SEM Specialist (SEO/SEM) Job Interview Questions And Answers

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SEM Specialist (SEO/SEM) Interview Questions And Answers Guide.

Question - 1:

What is Actual CPC?

Ans:

The actual cost of a click for an advertiser in an auction. The actual CPC is calculated in realtime and we cannot know the Actual CPC, but we can see Avg. CPC.
Actual CPC = (AdRank to Beat/QS)+$0.01

View All Answers

Question - 2:

Explain me what do you know about Google's algorithm updates?

Ans:

Google is always trying to work on their algorithm so that "more deserving" websites with better content rank higher than others. The three main algorithm updates of the last two years are Panda, Penguin and Hummingbird.

View All Answers

Question - 3:

Do you know what is Quality Score in Google AdWords?

Ans:

Google's quality score determines the value and relevancy of your ad to the user on the basis of keyword relevancy, quality of your landing, and your ad's CTR. Higher quality score keywords will save your money and get better ad ranking.

View All Answers

Question - 4:

Tell me how can you Improve Conversion Rates?

Ans:

By creating ads which match perfectly with keywords and creating tightly themed ad groups so we can get targeted users to best landing page. Also by improving the Landing Page quality we can improve the conversions.

View All Answers

Question - 5:

Tell me what's your methodology in creating ad copies?

Ans:

This question wants to find out how you would come up with ad copies. Are they compelling and paint an accurate picture of the intended message? You may answer it based on the following guidelines:
* Find out why your ad copy should be more effective than others
* Your ad's ability to answer basic questions
* Testing the ad copy; we'll never know how effective it is until we put it to the test

View All Answers

Question - 6:

Tell me who are our competitors? What PPC strategies are adopted by them?

Ans:

You have to be prepared for this question. Do your homework. Before you appear for your interview, learn about the company you are applying to. You should research about the company's background, their rivals, the strategies of the company and their competitors' strategies.

View All Answers

Question - 7:

How to reduce costs of our paid search campaigns?

Ans:

Don't immediately answer open-ended questions that lead to answers based on multiple assumptions. Costs of acquisition? Cost per click? You can't answer accurately a question that isn't accurate itself. When in doubt, you should also have the freedom to ask question before you release your thoughts.

View All Answers

Question - 8:

Tell us are you a part of the SEO community online?

Ans:

There are many different forums and such out there, being active and up to date is essential to staying on top in the constantly changing world of SEO. A few blogs and forums I recommend are SearchEngineLand, SERoundtable and WebmasterWorld.

View All Answers

Question - 9:

Tell me do you have a Google Authorship?

Ans:

Having Google Authorship is a plus and not a necessity. By them attaching their name and face to your content, you're providing readers with a higher level of trust and confidence in your work. Adding this human element also promotes more personal interactions between your potential SEO expert and your audience.

View All Answers

Question - 10:

Do you know the working of AdWords?

Ans:

Google AdWords work on the basis of a bidding system. For instance, if the bidding price is higher, your ad will appear on top of the Google page. Working on the 'pay per click' model, you only pay the amount you have bid if someone taps on your ad that appears on Google SERPs.

View All Answers

Question - 11:

What gets entered into a Google Account?

Ans:

Once the advertisers determine the keywords that they want to bid on, Google will enter a keyword from your account which is most related into the auction with the maximum bid specified as well as the associated ad.

View All Answers

Question - 12:

Can you tell me limit of character used for PPC Ads?

Ans:

Different Search Engines have different Limit on ads character as for Google you can put maximum 25 for headline and 70 for description 1 and 2 combined.

View All Answers

Question - 13:

What do understand by Quality Score?

Ans:

Quality Score is a metric which is calculated for each keyword between 1 to 10. The QS defines the quality of keyword compared with Ads and Landing Page. This metric is used to calculate the AdRank, which is used to calculate the ad position.

View All Answers

Question - 14:

Explain me what is the technical part of SEO?

Ans:

If they don't understand simple HTML then they aren't the person you want to be working with, it's as simple as that. SEO experts also need to understand server side lingo like 301, 404, robots.txt, etc.

View All Answers

Question - 15:

Explain how you can improve conversion rates?

Ans:

By creating ads that match properly with keywords and create tightly themed ad groups, you can target users to the campaign that helps in conversions.

View All Answers

Question - 16:

Is PPC Advertisement effect ranking of websites on search engines?

Ans:

Never, Search Engine don't mix them. Google and other search engines rank both organic and ppc results separately

View All Answers

Question - 17:

Tell me other than CPC, what are the other two options for bidding?

Ans:

The two options for bidding are:
* CPM - Cost per Thousand
* CPA - Cost per Action

View All Answers

Question - 18:

Do you know what is a Google "Penalty"?

Ans:

Manual actions can be taken within Google webmaster tools if you've been penalized.

View All Answers

Question - 19:

Explain me what is an ad group in Google Adwords?

Ans:

Ad group is a container of your keywords, advertisements, and landing pages. Google rewards advertisers who prepare Adword campaigns with tightly structured ad groups. Its not advisable to include all your keywords into the single ad group, but to organize keywords into themes.

