An

Advanced Interview Guide for Online Marketing Professionals

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About the Author

Vijay Sali is Founder and CEO at Social Bubble. He is an Online Personal Branding Strategist. He is also recognized for expertise in Online Marketing and Social Media Marketing.

Vijay Sali

[LinkedIn](#) | [Twitter](#)

Vijay's professional global certifications are numerous and include Certified in Google Adwords , Advanced Diploma in Digital Marketing , Microsoft Bing Ads Accredited Professional, Certified in Hacking and Cyber Security.

Vijay can be reached at vijaysali@socialbubble.in
Your comments, corrections, and suggestions are welcome.

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1) Tell me about yourself?
Ans: Keep it short; just the important points like education and prior work experience should be included in the answer.

2) Tell me about your most appreciated piece of work?
Ans: Give details about the project and how your leadership skills were instrumental in making it a success. Give examples of the new and creative ideas that you have used in order to accomplish the task.

3) Do you have any experience of online marketing?
Ans: Share your experience of working with your previous agencies. You can also highlight the nature of work and your job responsibilities, in brief.

4) Why did you leave the earlier job?
Ans: Be frank. They can surely find out the truth.

5) Are you comfortable working in a team?
Ans: You can be honest while answering this but make sure you come across as a flexible and adaptable employee.

6) What are your strong and weak points?
Ans: Mention the ones pertaining to your prospective job.

7) How do you manage stress?
Ans: You can mention a project that you have worked on previously, which was stressful, and explain how you were successful in completing the project, while coping with all the related stress.

8) What are your long-term career goals?

Ans: You can share a few major goals that you have set for yourself and also the plan of action to achieve these goals.

9) How long can you serve this agency?

Ans: You can give the exact number of years you wish to serve the agency.

10) What are your expectations regarding salary? Is the figure negotiable?

Ans: Communicate the expected salary figure firmly to the employer. Always be open to negotiations regarding salary.

11) Do you think it is necessary to update your knowledge in this field? How would you do so?

Ans: Updating one's knowledge is essential in any field. It helps you to keep up with the changing trends in the industry. If you are well-versed with the changes in your field, then highlight them and focus on the importance of learning those new skills.

Chapter 2. 83 SEO Interview Questions and Answers

Basic SEO Interview Questions and Answers for Fresher's

Here are the most frequently asked SEO interview question that would not only show your skills and knowledge but also helps to achieve the SEO jobs and make you the winner.

1) What is Search Engines?

Ans: Search Engines are very special key element useful to find out specific and relevant information to use with relevant key through huge extent of World Wide Web. Some major commonly used search engine: Like Google, Yahoo, Bing.

2) What is SEO and introduce its types?

Ans : Search engine optimization or SEO is a process of keep changing the position of a web page or website in a search engine results by using keywords or phrases.

Two Types of SEO are:
1. On Page Optimization
2. Off Page Optimization

3) Explain On Page optimization and Off Page optimization?

Ans: On Page optimization means optimizing your website and making changes on title, meta tags, site structure, site content, solving canonicalization problem, managing robots.txt etc.

Off Page optimization means optimizing your web presence which involves backlink building and social media promotion.

4) What do you mean by Backlink?
Ans: The incoming links to your website or webpage is referred as Backlink.

5) What are out bound Links?
Ans: The outbound links are our website links to other webpage or website.

6) What are the SEO tools do you use?
Ans: The SEO tools that I use are Google analytic, keyword search, Alexa, open site explorer, Google Webmaster.

7) Can you tell me something about Google bot?
Ans: To index a webpage Google uses the Google bot software. Caching, Crawling and indexing of a webpage are done through Google bot by collecting details from that webpage.

8) Define blog?
Ans: A blog is an information or discussion published on website or World Wide Web, called as posts. Basically, the blog is referred as everything thing where you can include others too. It just like you may talk to your readers. It is also called Web diary or Online Diary.

9) Define article?

Ans: The articles are specific topic or event and are highly oriented towards an opinion instead of information. An article is more oriented towards showing up opinions, views and idea. Generally, it is written by expert of any specific field.

10) Define press release?

Ans: Press Release is related with a specific action or event which can be republished by distinct medium of mass-media including other websites. It should be simple, short and professional. It conveys a clear message or information.

11) What are Meta Tags explain it?

Ans: HTML Meta tags are referred as tags of page data head tags of a document's HTML code. Actually these are hidden keyword that set in the code. These are invisible to visitors but are visible and readable by Search Engines.

