

SEO Analyst Interview Questions and Answers PDF | Xobin [Downloaded]

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for : Solid Understanding of SEO, A/B testing and Google Analytics

Soft skills to look for : Problem Solving, Analytical and communication skills

Pro Tip : Always screen before you interview. Use [Online Assessment to screen applicants for an SEO Analyst position](#) before blocking your time for an in-person interview.

Compilation of SEO Analyst Interview Question

Role Specific SEO Analyst Interview Questions



How do you measure SEO success?

Purpose of this question : The question is designed to understand the mindset of the candidate as to what is their viewpoint regarding SEO success.

What to listen for in candidate response: Candidates must concisely, thoughtfully explain about their viewpoint on SEO success. Candidates should answer in detail by providing some references from their past experience.



What is meant by link building?

Purpose of this question : The question is designed to screen the candidate on their skills as an SEO analyst. Link building is a very basic aspect of SEO.

What to listen for in candidate response: Top candidates will elaborate on their understanding of link building and provide some specific examples.



What are some factors which make a website SEO friendly?

Purpose of this question : The knowledge of different factors responsible for making a website SEO friendly is a sign of the top candidates.

What to listen for in candidate response: Listen for specific terms that are necessary for an SEO friendly website.



What are meta tags and why do they matter so much?

Purpose of this question : The question is designed to understand the scope of skill of the candidate as an SEO analyst.

What to listen for in candidate response: Listen carefully to the candidate's explanation and focus on their references for why they matter.



What is the difference between backlinks and interlinks?

Purpose of this question : The question is designed to measure the competence level of the candidate as an SEO analyst.

What to listen for in candidate response: Top candidate will explain the answer in short and understandable terms.



What do you understand by do follow and no follow?

Purpose of this question : The question is designed to measure the scope of skill of the candidate.

What to listen for in candidate response: Listen for specific terms that explain the meaning of the above mentioned terms.



What is on page SEO and off page SEO and what is the difference between them?

Purpose of this question : The question is designed to screen the SEO skills of the candidate.

What to listen for in candidate response: Look for different evidence that show the candidate's understanding about on page and off page SEO.



Which are some SEO analytics which are often ignored and why?

Purpose of this question : The understanding of SEO analytics is the most basic requirement for the position of an SEO analyst.

What to listen for in candidate response: The Candidate should concisely explain the different SEO analytics in brief.



What is keyword stemming?

Purpose of this question : The question is designed in order to screen skills of candidates as a keyword researcher.

What to listen for in candidate response: Listen for the details in the candidate's answer and analyze how easily they can describe the term.



Which are some of the latest trends in SEO for Google?

Purpose of this question : The question is designed to see if the candidate keeps up with latest market trends.

What to listen for in candidate response: The candidate should precisely talk about the trends in understandable terms in a short and crisp manner.

Situational Interview Questions to ask SEO Analyst



Tell us about your most successful campaign?

Purpose of this question : The question is designed to understand the past experience of the candidate and what they have achieved.

What to listen for in candidate response: All candidates get excited when talking about their most successful campaign. Look for data driven answers where candidates provide details of the business impact along with campaign metrics.



Tell us about a campaign that bombed really badly and what did you learn from it?

Purpose of this question : The question helps in understanding about the attitude of the candidate towards failures and how they perceive them.

What to listen for in candidate response: Top candidates will elaborate about their failed campaign but will put more focus on what they learnt from it rather than being stuck on their mistakes.



How would you go about optimizing a completely new company with no established reach?

Purpose of this question : The question analyses the skill level of candidates and helps in understanding the mindset of the candidate towards building something from scratch.

What to listen for in candidate response: Top candidates will provide some practical ideas instead of some random thoughts.



Tell us about a time when you could not optimize a website properly even after many tries. How did you overcome that?

Purpose of this question : The question helps in understanding the problem solving skills of the candidate.

What to listen for in candidate response: Listen for specific references from their past experience and focus on their method of overcoming the issues.



Have you ever faced any ethical dilemma in your work?

Purpose of this question : The question is designed to understand the ethical decision making of the candidate.

What to listen for in candidate response: Candidate must consciously explain about their ethical dilemma and explain how they overcame that effectively.



How would you go about doing the keyword research for our company?

Purpose of this question : The question allows you to test the candidate's skill by putting them in a practical situation and seeing how they react.

What to listen for in candidate response: Listen for specific terms in the candidate's answer and look if it suits your requirements.



What would you do if you had to optimize the youtube channel of our page and increase its reach?

Purpose of this question : The question is designed to test the candidate's skill level in different social channels.

What to listen for in candidate response: Top candidates will elaborate on a practical strategy and provide some evidence as to how this could work.



How will you go about the link building process for our company's website?

Purpose of this question : The question helps in understanding the scope of skill of the candidate as well as their presence of mind.

What to listen for in candidate response: Listen for different signs and cues which hint at building a sustainable strategy for the whole process.



Tell us about a time when you faced so many challenges with your work but still the campaign turned out to be really successful.

Purpose of this question : The question is designed to understand how the candidate's react to different situations.

What to listen for in candidate response: Listen for specific references where the candidate explains about their experience and look for different signs in order to understand if it's true or not.



What is the unique thing in your analytics and how does it set you apart?

Purpose of this question : The question is designed to assess the uniqueness of the candidate.

What to listen for in candidate response: Top candidates will explain the answer in really easy and understandable terms, whereas other candidates will try to roam around the question by directing their answers towards something else.

Start Optimizing your SEO Analyst Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for an SEO specific position, then they're obviously not a great fit.

Prepared and Curated by Xobin Team