View All Answers

Question - 20:

How do we determine if search engine marketing is right for our company?

Ans:

Since the whole world is on the internet nowadays, it is very unlikely that you don't need search engine marketing to survive and grow in the market. Regardless of whether you are interested in generating leads, sales, investors, strategic partners, new recruits, and awareness, SEM offers an opportunity to improve your bottom line.
A quick assessment by professionals will help clarify the need and fit.

View All Answers

Question - 21:

What is Google Quality Score?

Ans:

Google's quality score determines how beneficial and relevant your ad is to the user, based primarily on your ad's CTR, quality of your landing page and keyword relevance. Higher quality score keywords will save your money and earn better ad ranking.

View All Answers

Question - 22:

What online communities have you managed in the past?

Ans:

Creating profiles and pages and then posting content to them isn't the job - anyone can do that. The ability to build and engage with the community is the qualifying test of whether someone is a social media manager or a social media user.

View All Answers

Question - 23:

Explain what is conversion optimizer in Adwords?

Ans:

Conversion Optimizer is a tool used by Google Adwords for bid manipulation and decides which clicks on the ad will be valuable. It can help you to return maximum on your investment.

View All Answers

Question - 24:

What is the impact of Quality score on CPC and Ad Position?

Ans:

Quality Score is inversely proportional to CPC and Directly proportional to Ad Position. That means higher QS means lower cost and higher position.

View All Answers

Question - 25:

Tell me what factors affect Quality Score?

Ans:

Here are some factors affecting the Quality Score or QS:
* Historic Account data
* Landing page quality
* Relevance of keywords and ads
* CTR of the keyword

View All Answers

Question - 26:

How does Ad rank impact Cost-Per-Click?

Ans:

Ad rank plays a huge role in defining the actual cost-per-click that your opponents pay, when someone clicks on their ads. Your CPC can be calculated by following way
Your Price = The ad rank of the person below you/ your quality score + $0.01

View All Answers

Question - 27:

Tell me what is the meaning of Ad Rank?

Ans:

Ad Rank decides the ad position on Google page. This is determined by your bid for that quality score and keyword.

View All Answers

Question - 28:

Explain me how do you go about building your links?

Ans:

Learning how the candidate actually implement backlinks will help you rate their service accordingly. If they don't build links efficiently with quality, then you will probably want to pass. There are many wrong ways to build links that can penalize your site and possible get deindexed from Google.

View All Answers

Question - 29:

What strategies would you use to generate leads?

Ans:

This question moves from the more general and abstract into the meat of the matter. They should be able to outline 2 or 3 specific strategies that will feed leads into your sales funnel via social engagement.

View All Answers

Question - 30:

Explain what gets entered into a Google Account?

Ans:

Once the advertisers determine the keywords that they want to bid on, Google will enter a keyword from your account which is most related into the auction with the maximum bid specified as well as the associated ad.

View All Answers

Question - 31:

Explain me what is PPC?

Ans:

As we've established, PPC advertising offers a unique opportunity to:
* Grow Your Customer Base - Connect with searchers actively looking for products and services like yours, and respond to that need by providing them with an offer relevant to their search query.
* Generate Leads at Low Costs - Because pay-per-click marketing allows you to reach leads and prospects when they're researching and looking to buy, it's a highly effective way to bring interested visitors to your site. Plus, you can enjoy an algorithmically generated discount from the search engines in exchange for making their users happy.

View All Answers

Question - 32:

Tell me how to track conversions in Google AdWords?

Ans:

In Google AdWords, conversion tracking can be done by:
* Enabling your ad rotation setting to optimize for clicks which means AdWords will serve the ads it feels are likely to be clicked.
* View-through conversions window option tracks when a person sees your ad but doesn't click it. This is called impression.
* Tracking purchases by involving basic tracking code provided by AdWords and modifying it with an additional code unique to your particular e-commerce platform.
* A person can know when customers click on their ad for the first time and how frequently they saw your ad before converting by accessing search funnels inside

tools and analysis.

Question - 33:

Explain me why are we using Google AdWords?

Ans:

The traffic that comes via Google AdWords or 'Pay per Click' is dealt differently. The organic traffic often visits the website for information, whereas the traffic through PPC ads knows what they are clicking on and what they want to buy. Therefore, few visitors coming via AdWords might be more valuable than the organic traffic.

Question - 34:

Which social media tools do you use?

Ans:

Leave this question open-ended, just as it is phrased above. Your company may already have social media management software in place or you may be looking for a recommendation. If they're only familiar with free software that does nothing more than allow them to schedule posts to Facebook and Twitter, it's not a good sign. Ask them why they like or don't like different tools and which features they use most.

Question - 35:

Please explain how do you optimize with social media?

Ans:

See if they incorporate social media tools and tricks in their SEO endeavours, you want to get your name out there as much as possible and social media is the way to do it. Social signals to your pages are almost as good as backlinks. "Social shares - retweets, +1s and likes - are the SEO currency of the common internet user,"

Question - 36:

Explain what are the type of Keywords?