Here is an Example:

```
<head>
<title>Not considered as Meta Tag, even required anyway</title>
<meta name="description" content="Write your description here" />
<meta name="keywords" content="Write your keyword here" />
</head>
```

12) What is the main purpose of using keyword in SEO?

Ans: Keyword is a single word, and while a combination of those keywords makes phrases. These keywords or phrases are used by the search engines to populate the subjects over the internet. Search engine stores keywords in the database, and when search is done, it will come up with the best possible match.

13) Can you mention the functions of body content relevance?

Ans: Whenever there is a text that does not have images on the web page is referred as body content relevance or non-image text. It helps in good optimization of the sites and also to improve your ranking in the search engine.

14) What are Spiders, Robots and Crawlers and what are their functions?

Ans: Spiders, robot and crawler, they are all same and referred by different names. It is a software program that follows, or "Crawls" different links throughout the internet, and then grabs the content from the sites and adds to the search engine indexes.

15) What does it mean if nothing appears on doing search on the domain?

Ans: On doing search on your domain and if nothing appears then there are 3 possibilities.
1.   May be the site is banned by search engines
2.   May be no index by search engines
3.   Some canonical issues

16) Difference between keyword & keyword phrase?

Ans: The keyword term is basically concerned with a one-word term, on the other hand a keyword phrase considered as employment of two or more word-combinations. Therefore, it is very confounded to get high ranking in account of one-word keyword term until the one-word keyword has little online competition. Therefore, this practice is not encouraged to employ. In order to drive more traffic and top ranking in SERP it is recommended to employ keyword phrase.

17) What do you know about Black Hat SEO?

Ans: In order to attain High Ranking in search engine result page, websites go for various methods and techniques which are characterized by two categories.

The method which are implemented and acceptable according to search engine guidelines are White Hat SEO, on the other hand, the method which are less acceptable or instructed to avoid in search engine guidelines are "Black Hat SEO".

18) Can you tell me some Black Hat SEO techniques?

Ans: Some Black Hat SEO techniques are:
- Keyword Stuffing
- Cloaking
- Doorway Pages or Gateway Pages
- Link Farming
- Hidden Text, etc.

19) What is keyword stemming?

Ans: The process of finding out the root word from the search query is referred as keywords stemming.

20) What do you mean by Cloaking?

Ans: Cloaking is a deceptive way of optimizing search. In this technique a different content will be searched by the search engine than what is presented or searched by the users.

21) Name the bots (spider) of major search engine?

Ans: The name of bots/spider of Google search engine is Google Bot, Yahoo Slurp for Yahoo search and Bing Bot for Bing search engine.

22) Can you differentiate 'nofollow' and 'dofollow'?

Ans: Nofollow link is exactly vice-versa of dofollow link. These are non-crawling link which are not passed by search engines bot and hence can't be cached or indexed. It is obvious when we wish to prevent a link from crawling and indexing.

Dofollow link is a kind of hyperlink which says all search engines crawlers to pass through which also put an impact over page rank. When we opt to employ or attempt to achieve a dofollow link then it is counted by search engines and sits in the eye of Google, Bing, MSN, Yahoo etc. as a backlink for your website and enhances your site ranking.

23) Define Page Rank.

Ans: PageRank is a set of algorithm for link analysis named after Larry Page and employed by Google search engine towards defining a numerical value from 1 to 10 to each component of hyperlinked documents like world wide web. The value accepts only round figure that means decimal are not allowed.

24) Establish a difference between PR & SERP.

Ans: PR is Page Rank which is defined by quality inbound links from other website or web-pages to a web page or website as well as say the importance of that site.

SERP stands for Search Engine Result Page is the placement of the website or web-page which is returned by search engine after a search query or attribute.

25) What is Cache?

Ans: Cache is the process performed by search engine crawler at a regular interval of time. It used to scan and take snapshot of each page over world wide web as well as store as a backup copy. Almost every search engine result page incorporates a cached link for every site. However, clicking over cached link show you the last Google cached version of that specific page rather than of current version.

Also, you can directly prefix "cache:http://www.socialbubble.in" with desired URL to view it cached version

26) Define Alt tag?

Ans: The alt attribute also called as alt tag are employed in XHTML and HTML documents in context of defining alternative text that is supposed to be rendered when the element can't be rendered to which it is applied. One great feature of alt tag is that it is readable to 'screen reader' which is a software by means of which a blind person can hear this.

