

# SEO BULL\$#!T DETECTOR

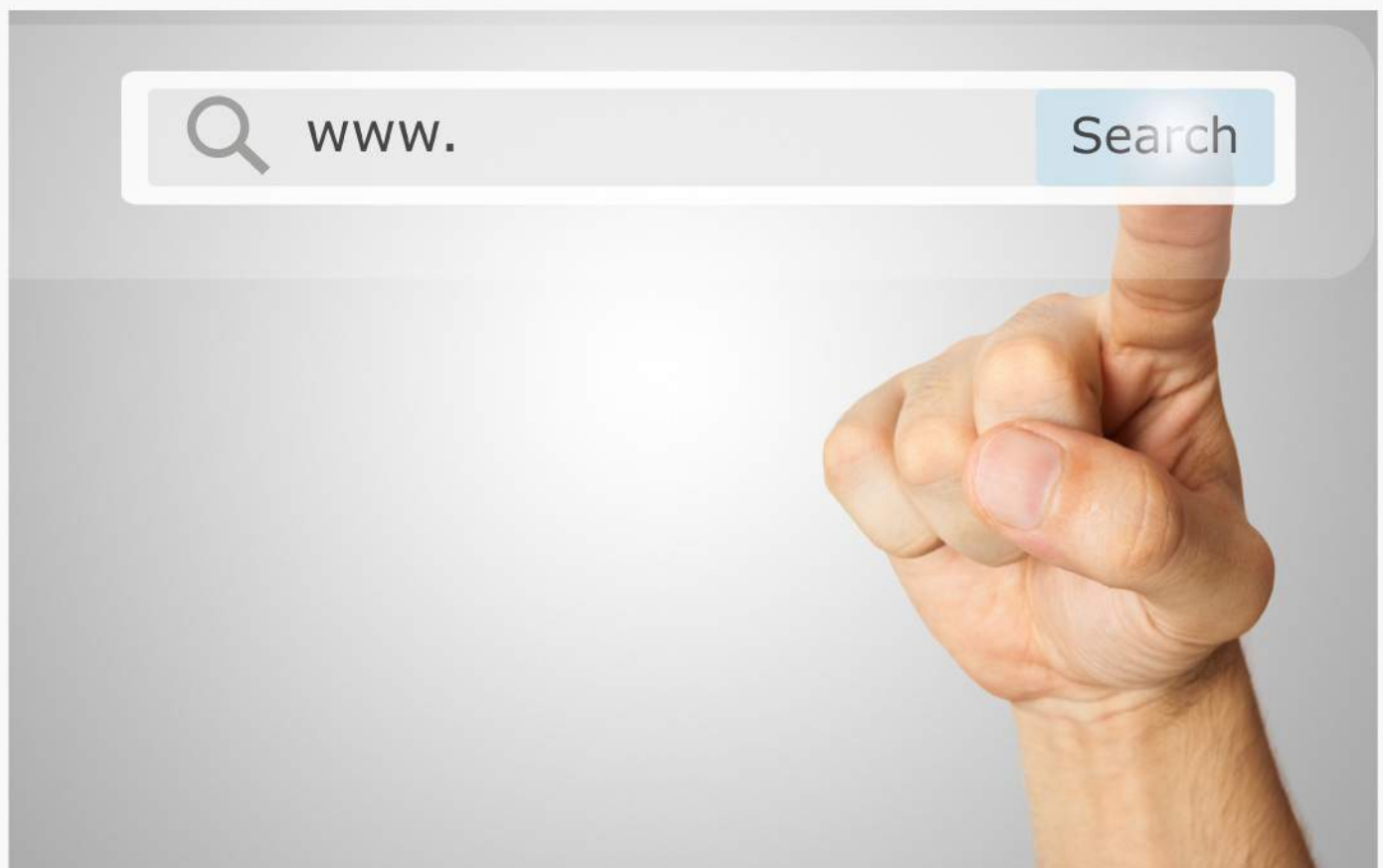
The **5 Best**  
**Questions** to Slip into  
a SEO interview

# THE 5 BEST QUESTIONS TO SLIP INTO A SEO INTERVIEW

1

## What's your process for optimizing meta keywords?

The only right answer here is "fahgettaboudit!". There should never have been a process for this, because meta keywords tag was NEVER counted in Google. Google went on record to say this on their Google Webmaster Central blog back in 2009 ([see here](#)).



# THE 5 BEST QUESTIONS TO SLIP INTO A SEO INTERVIEW

2

## What's a good keyword density to aim for?

Srsly? Like, when was keyword density worth tracking? It's a total red herring. The only time you might consider caring about keyword density is for edge cases ~ like when there are an insanely large number of occurrences (Le. you're keyword stuffing) or when there are no occurrences at all (oops).



# THE 5 BEST QUESTIONS TO SLIP INTO A SEO INTERVIEW

3

## I've been hit by Panda; will you assist me with link clean-up?

Panda is about "thin content" not about low-quality links. It should be obvious to any SEO worth their salt that you misspoke and meant to say "Penguin". If they didn't correct you, that's a big red flag!



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4

## I don't have H1 tags on my site. Epic fail, right?

Bet you didn't know that it's of little consequence whether your headline is marked up as an H1 or H6 or even a FONT tag. There's little correlation



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5

## How much will meta descriptions help my rankings ?

The only correct answer here is None. Meta descriptions don't help with rankings in Google. Not one iota. They are only helpful for influencing the snippets in your Google listings. Thus, this is very much a second order activity. There are waaay bigger fish to fry.



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### Stephen Spencer Bio:

Praesent a commodo nunc. Mauris non congue mi. Aenean sit amet magna varius, pellentesque erat sed, lobortis lorem. Fusce dictum, massa sit amet aliquam euismod, turpis justo dictum eros, in faucibus quam diam eget massa. Phasellus vitae eleifend ante.

### Contact:

**Email:** [example@gmail.com](mailto:example@gmail.com)

**Address:** 00 Street/Road, Suburb

**Phone:** 00 000 000

### Fusce sed accumsan

Sample Company

"Vestibulum ut tempus sem. Aenean lobortis ornare consectetur. Phasellus lobortis vestibulum mauris non feugiat. Aliquam erat volutpat."

### Aliquam Erat

Sample Company

"Donec vitae sollicitudin leo. Mauris egestas sem sed turpis euismod auctor. Vestibulum rhoncus dignissim sodales. Phasellus ac maximus dui."

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