-- prakashgajera-----

SEO IMP Questions

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1. **List out and explain different types of queries**
2. **What is eye tracking and click tracking? Explain search pattern.**
3. What is searching? Explain its goals.
4. **What is crawling and indexing? Explain in details.**
5. Explain the components of search engine result pages.
6. **Short note on document analysis and link analysis**
7. Explain the factors which are used for analyzing ranking
8. **Explain the business factors that affects SEO plan**
9. List out and explain SEO objectives and goals
10. **Short notes on Raw traffic and E-Commerce Sales**
11. **What is SWOT? Explain in details**
12. What is keyword review? What are the steps for doing keyword review?
13. List out the problems with google ranking
14. **What is keyword research? What are the traditional approaches for keyword research?**
15. Explain any two keyword research tools
16. **Explain how to identify long tail patterns**
17. **What is sitemaps? Explain in details.**
18. **How can we make a site more accessible**
19. **What is CMS? List out the issues to consider while using CMS.**
20. **Explain robots.txt file with details**
21. List out different rules for generating title and meta description tag
22. Explain vertical search with details
23. **Explain image optimization for SEO**
24. **Explain optimization process for news, blog and mobile search**
25. Explain video search and product search
26. **How to determine project ROI? Explain its elements.**
27. **Explain how is search getting more personalized and user influenced**
28. **Give the importance of local, mobile and voice recognition search**
29. **Difference between Paid vs Natural result**
30. **Difference between crawling vs indexing**
31. Explain basic elements of SERP.
32. Explain major elements for SEO planning
33. **Short note on audit of website for seo planning**
34. **What is KEI? Explain**
35. **Difference between flat and deep architecture**
36. **What are 301 and 302 redirectors?**
37. What is cloaking? When to use it and how?
38. Explain site's informational architecture
39. **How to optimize domain , subdomain and microsites**
40. **What is ROI? Explain.**