In addition, it delivers alternative information for an image due to some specific reason a user can't view it such as in case of slow connection and an error occurred in the src attribute.

27) How many types of Meta Tags are there in SEO and what are their characters limits?

Ans: There are two types Meta tags in SEO.

1. Description Meta tag with 150 characters limits
2. Keyword Meta tag with 200 characters limits

28) How many characters limits in Title tag?

Ans: We can add 70 characters in title tag.

29) What is Google Sandbox?

Ans: Google sandbox is an imaginary area where new websites and their search rating are put on hold until they prove worthy for ranking. In other words, it checks the standard of the website.

30) Why the Title Tag in website is valuable?

Ans: Title tags are very essential in SEO, as it tells about the contents on that web page. Through title tags only the search engine will tell the user, what is there in the page.

31) What is considered as more significant, creating content or building backlinks?

Ans: Both are necessary, creating quality content is equally important to building backlinks. Although, building backlinks are useful in building authority to a site and for ranking as well, quality content is the first element that is considered to be more responsible for ranking.

32) What are the aspects in SEO?

Ans: The main aspect in SEO is divided in two classes: SEO On-Page and SEO Off-Page.

SEO On-Page includes Meta tag, description, keywords optimization, site structure and analysis, etc.

SEO Off-Page aspect are Keyword Research, unique and quality content, link building through Blog Comments, Blog Posting, Article submission, Press Release, Classified posting, Forum posting.

33) What is a keyword?

Ans: Keyword is a word that is used for searching through Search Engines in order to get results related to your searched query.

34) What is Keyword Density?

Ans: Keyword density is the percentage density of a keyword or phrase available on a webpage compared to the total number of words on the page. It is one of the important ranking factors for search engines to display a webpage on the SERP. Providing junk keywords on a page would decrease the ranking of a webpage.

35) What is Anchor Text?

Ans: Anchor text is a clickable hyperlink that is also known as link text, link label and link title. The keyword contained in the anchor text would increase the ranking of a webpage that receives the incoming link.

36) How would you define Alexa?

Ans: Alexa is a California based subsidiary company of Amazon.com which is widely known for its website and toolbar. This Alexa toolbar congregate browsing behaviour data and send it to website, where the data is analysed and stored and create report for company's web traffic. Also, Alexa provides data concerned to traffic, global ranking and other additional information for a websites.

37) What's the significance of Robots.txt file in a website?

Ans: Robots.txt file is considered as a convention useful to prevent cooperating web robots and web crawlers from accessing all or part of a website or its content for which we don't want to be crawled and indexed but publicly viewable. It is also employed by search engines to archive and categorize website and to generate a rule of no follow regarding some particular areas of our websites.

38) How Keywords are implemented for optimization?

Ans: The best way to opt and implement keywords is to designate those keywords which are popular, relevant to our content, comprises high search volume and effective. Stuffing and over employment of keywords must be avoided. In order to get best result and effect, our pages shouldn't contain keyword density more than 3-4%. Including keywords into title and description is highly recommended.

39) What things are significant in organically ranking a website?

Ans: Basically there are various things that is being employed for organically ranking a website which can be classified in 3 distinct categories:

1. Website content: It must be quality and unique content as well as most be well optimized and well structured.
2. Website structure: This include TAGS, clear navigation, ensuring usability, validation of HTML errors and miscellaneous.
3. Back-links: You can create a link for any where but prior to this it is obvious to ensure for relevant site and healthy link.

40) What are top SEO ranking factors?

Ans: Quality of content on the webpage, quality and quantity of backlinks to the webpage, anchor text used in the backlinks, domain authority, social sharing metrics and some other traffic metrics like page CTR, bounce rate and average time on the webpage.

41) What is the latest update in SEO?

Ans: The latest updates in SEO are:
1. Panda
2. Penguin

42) What are the key aspects of Panda update?

Ans: Panda is to improve the search in Google. The latest version has focused on quality content, proper design, proper speed, proper use of images and many more.

43) What are the key aspects of Penguin update?

Ans: Penguin is the code name for Google algorithm. Its main target is to decrease the ranking of that website that are violating the Google Webmaster guidelines. These guidelines are violated by using black hat techniques like cloaking and stuffing

44) What is robots.txt?

Ans: Robots.txt is a text file. It is through this file, it gives instruction to search engine crawlers about indexing and caching of a webpage, file of a website or directory, domain.