Ans:

There are no specific types for Keywords however they are classified on the basis of how likely is going to be clicked by visitors
* Research Keywords: It tends to contain one or two words - Tea
* Consideration: It tends to contain two or three words - Green Tea
* Purchase: It must have more than three words - buy loose green tea
* Loyalty: This must be shorter- Starbucks

Question - 37:

What Kind of Quality Score you can achieve for keywords?

Ans:

In my past campaigns I achieved the QS of 7 - 10. I can improve the quality score by using optimization techniques in campaign.

Question - 38:

Tell me how do you differentiate paid search programs of Google, MSN and Yahoo?

Ans:

One way to differentiate these three are through presentation of strengths and weaknesses of each.
Google AdWords
Advantage: Most robust and corners majority of all paid search traffic
Disadvantage: Due to its big number of advertisers, cost per click is generally more expensive
Yahoo! Search Marketing
Advantage: Lower pay per click cost compared to Google AdWords
Disadvantage: Way behind Google AdWords in terms of reporting features
MSN adCenter
Advantage: Studies show that users of adCenter are more likely result to conversions
Disadvantage: Weakest PPC interface compared to Google AdWords and Yahoo! Search Marketing

Question - 39:

Explain me about a recent test or optimization win you've had?

Ans:

You are looking for enthusiasm for the success of the candidate's managed accounts. You want to hear that your candidate has something right at the tip of their tongue. It doesn't have to be terribly ground-breaking, but you want to see that they care about the account and discovering improvements.
You also want to see an intimate knowledge of the numbers. You don't need to hear them quote statistics down to tenths of a percent, but you want to hear that they have a general sense of what actually makes a big win and they can quantify that in more specificity than just saying "it was better" - you want to hear things like "we got a 20% lift in conversion rate," or "our mobile CTR increased around 30% while maintaining the some conversion rate."
In addition, you'll want this answer to show a solid understanding of testing methodologies. If they talk about an A/B test that had 5 variations, you may want to

investigate their understanding of testing in more depth. That said, remember that methodology and process can be trained. Enthusiasm and dedication cannot.
View All Answers

Question - 40:

Explain some of Google AdWord Ad Extensions?

Ans:

There are different ad extensions to boost the traffic. Some of the common ad extensions are:
* Social Annotations
* Local Extensions
* Call Extensions
* Offer ads
* Mobile app extensions
* Seller ratings
* Image and drop down navigation Ad extension
* Review extension
* Communication Ad

View All Answers

Question - 41:

Explain me what are the type of Keywords?

Ans:

There are no specific types for Keywords however they are classified on the basis of how likely is going to be clicked by visitors
* Research Keywords: It tends to contain one or two words - Tea
* Consideration: It tends to contain two or three words - Green Tea
* Purchase: It must have more than three words - buy loose green tea
* Loyalty: This must be shorter- Starbucks

View All Answers

Question - 42:

What is the difference between search engine marketing and Internet marketing?

Ans:

Search Engine Marketing is specific to marketing your brand/service/products through search engines. It can be in the form of organic search results where landing pages are aimed for higher ranking, or in paid search results, where ads are aimed to display at maximum exposure for targeted keywords at minimal cost possible.

View All Answers

Question - 43:

Explain me what's your take on bidding for competitor's trademark keywords?

Ans:

This is a tricky question that should be addressed properly. PPC Hero has good guidance on this: citing the issue of legality and best-practice because it's either you can or you can't bid on a competitor's trademark terms. Recent development in Google AdWords paid search has paved way for non-trademark owners to bid for previously exclusive trademark keywords. By being active on what's going on in the industry, this means you'll always be on top of things as they happen. And that's a good thing for prospect employers.

View All Answers

Question - 44:

Do you know what is the difference between search engine marketing and Internet marketing?

Ans:

Search Engine Marketing is specific to marketing your brand/service/products through search engines. It can be in the form of organic search results where landing pages are aimed for higher ranking, or in paid search results, where ads are aimed to display at maximum exposure for targeted keywords at minimal cost possible.
Internet marketing covers a broader range of channels. It includes search engine marketing, email marketing / EDM, social media, and so on.

View All Answers

Question - 45:

Explain me what is Quality Score and how does it affect your work as paid search specialist?

Ans:

State the definition of Quality Score without being too bookish. It's important to understand what it is, rather than remembering what it literally means.
Quality Score's a part of Google's way of determining ranking of AdWords ads. This can be achieved by, among others, improving relevance between ad copies and keywords, improving quality of landing pages. By obtaining high quality score for my keywords, I can reduce expenses for my PPC campaigns.

View All Answers

Question - 46:

Basic PPC Based Job Interview Questions:

Ans:

* How do you improve the quality of your lead generation?
* How are you dealing with the removal of right-side ads?
* What bid optimization tools do you use as a PPC analyst?

