

### **BCA SEM 5/BSCIT SEM 5 SEO QUESTON BANK**

- 1) What is SEO and introduce its types?
- 2) What are the SEO tools do you use?
- 3) What do you mean by Back link?
- 4) What are out bound Links?
- 5) Can you tell me something about Googlebot?
- 6) What is Cross linking and what are the function of Cross linking?
- 7) What is the main purpose of using keyword in SEO?
- 8) Can you mention the functions of body content relevance?
- 9) What are Spiders, Robots and Crawlers and what are their functions?
- 10) What does it mean if nothing appears on doing search on the domain?
- 11) What is keyword stemming?
- 12) Name some SEO blogs that you frequently read?
- 13) What do you mean by Cloaking?
- 14) How many types of Meta Tags are there in SEO and what are their characters limits?
- 15) How many characters limits in Title tag?
- 16) What is Google Sandbox?
- 17) Tell me something about Black Hat SEO?
- 18) Name few Black Hat SEO techniques?
- 19) Can you differentiate between 'no follow' and 'do follow' link?
- 20) What is the difference between PR (page rank) and SERP (Search engine result page)?
- 21) Why the Title Tag in website is valuable?
- 22) What is considered as more significant, creating content or building back links?
- 23) Can you mention the difference between SEO and SEM?
- 24) What do you know about LSI?
- 25) How will you cross-check whether your SEO campaign is working or not?
- 26) What is the meaning of competitive analysis?
- 27) What will be your next steps if your SEO methods or technique does not work?
- 28) What is PPC?
- 29) What is 301 redirect?
- 30) What are Webmaster tools?

- 31) What is keyword density and what is the formula for knowing keyword density?
- 32) What is robots.txt?
- 33) What will you do, for the company website you are working for, decides to move all the contents to new domain?
- 34) Can you optimize the website which has pages in millions?
- 35) What is the latest update in SEO?
- 36) What are the key aspects of Panda update?
- 37) What are the key aspects of Penguin update?
- 38) How will you neutralize a toxic link to your site?