

1. What is SEO and how does it work?

This is almost always the first SEO interview question you will need to answer. SEO is the process of improving the quality and quantity of website traffic in organic search results. This is done by increasing the visibility of a website or web page on a search engine without paying for it.

2. What does SEO stand for?

SEO stands for Search Engine Optimization.

3. Why do you think we need SEO for business?

1993 saw the first clickable web-ad banner. HotWired had purchased a few banner ads for their promotion and advertising. There has been no looking back ever since. Marketing had seen a paradigm shift, and every year something new has been available on the Internet for people to use and explore. With the increase in online behavior, the race to show up on the first page of search engines has become extremely competitive. For a business to succeed in the online world, it must implement SEO to stay on top.

4. What is local SEO?

Local SEO is targeted towards users and potential customers who are interested in local searches for a business's products or services. These basically include location-based queries and results.

5. What is a search engine?

A search engine is a software system, which searches the world wide web for relevant information on a particular query raised by a user on the Internet.

6. Can you name a few search engines other than Google?

This is one of the popular SEO interview questions. Here are a few of them:

- Bing
- Yahoo!
- DuckDuckGo
- Yandex
- YouTube
- Amazon
- Baidu

7. What does WWW stand for?

WWW stands for the World Wide Web. It is a collection of websites stored in web servers, which are connected to local computers.

8. What do you know about web crawling?

Web crawling is the process where a web crawler (spiderbot/spider/crawler), an internet bot, browses the World Wide Web for web indexing. It uses hyperlinks to visit pages and copies them for processing and indexing by the search engine so that users on the Internet can search more quickly and efficiently.

9. Do you know about Googlebot?

Googlebot is Google's web crawler. It finds, crawls, and indexes web pages.

10. What is search engine submission?

Search engine submission is the process of submitting your website to search engines to ensure that it gets crawled and indexed. Even though search engines are smart enough to find your website and index it easily, it is advisable to follow through with the search engine submission as you will get the opportunity to submit some useful information about your website from your end, and the search engines will alert you if potential errors are there on your site.