

SEO Interview Questions

Common SEO interview questions for every skill level

- 1 What is your approach to conducting a technical SEO audit?
- 2 How do you perform competitor research?
- 3 What steps do you take to perform keyword research?
- 4 How do you conduct a content audit?
- 5 How do you implement internal linking strategies?
- 6 How do you approach E-E-A-T?
- 7 How do you measure SEO results?
- 8 Describe your experience running a successful SEO campaign.
- 9 Which SEO tools do you regularly use?
- 10 What tasks do you use ChatGPT for?
- 11 How can combining SEO and PPC help you get better results?
- 12 What is the relationship between SEO and SEM?
- 13 Core Web Vitals: What's the difference between real user metrics vs. lab data?
- 14 Do nofollow links influence rankings?
- 15 What are the three main ways to add schema markup? Which one do you prefer?
- 16 What are some of the common SEO mistakes?
- 17 Is there a bounce rate in GA4?
- 18 What are the most common canonical issues?
- 19 What are the main user behavior metrics?

- 20 What types of backlinks do you recommend getting? And which ones are not worth the time?
 - 21 Do you have experience running a digital PR campaign?
 - 22 What are toxic backlinks?
 - 23 What are topic clusters?
 - 24 Is meta description a ranking factor?
 - 25 What are the latest Google updates and their impact?
 - 26 How do you stay updated with the latest SEO-related trends?
 - 27 How do you see SEO changing in the near future?
 - 28 What are your predictions with SGE?
 - 29 Share the most important recent SEO news.
 - 30 What are some popular SEO myths?
 - 31 What are SEO practices to avoid?
 - 32 Do you use Bing Webmaster Tools? How is it different from GSC?
 - 33 What are the use cases of canonical vs redirect?
 - 34 What are the main tips with JavaScript for SEO?
 - 35 How do you get organic keyword data in GA4?
 - 36 How does UX affect SEO?
 - 37 Do you have experience with Looker Studio?
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Advanced SEO interview questions for middle to senior roles

- 1 Which steps would you follow to create an SEO strategy?
- 2 How would you build a strategy for a new site (1-6 months)?

- 3 What actions would you take if a website failed to demonstrate satisfactory performance after six months?
 - 4 How would you calculate organic visibility?
 - 5 How do you do traffic forecast?
 - 6 Does CTR impact rankings? What are the main behavior metrics?
 - 7 How do you measure the impact of backlinks on your rankings?
 - 8 How would you check domains in bulk?
 - 9 How would you get Google SERPs for several keywords?
 - 10 Offer a couple of SEO experiments to run.
 - 11 How do you cooperate with developers to implement SEO suggestions?
 - 12 What are the potential outcomes if canonical tags are mixed with noindex tags?
 - 13 Have you explored alternative SEO channels (e.g. Tiktok)?
 - 14 How would you perform keyword research for YouTube?
 - 15 How would you use PPC data for SEO?
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Basic SEO interview questions for junior positions

- 1 How do you check whether a website is indexed by Google?
- 2 What's Google Knowledge Graph?
- 3 What are rich snippets?
- 4 What is the difference between organic vs paid results?
- 5 What is the definition of a long-tail keyword?
- 6 What is robots.txt?
- 7 What are anchor texts?

- 8 What is a robots meta tag?
 - 9 What is an XML sitemap?
 - 10 What method do you use to redirect a page?
 - 11 What is the difference between dofollow and nofollow links? How are they used?
 - 12 What is the difference between on-page and off-page SEO?
 - 13 What is crawling? Can we increase its frequency by search engine?
 - 14 What are other digital marketing channels, except SEO?
 - 15 What is domain authority?
 - 16 What is the difference between a 301 and a 302 redirect?
 - 17 What types of SEO keywords do you know?
 - 18 What's NAP in SEO?
 - 19 Can social media marketing help with SEO?
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Essential SEO interview questions to assess soft skills

- 1 Which tasks do you find more/less enjoyable?
- 2 How do you prioritize tasks coming at the same time?
- 3 What would you do if someone made a mistake but you were responsible for that?
- 4 If you know that a person is likely to complete your task at a "so-so" quality, will you still delegate it to them or do it yourself?
- 5 Do you find it fulfilling to educate others?
- 6 What would you do if you didn't agree with your manager?
- 7 How do you see your future career?
- 8 How do you communicate with "difficult" clients?