* What's your strategy for dealing with an ecommerce client?
* How do you handle limited budget in high CPC (cost per click) environments, such as legal and medical?
* What industries do you have experience managing paid campaigns for?
* What's a micro-moment?
* What are the three most important components of a good search ad?
* What are the hallmarks of a good PPC landing page?
* What do you feel is the most valuable match-type (in Google AdWords or Bing Ads)?
* How do you ensure your conversion tracking is working correctly?
* How do you continue to drive sales when a client is in non-peak sales periods?
* How would you use organic data to improve PPC campaign performance?
* Give us examples of how you would use Google Analytics to improve your client's performance.
* What do you consider when writing an ad?
* What's the importance of mobile in today's PPC advertising arena?
* How do you stay up on SEM news?
* Share an example of a time you implemented CRO tactics successfully.
* Share an example of how you work collaboratively with other digital marketing departments.
* Tell me about a time your work or guidance had a positive impact on a coworker or other internal team.
* What excites you about PPC?
* How do you deal with a client who is not receptive to your recommendations?
* Describe your PPC ad campaign optimization workflow.
* What do you know about our company?
* Why should we hire you?

View All Answers

Question - 47:

Technical Search Engine Marketing Specialist Interview Questions:

Ans:

* How do you define SEM's role in an integrated marketing plan?
* What are the advantages and disadvantages of PPC?
* How do you do your keyword research?
* What's your methodology in creating ad copies?
* How do you optimize your results?
* Describe the structure of a Google AdWords paid search campaign.
* Explain how does a Google auction work.
* Explain what is CTR and how you can calculate it.
* What is remarketing?
* Explain how does Ad rank impact CPC.
* What are your favorite KPIs to track performance?
* What are the main factors you consider when auditing an Adwords account?
* Mention some of the Google Adword Ad Extensions.
* How would you stop your Ads from showing for not relevant searches?
* Our company already ranks first organically for our main brand keyword. Does it make sense to have a branded SEM strategy? If so, what would you propose?
* If you were given an extra budget to help increase conversions for an ecommerce site, how would you spend it?

View All Answers

Question - 48:

Operational Search Engine Marketing Specialist Job Interview Questions:

Ans:

* What part of your previous company's funnel needs work? How would you fix it?
* How do you decide how much you can pay for a click in a PPC campaign?
* How do you decide which keywords you'd like to target?
* Have you used AdWords before? What campaign metrics did you look at?
* Describe a time you ran an A/B test. Talk about your process, results, and hypothesis.
* If you saw your average position drop week over week, what would you do?

View All Answers

Question - 49:

Professional Search Engine Marketing Specialist Interview Questions:

Ans:

* What makes a website search engine-friendly?
* How do you define success when it comes to SEO?
* How do you stay updated on industry news and algorithm changes?
* What programming languages do you have experience with?
* Regarding your previous SEO job, what did an average day look like?
* How do you adapt to the needs of different clients?
* How often do you communicate with clients?
* How did you learn SEO?
* How do you approach keyword research?
* What is the relationship between SEO, SEM and social media marketing?
* What SEO tools do you regularly use?
* How do you stay organized when working on an SEO project?
* Who are Gary Illyes and John Mueller?
* What is your favorite website and why?
* What is your opinion on proper link building?
* How have you dealt with link penalties?
* What's the ideal speed for a site to load a web page?

* What method do you use to redirect a page?
* What are your thoughts on accelerated mobile pages (AMP)?
* What is your process for helping a local business become more visible in search results?
* Are you aware of the latest changes to Google and the latest updates to Panda and Penguin?
* How has Hummingbird changed the landscape of search?
* What is Google's preferred method of configuring a mobile site?
* What do you know about content building and content marketing?
* What has been your experience getting content featured in answer boxes?
* How have you utilized structured data to earn featured snippets?
* What are the three possible configurations for a mobile site? Which do you prefer and why?
* What's your greatest digital marketing success story?
* How do you stay up-to-date on the near-constant search algorithm changes?
* What metrics do you use to measure SEO success?

View All Answers

Question - 50:

Personal Search Engine Marketing Specialist Interview Questions:

Ans:

* How many years of experience do you have with SEM?
* Explain Adwords to a 9 year old kid.
* What do you like about SEM marketing?
* Tell me about your most successful AdWords campaign
* Tell about an AdWords campaign that failed. What did you do wrong?
* Have you passed the exams to get the AdWords certification?
* Do you have experience with Adwords Editor?
* What are your favorite SEM tools?
* What are your favorite SEM blogs/forums?

View All Answers

Question - 51:

Basic Search Engine Marketing Specialist Job Interview Questions:

Ans:

* What is the relationship between content and SEO?
* What are the most common issues for on-page SEO ranking?
* What are your favorite SEO tools? Why do you use them?
* Is our website search-friendly? What would you do to improve optimization?
* What link-building strategies have worked well for you? What didn't work so well?
* Describe an SEO experiment that you set up. Talk about your process, results, and hypothesis.

View All Answers

Question - 52:

Explain me about a time you made a big mistake and how you handled it?

