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Professional SEO Interview Questions Which Are Repeatedly Asked

Recently i had written this informative article for a potential customer of ours. She required a long list of simple questions so that she could those questions in her interview so-called "search engine optimization (SEO) experts".

Very first, the majority of website development companies boast of being experts in SEO, which is typically not the truth. They're just professionals in website design. primarily, and rarely have the knowledge in-house to keep up with the continual changes in search engine optimization methods. Second, he or she required to get in touch with intelligence to higher administration, his / her causes of selecting an internet marketing organization. Before acquiring this list of questions, he or she really didn't understand how to ask the proper questions to an SEO candidate as well as what answers to expect.

Question #1: Could you describe the correct way a domain or web page is #1 on google for a search phrase? Let us use the illustration of "Link building Services". Answer: This certainly will be a lengthy answer. Basically, the idea has to do with "articles" and "inbound links" or "back links". "Content" is the relevant content on your website related to the keyword phrases being searched. Search engines love huge amounts of content related to a particular subject or key phrase phrase. By placing a hyperlink similar to this on other website pages, you will enhance your rankings for the key phrase "Link building services".

The importance to the key phrase of the website linking back to you is also crucial. The above hyperlink placed on SEO related site would be much more good for your rankings. Why because google likes theme related links from deep pages or incontent links. Furthermore, the Google Pagerank of a website with your link is also important. Page rank is a number in between and 10 which Google spots on all Internet web pages, with 10 being most significant. A link on CNN's webpage with a page rank of 10 is incredibly more powerful than a link from any PR3 or PR4 webpage.

Question #2: How can you implement a search engine optimization (SEO) method? What can you do particularly? Answer: Step 1; start a "keyword strategy" for the website. Determine 10-50 keywords and key phrases which are relevant to the website. From all of these keyword phrases, make a list of high trafficked derivative keywords and key phrases. Examine the competitiveness of every keyword phrase and figure out if the key phrase is too competitive. Complete the list of keywords and key phrases considering traffic and competitiveness.

Step 2; perform "on-page" optimisation. On-page optimisation is actually the operation of using each page on the website and perfecting it for the suitable keyword phrase or keyword phrases. Note: Each page should not be seo'ed for more than two keyword phrases. On-page optimisation methods include utilizing keyword phrases in title tags, html header tags (h1, h2...), URL modifications to match keyword phrases, alt tags. Search term density on specific pages ought to be at a 1% to 2% level. On-page optimisation might also incorporate RSS creation, XML sitemap creation, robots.txt setup, blog.

Step 3; carry out search engine submissions which includes Yahoo and google Base, Google Local and Google Webmaster Tools. Additionally perform social bookmarking. Social bookmarking is the act of creating links on social bookmarking sites like Digg, Del.icio.us, StumbleUpon and others.

Step 4; perform "off-page" optimisation. Off-page optimization is actually the process of acquiring links on other sites (off-page) aimed at your website. This will likely include things like related directory submissions, RSS submissions, ebook submissions, product directory submissions, blog directory submissions and press release submissions. Off-page optimisation is a very slow process. And it should be handled very carefully. There are many chances of getting your website penalized if you are building many links too quickly. Google will think that you are spamming the system. The appropriate strategy is to carry out "off-page" optimization on a monthly basis, let's say over a 12 month period.

These are the three important questions which are mostly asked in SEO interviews. Answers are being explained in my own way. Every individual has his own way explanation. If you that your methods are perfect then you can go with them.

If you are having any doubts regarding [link building](#) or how to gain [one way text links](#), then please contact us through our site. We will approach as quick as possible.

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