45) Can you establish a difference between SEM and SEO?

Ans: SEO is a set of processes to get our website or pages appear in search engine result page. On the other hand SEM is search engine marketing being used in practice to purchase advertising space in search engine page result.

46) What strategies would you implement for backlinks?

Ans: I would request for backlinks to competitors relevant website as well as provide reciprocal link if required. In addition, I would attempt to submit press release, article submission, blog submission and other aspects of off-page SEO to most relevant and quality sites.

47) What's your opinion about link buying?

Ans: Generally I avoid this practice. Though other means of paid marketing are also available. The process of link buying is don't liked by search engines. It doesn't come under the guidelines of search engine.

Advanced SEO Interview Questions and Answers for Experienced Professionals

This will increase your knowledge as a expert SEO level.

48) Do you know about Blog Flipping?

Ans: Blog Flipping is the practice to sale a blog when it becomes famous and popular as well as driving healthy amount of traffic.

49) What you opined about HTML either it is Case Sensitive or Case Insensitive?

Ans: HTML is case Insensitive. It doesn't matter and deliver identical result either you write in Upper Case or Lower Case.

50) Under what circumstances you would intend to eliminate pages from search engines through robots.txt vs. Meta robots tag?

Ans: Generally, I would continue to employ robots.txt in order to make search engine indexing a directory on a website. This might be often a directory that is concerned with admin function or incorporate contents only in form of script or image gallery. Generally, robots.txt is employed to prevent a directory and its sub-folders and files to crawl by search engine bot as well as Meta robots tag for a specific web page.

51) What steps would you follow to optimize a website?

Ans: These are following steps to be followed while optimizing a website:

1.   First of all we will interview webmaster or website owner to congregate relevant information, goals and website's purpose.

2.   Performing keyword analysis and find out the best search volume keywords that should be incorporated into the website as well as individual pages of the website.

3.   Analysing the content of website in order to ensure usage of content relevant keywords and phrases. This comprises titles, "alt" attributes and META tags (Meta Title, Meta description & Meta Keyword).

4.   Target & implementing keywords as H1, H2 & so on relevant to the site and its content.

5.   Analysing website navigation.

6.   Ensuring the robots.txt file and sitemap existence as well as check their efficiency.

7.   If required, making recommendations for modifications in website as well as its each and every page and so on…

52) What will be your step when the company website you are working with wish to migrate its all content to a new domain?

Ans: First of all I would update the previous website with permanent redirect to new page for each and every page. Later eradicate previous content from search engines in context of avoiding duplicate content issues.

53) What is considered as more significant – Creating great content or building backlinks?

Ans: Both are obvious. Creating quality content is considered as the first element responsible for ranking as well as building backlinks is useful to build authority to a site.

54) In order to prevent penalty, what things you shouldn't perform to increase ranking?

Ans: I would discard links from those websites which is supposed to act as link farm as well as poor quality sites which have low page rank. Ensure that our site must contain unique and quality content without keyword stuffing. Also, I used to avoid any practices of 'spam' which include certain affiliate advertising websites, unsolicited e-mail campaigns etc.

55) What mistakes you should avoid while optimizing the website?

Ans: The main mistakes that should be avoided are filling keywords in Web-Page, employing identical anchor text for link building, keyword stuffing, getting low quality backlinks etc.

56) What is the meaning of competitive analysis?

Ans: Competitive analysis does the comparison, between the website I am optimizing, and the website that is ranked highly in search results.

57) What is Site Map and distinguish between HTML sitemap and XML sitemap?

Ans:A sitemap incorporates list of web-pages which is accessible to users or crawlers. It might be a document in any form employed as a tool for planning either a web page or web design that enables them to appear on a website as well as typically placed in a hierarchical style. This helps search engine bots and users to find out the pages on a website. The site map renders our website more search engine friendly as well enhances the probability for frequent indexing.

HTML sitemap can be incorporated directly in a web page for user's flexibility and can be implemented through proper design. On the other hand, XML sitemap is useful only for search engine crawlers or spiders and doesn't visible to users. It sits in the root of website.

58) Define and Differentiate Webmaster Tool & Analytics Tool?

Ans: Webmaster Tool is a free service catered by Google which provide us a complete report for indexed data, crawling errors, backlinks information, search queries, website malware errors, CTR and submitting XML sitemap. Basically, it acts as a mediator between website and server provide complete overview of data, issues and other queries.

