On page SEO Questions and Answers

1. What is On page SEO?

Answer: On page SEO is all the things you can do on the website to improve its search rankings. This includes optimising content, meta tags, header tags and URL structure.

2. How do you do keyword research?

Answer: Keyword research is using tools like Google Keyword Planner, SEMrush or Ahrefs to find and analyse the search terms people are typing into search engines. It helps you identify the keywords to target for more visibility.

3. What are meta tags and why?

Answer: Meta tags are metadata about the HTML document and are used by search engines to understand the page content. Title tag, meta description and meta keywords are the important meta tags. They are crucial for SEO as they impact how search engines index and rank a website.

4. Why are header tags important for SEO?

Answer: Header tags (H1, H2, H3 etc) are used to structure content on a page. They help search engines understand the main topics of a page and make content easier to read for users. H1 is particularly important as it usually contains the main keyword and topic of the page.

5. How do you SEO a URL?

Answer: A good SEO URL is short, descriptive and contains keywords. It should be readable for users and search engines. Avoid special characters, numbers and unnecessary words.

6. What is internal linking in on-page SEO?

Answer: Internal linking is linking one page of a website to another page on the same site. It helps in distributing page authority and ranking power across the site, navigation and to keep visitors longer on the website.

7. How do you make a webpage mobile friendly?

Answer: To make a webpage mobile friendly use responsive web design, fast loading and mobile friendly UI. Use Google's Mobile-Friendly Test tool to check a website's mobile compatibility.

8. Why is page speed important for SEO?

Answer: Page speed is a ranking factor for search engines. Faster pages give better user experience, lower bounce rates and overall website performance. Use Google PageSpeed Insights to test and optimize page speed.

9. How do you SEO images?

Answer: Optimizing images means using descriptive file names, adding alt text with keywords, compressing images to reduce file size and using the right image format. This helps in improving page load speed and search engine understanding of image content.

10. What is schema markup and how does it affect SEO?

Answer: Schema markup is a form of microdata that creates an enhanced description (rich snippet) that appears in search results. It helps search engines understand the content better and can increase CTR by making search results more informative and attractive.

11. How do you handle duplicate content on website?

Answer: Duplicate content can harm SEO by confusing search engines. To handle it use canonical tags to indicate the preferred version of a page, 301 redirects for duplicate pages and unique content wherever possible.

12. What is sitemap in SEO?

Answer: A sitemap is a file that provides information about the pages, videos and other files on a website and the relationships between them. It helps search engines to crawl the site more intelligently. Submit sitemap to Google Search Console.

13. Why is user experience (UX) important for on-page SEO?

Answer: A good UX helps to keep visitors, reduce bounce rates and increase engagement. Site navigation, mobile-friendliness, page speed and content readability all contribute to a good UX and can impact SEO indirectly.

14. What are breadcrumbs and how do they help SEO?

Answer: Breadcrumbs are navigation tools that show users where they are on the website. They help UX by making site navigation easier and help search engines understand the site structure.

15. How do you use Google Analytics for SEO?

Answer: Google Analytics gives you insights into website traffic, user behaviour and conversion rates. It helps you identify top performing pages, understand user demographics, track SEO strategies and make data driven decisions.

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16. What is content quality important for on-page SEO?

Answer: High quality content is important to attract and retain visitors, reduce bounce rates and earn backlinks. It should be relevant, informative, well structured and keyword optimised.

17. How do you optimize a website for local SEO?

Answer: Optimizing for local SEO means claiming and optimizing Google My Business listing, using local keywords, getting reviews from local customers and ensuring NAP (Name, Address, Phone number) consistency across the web.

18. What is anchor text in SEO?

Answer: Anchor text is the clickable text in a link. Using relevant and descriptive anchor text helps search engines understand the context of the linked page and can improve SEO of both the linking and linked pages.

19. How do you measure the success of on-page SEO?

Answer: Success can be measured using Google Analytics and Google Search Console. Key metrics are organic traffic, bounce rate, average session duration, CTR and keyword rankings.

20. How do you use social media to boost on-page SEO?

Answer: Social signals are not a direct ranking factor but social media can drive traffic to the website, increase content visibility and earn backlinks. Sharing high quality content on social platforms can increase engagement and indirectly help SEO.

21. Why are meta descriptions important for SEO?

Answer: Meta descriptions are a summary of a web page's content and appear below the page title in search results. They can impact CTR by giving users a reason to visit the page.

22. What are the SEO friendly content best practices?

Answer: Best practices are conducting keyword research, using keywords naturally, creating high quality and informative content, using header tags and optimizing meta tags and images.

23. How do you handle broken links on a website?

Answer: Broken links are bad for user experience and SEO. Audit the website regularly to find and fix broken links using Google Search Console, Ahrefs or Screaming Frog. Redirect broken links to relevant pages or update with working URLs.

24. What is a robots.txt file and how is it used in SEO?

Answer: A robots.txt file tells search engines which pages or sections of a website should not be crawled. It helps in managing crawl budget and preventing duplicate or sensitive content from being indexed.

25. How do you optimize a website's internal search?

Answer: Internal search optimization means the search function is easy to use, provides relevant results, analyzing search data to understand user intent and using it to improve content and navigation.

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