots of high quality and relevant backlinks help to increase Domain Authority.

[View All Answers](#)

**Question - 128:**

Tell me what is Google Webmaster Tools/Google Search Console?

**Ans:**

It was on 20th May, 2015 that Google changed the name of Google Webmaster tools to Google Search Console.

Google Search Console provides free web services to the web masters by enabling them to monitor and sustain the online presence of their specific websites.

[View All Answers](#)

**Question - 129:**

Tell us what is HTML Sitemap?

**Ans:**

An HTML sitemap comprises of one single HTML page that bears the links of all the web pages of any specific website. This sitemap holds the foundation of all web pages of any website.

HTML sitemap contains all formatted text files and linking tags of any website. It is particularly useful when you have a large website with multiple web pages, because it helps you to improve the navigation of your website by listing all the web pages in one place in a user-friendly manner.

[View All Answers](#)

**Question - 130:**

Tell me what is a Do-Follow link?

**Ans:**

A Do-Follow Link, as the name suggests, allows Google link calculator called PageRank to count all the inbound links from other web pages and websites as link points.

The higher the link juice or link points are, the greater would be the search ranking of that web page, as these links make the web page appear very relevant and popular to the Google search engines.

[View All Answers](#)

**Question - 131:**

Do you know what are Heading tags?

**Ans:**

In SEO, heading or header tags are used to separate the heading and sub-heading of any content from the rest of the web page. There are 6 heading tags used in SEO in a top down hierarchy.

Ranging from h1 to h6, header tags bring coherence in content along with relevancy and keyword consistency in the search results displayed on SERPs.

[View All Answers](#)

**Question - 132:**

Tell me what is SERP?

**Ans:**

Search Engine Result Page or SERP refers to the page that is displayed when a specific search query is entered over the search engine. Apart from showing a list of results, SERP might also include advertisements.

[View All Answers](#)

**Question - 133:**

Tell me what is World Wide Web?

**Ans:**

The World Wide Web (WWW) or the Web, which was invented by Tim Berners-Lee in the year 1989, is an information system of internet servers containing webpages where specially formatted documents and resources, supported by Hypertext Transfer Protocol or HTTP, can be located by Uniform Resource Locators (URLs) with other hypertext links.

[View All Answers](#)

**Question - 134:**

Tell me which is the most important area to include your keywords?

**Ans:**

The most important area to include your keywords are,

- \* Page title
- \* Body text
- \* Meta Description

[View All Answers](#)

**Question - 135:**

Do you know what are the key aspects of Penguin update?



**Ans:**

Penguin is the code name for Google algorithm. Its main target is to decrease the ranking of that website that are violating the Google Webmaster guidelines. These guidelines are violated by using black hat techniques like cloaking and stuffing.

[View All Answers](#)

**Question - 136:**

Tell us what are Webmaster tools?

**Ans:**

Webmaster tool is a service provided by Google from where you can get backlink information, crawl errors, search queries, Indexing data, CTR etc.

[View All Answers](#)

**Question - 137:**

Tell us few Black Hat SEO techniques?

**Ans:**

- \* Link Farming
- \* Hidden text, etc.
- \* Gateway or Doorway pages
- \* Cloaking
- \* Keyword Stuffing

[View All Answers](#)

**Question - 138:**

Tell me what is Cross linking and what are the function of Cross linking?

**Ans:**

- \* Cross-linking is used to refer the process of linking one site to another site.
- \* It provides the users with reference sites that contain the content related to the search.
- \* The 2 websites cross-linking do not be owned by the same person.
- \* In other words, cross-linking is a barter wherein I link to you and you link to me.
- \* It could be a 2-way link or 3-way link. In a 2 way link site A links to site B and site B links to site A. In a 3 way link, site A links to site B, site B links to site C and site C links to site A.

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