Ans:

You want to see that the person can first admit a mistake with ease. I had 1 candidate who said, "I've never made a mistake."
Yeah, right. You want to hear that they recognized and owned their mistake, escalated it properly, apologized or "made good" on it, and most importantly (and this may require a follow-up nudge), instituted a process to prevent it from happening again. A good answer will demonstrate the ability to recognize, admit, and escalate problems. It will also show problem-solving abilities that can identify holes in process and methodology and create logical, streamlined solutions to prevent them in the future.
Red flags here might be blaming other people. It really may have been your Junior Associate who uploaded the typo, but the more senior person should discuss this in the context of what QA process or training they failed to implement that let this happen.
A problem could have originated from a misunderstanding of the client's request. Rather than seeing your candidate eye-rolling at the client's poor communication, you want to hear that the candidate instituted processes, such as creating a written request process to make sure a client with sub-par communication skills can be understood correctly in the future.

View All Answers

Question - 53:

Tell me why is Search Engine Marketing important?

Ans:

You are there for the Search Engine Marketing job but if you don't know the why of SEM then you lost it. Since, a high percentage of the developed world is online, so the company's potential customers, shareholders, employees, and partners are online. Search Engine Marketing is one of the fastest growing marketing channels and the most cost-effective. Therefore, the company can build an excellent avenue for cost effective and brand building at lead generation and online sales. If the company doesn't have a search engine marketing strategy, they are behind the curve. Undoubtedly, it is one of the basic SEM interview questions raised by the interviewer.

View All Answers

Question - 54:

Tell me what is the possible impact of Ad Rank on Cost per Click?

Ans:

Ad rank defines the actual cost per click that your opponents pay when someone clicks on their ads. The CPC can be calculated as Price by you = The ad rank of the person below you / your quality score + $0.01.

Question - 55:

What is the limit set for the number or characters for Adwords ad?

Ans:

Limit for Adword is
* Description line 1st : 25 characters
* Description line 2nd: 35 characters
* Destination URL: 1024 characters
No images are allowed in URL.

Question - 56:

What are relevant metrics for tracking ROI on social media?

Ans:

Engagement, brand reach, lead generation, and conversions. These are the essential measures of social media's return on investment (ROI). They should also be able to more specific in terms of Google Analytics, metrics from software they use, or metrics from a specific platform. Don't make the mistake of thinking that engagement on its own is success either. Without conversions that can be tracked back to that engagement, efforts have been unsuccessful.

Question - 57:

Explain me how do you walk the line behind behind best practices and black hat SEO?

Ans:

Black hat SEO offers short term solutions and can get your site penalized in Google. What was considered white hat SEO years ago may be black hat now. Which brings me to my next question.

Question - 58:

Please explain what all things can be done using Google Ad API?

Ans:

With Google Ad API, you can build an application that can do following things
* You can automatically generate keywords, ad text, custom reports and landing pages
* Develop additional applications and tools to help you manage accounts
* Synchronize Adwords data with your inventory system to manage campaigns based on stock

Question - 59:

What is Quality Score and how does it affect your work as paid search specialist?

Ans:

Quality Score's a part of Google's way of determining ranking of AdWords ads. This can be achieved by, among others, improving relevance between ad copies and keywords, improving quality of landing pages. By obtaining high quality score for my keywords, I can reduce expenses for my PPC campaigns.

Question - 60:

What are the Factors which affect Quality Score?

Ans:

Quality Score depends on the following metrics
* CTR of the Keyword
* Relevance of Keywords and Ads
* Landing Page Quality
* Historic Account Data

Question - 61:

Suppose our company has 2 million keywords. How will you manage an account this size?

Ans:

An open-ended competency question. Automation of mundane tasks and increasing productivity is a major focus at my company. All of our search marketers are dedicated to sourcing and trialling new tools and finding ways to be more time-efficient.
Usually the interview candidate will refer to bid management tools, but what I'm looking for here is their PPC toolset experience (keyword tools, web analytics tools, inventory management tools, etc.) as well as their opinion. We like opinionated, articulate people. Tell me why 5 million keywords are stupid. Or how you'd manage them on a tiered basis of top performers, has-potential, and dead wood.
Another example: A candidate brought up the differences in in-house Google APIs and using Adwords Editor, which suggested to me she had experience in managing accounts with significant keyword inventory.

Question - 62:

Tell me how do you describe building your keyword list?

Ans:

Building a list of keywords used for any organic or paid search campaign should be systematic:

Identify your audience

Who are the target audience of this campaign? What would they probably be using to look for my products and services? Knowing your audience is the first sign of a successful paid search campaign.

Review your existing offerings

Based on what search terms people are using, do I have these terms? What are the possible landing pages? Does my website have content voids?

Look at your competitors

Look at competitors and analyze how they position themselves. Are they using the same terms as I do? Broader or more specific?

Check web analytics results

History will be recorded on web analytics tools: keywords used, their effectiveness in driving sales or leads and other useful information. Such data should give us idea on which keywords yielded better ROI.