Google Analytics is a free web analysis tool acts between website & internet browser/users and offers complete overview of visitors statistics which exactly says about general website activities like page views, site visits, bounce rates, average time spent on site or pages, sources of traffic, location etc.

59) What do you know about Keyword stemming?

Ans: It is the practice to find out root word from search query. For instance, a keyword like "playful" will be split to the word "play" by stemming algorithm that turns it possible. Thus, the search result appear on the screen will contain the word "play" in it.

60) What do you know about LSI?

Ans: LSI is the abbreviated form of Latent Semantic Indexing. It has been emerged as a technique of fetching data via establishing a communication among words as well as employing synonyms in the midst of retrieving the data from the index.

61) Can you tell me about Frames in HTML?

Ans: Frames in HTML are obvious as they used to discriminate the page content into distinct fragments. Search engines treat these frames as absolutely different pages as well as frames also put an negative impact over SEO. Therefore, we should avoid the practice of using Frames and implement basic HTML instead.

62) How can you know about your SEO campaign whether it is working or not?

Ans: First of all I would attempt to make a search on all search engines employing relevant keywords and keyphrases, I am optimizing for. The analysis of result will say whether the methods of optimization have gain results or lost. I would analyze the report regularly as search engine make update and index. I would attempt to another aspect of website statistics which says about origin of traffic.

63) After implementing distinct SEO methods for a site, if you haven't got any improvements. What would be your next step?

Ans: I would make troubleshooting for the issues. Firstly, I would designate whether it is a new project. Again I will analyse relevant keywords and phrase for the site I am optimizing for as well as took an insight study of competitive analysis. If the website and pages has been index and appears in the first 10 pages of search engine result page but not in the top three, I would go for some transformation to on page text, page titles and page descriptions. But in the case if website has not been indexed still or dropped from index, might be it comprises some big issues and total re-submission and re-work might be required.

64) What was the recent update which Google had and what changes would you suggest for it?

Ans: Google recently had the Penguin update which was a measure to control web spam. Penguin update had penalized websites which had a spammy back linking profile and returned more semantic results. Semantic results were based on the relationship between words present on the search query. Penguin trusted sites that had original and good content, fresh content, good social media presence and quality organic links.

65) What all verticals have you handled in your SEO career so far?

Ans: Verticals means on what themes of websites have you worked so far- this may include education, real estate, IT, travel, Shopping, jobs etc.

66) What do you understand by the Panda update?

Ans: The Panda update was done to improve the quality of search results in Google. Panda update also known as the farmer update was done to eliminate content farms which provided less user friendly experience. It used machine language scalability as one of the important metrics for judging relevancy of a web page. All the focus was transformed on the user and now quality content, proper design, proper speed, proper use of images and videos, content to ad ratio all mattered more after the Panda update. You need to optimize your site for better click through rate and a less bounce rate.

67) Does Google uses keyword tags?

Ans:No, Google does not make use of keyword tags.

68) What is 301 redirect?

Ans: It is a method of redirecting user from the old page url to the new page url. 301 redirect is a permanent redirect and is helpful in passing the link juice from the old url to the new url.

69) If a website has a search engine saturation of 40% , what does that mean?

Ans: It means 40% of web pages from that particular website are indexed by the search engine.

70) How will you neutralize a toxic link to your site?

Ans: Through Backlink Quality Checker you can know who links to your website. Now, you have to go to 'Toxic link' report, where you will find all the links that are harmful to your websites. If there is any link in 'Toxic link report' that matches with the link on your website, then you can remove it by using 'Google Disavow tool'.

71) Do you use separate Seo strategies for Google,Yahoo and Bing?

Ans: Yes I use separate strategies for Google,Yahoo and other search engines.More backlinks are required for Google .It pays more attention to backlinks and site authority while Yahoo and Bing pays more attention to title and Meta tags. Hence, a site takes time to rank on Google as compared to Yahoo and Bing.

72) How will you treat Web standards while optimizing a website?

Ans: Google loves web standards hence I will apply the web standards provided by W3C while optimizing a web site.

73) What methods would you apply for decreasing the loading time of a website?

Ans: I would use external style sheets, less images (unless necessary), optimize the images and decrease the file sizes of the image without reducing the quality of the image, use CSS sprites to reduce HTTP requests etc.

74) What are doorway pages?

Ans: These are pages that are specially created to rank high on search engines using deceptive techniques. Doorway pages do not provide useful content but instead redirect users to the main page.

