

1. What is SEO ?

Answer: SEO stands for Search Engine Optimization. It is the process of optimizing a website or online content to improve its visibility in search engines for relevant keywords. The primary aim is to drive more organic (unpaid) traffic to a site, increase its online presence, and potentially boost its conversions and revenue.

2. Why is SEO important?

Answer: SEO is vital because it makes websites more accessible and comprehensible to search engines, ensuring they're indexed correctly. A properly optimized site will rank higher on search engine results pages (SERPs), leading to increased visibility, trustworthiness, and organic traffic. It's also a cost-effective marketing strategy, as you don't directly pay for every click as in PPC campaigns.

3. What are keywords?

Answer: Keywords are words or phrases that users input into search engines when looking for specific information, products, or services. In SEO, they serve as a foundation for creating content that meets users' needs and queries. By understanding and optimizing for the right keywords, websites can attract targeted traffic.

4. What's the difference between On-Page and Off-Page SEO?

Answer: On-Page SEO involves optimizing elements directly on your website, including content, HTML source code, images, meta tags, and internal linking structures.

Off-Page SEO, on the other hand, focuses on increasing the domain's authority through external methods like earning backlinks from other websites, social media activity, and other online marketing strategies outside the website itself.

5. What is a backlink?

Answer: A backlink, also known as an "inbound link" or "incoming link," is a hyperlink from one website to another. They play a significant role in SEO because they can serve as indicators of a site's trustworthiness, authority, and popularity. High-quality, relevant backlinks can improve a site's ranking in SERPs.

6. What are meta tags?

Answer: Meta tags are snippets of text in a page's HTML that provide search engines with information about the content and purpose of a webpage. They don't appear on the page itself but in the page's source code. Common meta tags include the meta title, meta description, and meta keywords, which can influence how a page is presented in SERPs.

7. What is a sitemap?

Answer: A sitemap is an XML or HTML file that provides a roadmap of all the pages on a website. It aids search engines in understanding the structure of a site, ensuring all pages get crawled and indexed. Websites often submit their XML sitemaps to search engines using tools like Google Search Console to facilitate this process.

8. What is robots.txt?

Answer: Robots.txt is a standard used by websites to communicate with web crawlers and other web robots. Located at the root directory of a site, it tells which pages should not be crawled or indexed by search engines, ensuring that sensitive or irrelevant pages remain private.

9. Explain organic search.

Answer: Organic search refers to the non-paid results that appear in a search engine, derived based on their relevance to the user's query. The position of these results is determined by search engine algorithms, considering multiple factors like website quality, relevance, backlink profile, and more.

10. What are SERPs?

Answer: SERPs, or Search Engine Results Pages, are the pages that display the results returned by a search engine in response to a user's query. These results can include organic listings, paid advertisements, featured snippets, knowledge graphs, and other types of data depending on the search query and engine.