Expand keywords using various tools

Based on keywords gathered so far, expansion is made possible through various tools available: Google AdWords keyword tool, WordTracker, KeywordDiscovery, and so on. From this big list, we can sort, prioritize and group these keywords according to importance, timing or other segmentation methods.

View All Answers

Question - 63:

Tell me how do you manage large set of keywords (hundred thousand to millions)?

Ans:

It is prerequisite to mention automatic bid tools to manage this huge paid search campaign. But merely saying so does not mean you're off the hook. It helps to explain classification of keywords, grouping them according to priorities, business objectives and target audience so that if business strategies change, campaigns can easily be modified.

Can also mention classification of keywords according to importance such as "high", "medium" or "low" and those that are of secondary importance, low performance, and those keywords that are candidates for removal.

Explaining clearly how the number of keywords grew tremendously by stating methodologies for keyword research, usage of match types, negative keywords and describing timing phases helps, too.

View All Answers

Question - 64:

Explain me about an AdWords beta or feature that you'd love to get your hands on?

Ans:

Whether your candidate is coming from an in-house position or an agency, everybody is limited to using the features that fit with their managed accounts.

You could manage millions in lead gen spend and never have gotten to work with Shopping/PLA campaigns. Perhaps you are itching to test image extensions but don't have a good fit. You are looking for a knowledge of recent product releases or betas that indicates they keep current with the industry and have an enthusiasm for staying dynamic and learning/testing new features.

The answer here doesn't even need to be a particularly brand-new feature if it shows that your candidate keeps a holistic pulse on the industry and has an enthusiasm for their discipline beyond the day-to-day accounts they are directly assigned.

If you hear that they've never managed an account with conversion tracking enabled, you'll want to investigate this in more depth. It's possible that there could be a valid reason for this, but also not terribly likely, and if they've been working on accounts that are this constrained, their overall skill set may be behind the curve.

View All Answers

Question - 65:

Explain me what could be done to reduce the costs for paid media campaigns without losing traffic tomorrow?

Ans:

With this question, the interview wants to know your ways of hitting the ground and making an instant difference to their business. Do research. Your answers don't have to be complicated or extremely detailed. Have a glance at the company's current activity and list three quick changes which would act as instant wins. While answering such questions, outline the points you have come up with and emphasize that there are a lot more ideas which would take longer to implement but will yield better ROI.

The aim is to show the interviewer that you have both short-term and long-term plans in mind.

View All Answers

Question - 66:

Suppose I plan to expand my business to Singapore, is there a need to get listed on local search engines and directories?

Ans:

People across the world rely on the US-based search companies. Google has versions of its search engines for many different countries whereas Yahoo and the Open Directory have international branches of their directories.

By getting listed on a smaller regional or local website directory, the company can boost their search engine placement on all of the major search engines by increasing popularity i.e. the number and quality of links to your site. There are some local directories providing direct links to a website listed whereas others use scripts to track clicks on the sites listed. This helps in driving visitors to your website.

View All Answers

Question - 67:

Tell me what do you understand by Google Ad API? What are the uses of Google Ad API?

Ans:

Good Ad API is designed for representing large, tech-savvy advertisers and third parties. It allows developers build an application that directly coordinates with Google AdWords server.

With Google Ad API, one can build an application to do following things:

* Develop additional applications and tools to manage accounts
* Automatically generate landing pages, custom reports, ad text, and generate keywords.
* Synchronize AdWors data with your inventory system to manage campaigns on the basis of the stock.

View All Answers

Question - 68:

Which social media channels do you recommend for our business and why?

Ans:

This answers two questions at once. Has the candidate done the research on your company ahead of time, and how well versed they are in the various social platforms. Pay attention if they mention demographics, style or frequency of messaging, and overall strategy.

View All Answers

Question - 69:

Our company brand is called "red widgets." However, we also rank first organically for our brand "red widgets." What PPC strategy would you propose for the keyword "red widgets" and why?

Ans:

This question looks at the candidate's logic as well as their experience with branded keywords. Some good answers I have heard include:
"Depends on the aggregate ROAS for both the organic and paid campaign. If we have a better return overall when Adwords is running, then go for it."
"I would probably run a paid campaign because it is a brand keyword. Some studies I have read showed that running a paid campaign for brands acts a double reinforcement of the brand."

View All Answers

Question - 70:

Suppose we rank high on our brand terms in organic results, do we need to rank well on paid search?

Ans:

Yes, you may need to rank well on paid search even if you have high rankings within your organic search keywords. That's because ranking high on organic search, even for your selected terms does not mean automatic success in achieving your business goals. If the ROI for paid search campaign is better than the organic search campaign, it makes more sense to do so. Also, paid search ads on top reinforce the presence of top organic search results. They make your brands/products/services look more credible.

View All Answers

Question - 71:

Suppose I represent the competitor who is buying the same trademarked keyword owned by your department. Despite a polite email, I have refused to stop bidding on your trademark term. What possible ways will you adopt?