75) Which is the popular search engine in Russia?

Ans: Yandex is popular in Russia.

76) Which is the popular search engine in China?

Ans: Baidu is popular in China.

77) If the meta robots tag has a value of "no index, no follow" what does it mean?

Ans: It means the search engine crawlers would not index the contents and would not follow the links present on the page.

78) What is a Pizza Box in terms of Google?

Ans:Google server comes in a standard case which is commonly known as "Pizza Box".

79) Have you heard about ASO?

Ans:ASO stands for App Store Optimization which is a process of improving the visibility of mobile apps on app stores like iTunes and Google Play.

80) How can you search with the exact keywords you type on Google without using quotes?

Ans:We can use the Verbatim tool in order to search with the exact keywords entered on Google.

81) What do you understand by Google Authorship and how can you use it for Seo benefits?

Ans: Google Authorship allows you to link your Google Plus Profile to the content you create. This is a way to enhance the overall user experience and stop spamming. Results containing content from original and reputed authors are valued highly by Google and chances of spamming are also reduced. Hence, implementing Google Authorship is really useful for Seo as it helps a webpage to rank higher based on the author rank.

82) Is there a way we can tell Google that a particular webpage contains the Adult content?

Ans: Yes, we can do it by adding one of these two meta tags to that webpage

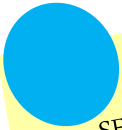<meta name="rating" content="adult" /> OR

<meta name="rating" content="RTA-5042-1996-1400-1577-RTA" />

83) What is Pagination in SEO?

Ans: Pagination is the practice of dividing a piece of content into different pages while at the same time allowing Google to better understand the important pages to be indexed.

SEO Tools:

- Duplicate Content Checker Tools
- Copyscape
- Article Checker
- Plagium
- Duplicate Content Checker
- Virante Duplicate Content Checker
- Dupli Checker
- Plagiarism Checker
- Copygator
- Similar Page Checker

Backlink Checker Tools:

- Backlinkwatch
- Iwebtools backlink checker
- Dirgio BacklinkAnalysis
- Bulk Backlink Checker
- Open Site Explorer
- Link Diagnosis
- Link Checker from Blue Backlinks

Keyword Tools:

- Google Adwords Keyword Tool
- Keyword Finder
- Wordpot
- Ontology related keyword finder
- Wordstream
- Seo Book Keyword Suggestion Tool
- Ispionage

Broken Link Checkers:

- Broken Link Check
- W3C Link Checker
- Submit Express Broken Link Checker
- Bad Links Report
- Check Broken Links
- Xenu Link Sleuth (Free Download)

Analytics and Tracking Tools:

- Google Analytics
- Yahoo Analytics
- Fire Stats
- Jaw Stats
- W3 Counter
- Woopra
- Logfile Analyzer
- Piwik

Webmaster Tools:

- Google webmaster tools
- Bing Webmaster Tools

Traffic and Rank Checker Tools:

- Alexa
- Quantcast
- Google Page Rank checker
- Iwebtool Page rank checker
- Check Site traffic
- Stat Brain

Seo Analysis Tools:

- Meta Tag Analyzer
- WG Tools
- DIY SEO
- Spyder Mate
- SiteTrail
- Seoptimer
- Website Grader
- Woo Rank
- Seo Workers
- Lipperhay
- Seo Rush
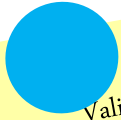
Validators:

- HTML Validator
- CSS validator

Site Speed Checker:

- Slowcop
- Speed Test
- Pingdom
- Gomez

Browser Extensions:

- Seo Toolbar
- Seomoz Toolbar
- Seoquake
- Sem Toolbar
- Seojunkies Toolbar
- Affilorama

Downloadable Seo Software

- Traffic Travis
- Serpattacks
- Webceo

Here are some Social Media Marketing (SMM) questions you may get asked and some tips on how to tackle them.

1. What online communities have you managed in the past?
Ans: Here, you can mention how big the accounts you managed were, the number of followers, the strategy you followed, etc. Not enough big brand experience? No problem, you may also talk about your personal social networks but make sure they are job seeking friendly.

2. Which social media channels do you recommend for our business?
Ans: Make sure you study the business you're interviewing with, think about their target audience, industry they work in and possible strategies they could follow and then compare it to what each social network offers. You'll have no problem to tackle this question and other similar ones if you have done your homework and informed yourself about the business/brand beforehand.

3. What do you think should be the goals of our Facebook/Google+/Twitter account?
Ans: As with the previous question, this answer depends on each company and on the specific needs they have. Again, you should investigate what they have done in the past on their social networks and also what they could improve. Hint: Make sure to share reachable and measurable goals.

4. What strategies would you implement for helping generating leads or conversions?

Ans: Share the facts! Talk about successful strategies you have used in other projects. You may also describe strategies you think could be useful to their company in particular.

5. How can social media help create value for SEO?

Ans: SEO skills are important to have when you are working with social media. Talk about your SEO strategies, the tools you use and the way you measure and analyse the results.

Google Analytics is a must here. Also, provide examples and be prepared to be tested by the recruiter.

6. What social media tools do you use?

Ans: Here you will need to drop some names. It's important you know how to use one or more Social Media Management platforms such as HootSuite, SproutSocial or TweetDeck. Be prepared to explain why you use them and what features you like from one or the other.

7. What are relevant metrics for tracking social media success?

Ans: Engagement, brand reach and lead generation is what helps show the ROI of social media to a business, these measurements show the results of your job. Show the interviewer that you are an expert analysing the metrics and have solutions to improve them.

8. How would you deal with negative comments or a brand reputation crisis?

Ans: Show the hiring manager that you are able to react quickly and face a crisis with self-confidence and efficiency. You may use examples of famous brand reputation crises to tell what you think was done well and what not.

9. Can you describe your biggest social media failure?

Ans: Everybody makes mistakes; it's not a big deal. Be completely honest about this and focus on what you learned from your bad experiences. Tell your negative stories, too. Also, mention how you corrected it and the changes you made to avoid it from happening again in the future.

10. How do you stay updated with the latest social trends?

Ans: If you are a social networking enthusiast, you surely follow some blogs and influencers. Let the recruiter know you are always up to date and share your favourites!

11. How does success in social media look like for you?

Ans: Try to find out what their expectations are so you are aligned from the very beginning.

12. Do you have an editorial calendar? How do you schedule posts/tweets?

Ans: Find out how other companies organize their content in social media. This is a good indicator of how they plan ahead.

13. How is the business' presence on social media nowadays?
Ans: Show interest on which social media channels of companies are using and their strategy for each.

14. What social media campaigns have you produced and/or managed? Tell me about them.
Ans: Social media employers often stress conversation, storytelling, and engagement. Give examples of how you have conversed with clients and consumers, created interesting stories, and increased measures of engagement such as clicks, likes, reach, etc. Any campaign you mention should have these three elements at the very least. Be sure to save dashboards and results from your campaigns so you can show them off later!

15. Which social media platforms are you best at using and why?
Ans: When you answer this question, spend the most time talking about the platform you're most skilled with and explain why this is the case. However, you should mention all the major platforms and details their strengths. Talk about how Twitter is best for conversations, Facebook is great for advertising, LinkedIn is best for recruiting and sharing career-related articles, and how Google+ is an underrated tool that is actually valuable for creating a social media community.

16. How much SEO knowledge and experience do you have?

Ans: SEO is a desirable skill for social media marketers and marketers in general since companies always want their content to rank as high as possible on a Google search. Explain how social media helps make this happen by boosting Key Performance Indicators, making content more share-worthy and perhaps even viral, stressing keywords, and by simply increasing the amount of content attached to a brand. Talk about how you always factor SEO into any social media strategy and detail exactly how you did it in the past.

17. What is a limitation you have experienced on a social media platform? How did you overcome this?

Ans: You could just answer this by saying that you used a different platform to cover the shortcomings of the other. This isn't a bad answer. In fact, it can be part of a good answer. However, you should definitely know how to overcome or at least deal with limitations on social media platforms. For example, Facebook has severe limitations when it comes to organic (non-paid) reach. One way to overcome this without paying on Facebook is to use email marketing and subscription-based methods to gently guide people to the page with links and suggestions. If you have your own awesome anecdote already, that's even better!

18. What are your favorite social media blogs?

Ans: This is another question where there is no right answer. Be prepared to explain why you picked your sites though. If you don't follow any blogs, try browsing a few so you'll at least be prepared for this question.

19. How active are you on social media and how many people are you connected with?

Ans: You don't need to have as many followers as Shakira or be like Lady Gaga to impress your employer. However, you're following or at least your activity on social media channels should reflect your passion for it and act as a sample of your overall communication skills.