Ans:

Trademark infringement is an issue in PPC industry and leads to inevitable consequences. This question tests the candidate's knowledge on Google trademark infringement policy as well as the best practices for bidding on a competitor's keywords. You have to reflect your conflict resolution skills.

View All Answers

Question - 72:

Explain me how many keywords should I have per ad group?

Ans:

Depending upon the level of ad control (by changing your keyword count), the number of keywords in an ad group varies.
For almost 50% of the advertisers, 10-20 keywords per ad group will work fine. However, newbies to PPC often fill ad groups with over 100 keywords but this doesn't work well. This is because your ad group is serving one ad message, therefore that one single ad has to represent all of your different keywords.
AdWords' Quality Score system loves it when your ad, your keyword & your landing page work in perfect harmony and are closely relevant. Too many keywords lead to too little relevance in your ad.

View All Answers

Question - 73:

Explain me how do we measure the success of SEM efforts?

Ans:

The efforts you put in search engine marketing are quantifiable and can be measured easily.
* If your objective is to generate awareness then you can track 'impressions' and 'clicks' on paid and organic search engine listings.
* Whereas, if the aim is to measure brand performance or preference of text ad creative then you can measure 'click through' and 'conversion' rates.
* For generating qualified leads, one can track email inquiries, downloads (demos or trials), or online registrations (for white papers, events, or newsletters).
* In order to track SEM efforts for sales, you can track offline sales or e-commerce sales through printable coupons or phone call tracking.

View All Answers

Question - 74:

Explain me what is your most successful search campaign? Why?

Ans:

Who doesn't showcase their accomplishments on CV? And, it is highly possible that you too have listed your most successful PPC campaign on your CV. When the interviewer poses this question, he wants to know about your accomplishments in your words. They want to know the ins and outs of the campaign. Tell that about the aims, what keywords you want to target and the reason behind using those keywords along with the result achieved by you.
While talking about your previous campaigns, they will judge you on your passion and see if you are genuinely enthusiastic about the industry. Be sure to include

stats and avoid giving false hopes.

<u>View All Answers</u>

Question - 75:

Tell me what is the role of conversion optimizer in AdWords?

Ans:

Conversion optimizer is a tool used by Google AdWords for bid manipulation and decides which clicks on the ad will be valuable. This helps you to return maximum on your investment.

<u>View All Answers</u>

Question - 76:

Explain me what all things can be done using Google Ad API?

Ans:

With Google Ad API, you can build an application that can do following things
* You can automatically generate keywords, ad text, custom reports and landing pages
* Develop additional applications and tools to help you manage accounts
* Synchronize Adwords data with your inventory system to manage campaigns based on stock

<u>View All Answers</u>

Question - 77:

Do you know in google Adwords that options can't be changed after creating an account?

Ans:

After creating account Currency and Time Zone, cannot be changed.

<u>View All Answers</u>

Question - 78:

What is Ad rank?

Ans:

Ad rank determines your ad position on Google page, and it is determined by your bid for that keyword and quality score.

<u>View All Answers</u>

Question - 79:

Explain what are the hallmarks of a good PPC landing page?

Ans:

The hallmarks of a good PPC landing page considers the following aspects:
* An attractive and powerful headline
* A supportive tagline
* Trust symbols
* A list of advantages
* A clear CTA (call to action)
* A lead capture form
* Use an image showing the context of use or a graphic that appeal to the visitors' emotional side.

<u>View All Answers</u>

Question - 80:

Explain me which paid media platforms would work well for our business and why?

Ans:

Again, the best thing you could do is research. The interviewer yet again wants to know if you have done your homework. You need to consider which is the best-paid media platform for the company and how effectively they are using these platforms.
Think about different aims of the business in terms of objectives, KPIs, and keywords. Also, think realistically about which platforms would help them to achieve their goals. You can also go an extra mile by researching any new platforms and how it could help the company meeting their objectives.

<u>View All Answers</u>

Question - 81:

Please explain what types of keywords are there?

Ans:

There is no definite type of keywords, however, they are classified on the basis of how likely is going to be clicked by visitors.
For instance,
* Research Keywords: dress
* Consideration: white dress
* Purchase: buy white dress
* Loyalty: This must be shorter - Forever21

<u>View All Answers</u>

Question - 82:

Explain me what is the possible impact of Ad Rank on Cost per Click?

Ans:

Ad rank defines the actual cost per click that your opponents pay when someone clicks on their ads. The CPC can be calculated as Price by you = The ad rank of the person below you / your quality score + $0.01.

View All Answers

Question - 83:

Explain me what do you understand by AdWords?

Ans:

Google designed AdWords with an aim to assist in marketing product and services in a search engine and its affiliated sites. It places a text ad that appears when people search for phrases associated with your offering.

View All Answers

Question - 84:

How you can improve conversion rates?

Ans:

By creating ads that match properly with keywords and create tightly themed ad groups, you can target users to the campaign that helps in conversions.

View All Answers

Question - 85:

What is an ad group in Google Adwords?

Ans:

Ad group is a container of your keywords, advertisements, and landing pages. Google rewards advertisers who prepare Adword campaigns with tightly structured ad groups. Its not advisable to include all your keywords into the single ad group, but to organize keywords into themes.

View All Answers

Question - 86:

Explain me why to use Google Adwords?

Ans:

Google Adwords behave differently to traffic that comes from Google Adwords or "Pay Per Click". The traffic that comes through surfing often visits the website for information, whereas the traffic via pay per click knows what they are clicking on and what they want to buy. So few visitors through Adwords might be more valuable than million visitors.

View All Answers

Question - 87:

What is Google Ad API?

Ans:

Google Ad API is designed for representing large, tech savvy advertisers and third parties. It allows developers build an application that directly interacts with Google Adwords server.

View All Answers

Question - 88:

Explain me some of the Google Adword Ad Extensions?

Ans:

Different ad extension can enhance the increase in traffic. Some of the common Ad extensions used in adwords are Sitelinks
* Call Extensions
* Location Extensions
* Social Annotations
* Seller ratings
* Mobile app extensions
* Offer ads
* Communication Ad
* Review extension
* Image and drop down navigation Ad extension

View All Answers

Question - 89:

What are the other two options for bidding other than C-P-C?

Ans:

Other than CPC the other two options are CPM (Cost per Thousand Impression) and CPA (Cost Per Action).

View All Answers

Question - 90:

Tell me the working of Google auction?

Ans:

An auction runs billion of times each month and the results are such that users find ads that are relevant to what they are looking for. Google processes the request and runs the auction that determines the ad position and CPC of each advertiser.

View All Answers

Question - 91:

Do you know what is CTR and how one can calculate it?

Ans:

Click through rate abbreviated as CTR tells the number of visitors visited on your ad on the web page. To calculate CTR, one can use the formula:
Number of clicks/Number of impressions X 100 = CTR
The answer will be in percentage which represents % of customers who have viewed your ad.

View All Answers

Question - 92:

Tell me why did you choose PPC industry?

Ans:

This is one of the most common PPC interview questions you will face! When the interviewer asks this question, he/she wants to know more about you as a candidate and why you chose to work in the field of Pay per Click marketing and advertising. You need to tell them about your passion and your desire to work in the industry in the future. It would be great if you tell them about your back story with regard to what makes you tick as a candidate. Also, a good response could be to say that you are aware that the industry is extremely challenging and this is what attracts you. Show that you don't want a boring job and prefers one which would challenge you on a daily basis.

View All Answers

Question - 93:

Tell me what is the limit set for the characters or number for AdWords ad?

Ans:

In AdWords, the limit for
* Description line 1: 25 characters
* Description line 2: 35 characters
* Description URL: 1024 characters

View All Answers

Question - 94:

Tell me how can we improve conversion rates?

Ans:

To target users to the campaign for boosting conversions, one has to create ads that match properly with keywords and create tightly themed ad groups.
View All Answers

Question - 95:

What is an ad group is in Google AdWords?

Ans:

Ad group is a container of your landing pages, advertisements, and keywords. Google rewards advertisers who prepare AdWord Campaigns with tightly structured ad groups. Adding all keywords into the single ad group is not advisable rather it is better to organize keywords into themes.

View All Answers

Question - 96:

How to track conversions in Google Adwords?

Ans:

In Google Adwords, conversion tracking can be done in following ways
* Tracking purchases by involving basic tracking code provided by Adwords and modifying it with additional code unique to your particular e-commerce platform
* View-through conversion window options tracks when a person sees your ad but does not click it (impression)
* By enabling your ad rotation setting to optimize for clicks, meaning that Adwords will serve the ads it feels are likely to be clicked
* By accessing search funnels inside tools and analysis, you can also know when customers clicked on your ad for the first time and how frequently they saw your ad before converting.

View All Answers

Question - 97:

What is the meaning of CTR and how you can calculate?

Ans:

CTR stands for Click through rate that tells the number of visitors visited on your ad on the web page. The formula for calculating CTR is
Number of click / Number of impressions X 100
These will give you an answer in percentage like what percentage of customers have viewed your ad.

View All Answers

Question - 98:

What is conversion optimizer in AdWords?

Ans:

Conversion Optimizer is a tool used by Google Adwords for bid manipulation and decides which clicks on the ad will be valuable. It can help you to return maximum on your investment.

View All Answers

Question - 99:

Tell me what is Adwords?

Ans:

Adwords is the system that Google has designed to assist in marketing product or services in Google search engine and its affiliated sites. It will place a text ad that appears when people search for phrases associated to your offering.

View All Answers

Question - 100:

How does a Google auction work?

Ans:

Each month auction gets run billion of times, and the result are such that users find ads that are relevant to what they are looking for. The search engine processes the request and runs the auction that determines the ad positions and each advertisers CPC.

View All Answers

Question - 101:

How Adwords work?

Ans:

Adwords work on bidding system if the bidding price is higher your ad will appear on top of the Google page. Adwords works on "pay per click" that means you only pay the amount you have bid if someone taps on your ad as a result of a web search.

View All Answers

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