20. Which social media experts and/or influencers do you follow?

Ans: You should be fine on this one as long as you have something to say. Interviewer are not likely to judge your decisions.

21. What kinds of skills/qualities do you think you need to possess to be a community manager?

Ans: A great community manager should be proficient in most of the social media platforms and social media management tools. He/she should have unrivalled communications skills and be likeable and organized. Employers also value a background in analytics even if those analytics were not directly related to social media.

22. How would you handle a social media crisis?

Ans: Make sure to respond promptly. The longer you take, the bigger the blunder looks to the consumer. Make sure any apology you give is honest and sincere. Otherwise, followers were rip it apart even more. Respond on all channels as well even if the incident only occurred on one.

23. Are there any up-and-coming social media platforms we should watch out for?

Ans: This one is up to you. However, people tend to talk about Pinterest. It isn't nearly as big as Facebook, Twitter, or Instagram, but it is prominent and on the rise. You may have already noticed the "Pin It" share button appear on articles or seen the Pinterest icon on YouTube videos. Vine is another one that has exploded lately. If your interviewer says these are too mainstream/not up-and-coming enough, try bringing up more budding platforms like Impossible.

24. What is your opinion on Google+? How should it be used in social media strategy?

Ans: Don't dismiss Google+ even if it isn't your favorite part of social media strategy. Even if the people interviewing you don't perceive it as being valuable compared to Facebook and Twitter, they don't want to work with someone who wouldn't be open to integrating it into an overall strategy. Explain how Google+ is a great resource for community building since it is a heavily curated and moderated community. Having a thriving community means people are talking more about your company and sharing more content. It also increases SEO which you already know is a supplementary part of social media marketing.

25. What are some of the best practices on Twitter?

Ans: Always use Hashtags and mentions! Doing this will mean more people see your tweets and retweet. Some of these people might have big followings or clout that will benefit your company. Twitter is a great tool for conversing with customers so make sure to reply to their tweets as much as you can. Use Hashtags to connect the conversation with other conversations in related topics.

26. Which social media brand strategy has inspired you lately and why?

Ans: Talk about why the strategy inspired you but, more importantly, also detail how you would love to create an original strategy of the same calibre. Explain how you would do this and implement it in the context of the job you're interviewing for.

27. What are our competitors doing on social media?

Ans: It's ok to praise the competitors here if they are genuinely doing something good. Don't go overboard and make it seem like you'd rather work for these competitors but don't be afraid to be honest if you think they have a strategy that the company you're interviewing for could learn from. Always be sure to explain why what they are doing is working (or not working). Mention specific social media campaigns if you can.

28. What are the benefits of a LinkedIn group vs. LinkedIn page?

Ans: Groups tend to have a better reach and are therefore a more worthy place for sharing content. They also offer an excellent space for engaging with customers and other businesses, stressing keywords, and increasing interest in your company. A LinkedIn Page is where people go when they are already interested in the company. Thus, it should be informative above all else. Pages also function as a feed for putting out content and have at least a bit of SEO value.

29. How could you leverage YouTube in order to promote our brand and increase engagement?

Ans: People love to see original video content that is fun and sharable. It shouldn't be so obviously promotional from the start. People should want to share it simply because it is amazing! This video content ultimately connects to all the other social media platforms you are working with and benefits strategy and marketing as a whole. It might even go viral.

Chapter 5. 25 PPC Interview Questions and Answers

1) What is CTR?

Ans: Click Through Rate. It is number of times your ad is clicked.

2) What is the maximum CPC?

Ans: The highest amount of money an advertiser is willing to pay for a click on their ad.

3) What is the main goal of automatic Cost per Click bidding?

Ans: To generate as many clicks as possible within the advertiser's target budget.

4) What is one main benefit of using Google Adwords?

Ans: Ads are displayed to users who search for your particular products or services.

5) If you have a keyword with a low CTR, what can you expect?

Ans: A lower Quality Score.

6) What is one way you can increase CTRs?

Ans: Add negative keywords to the ad group to reduce irrelevant impressions.

7) What can you expect if you raise your bids?

Ans: More conversions and a higher Cost per Acquisition (CPA).

8) What can you expect if you lower your bids?

Ans: Fewer conversions and a lower Cost per Acquisition (CPA).

9) What is used to determine Quality Score on the Display Network?

Ans: The quality of the landing page.

10) What happens when the Quality Score of a keyword is increased?
Ans: The ad may earn a higher average position.

11) How many campaigns can you run in one Adwords account?
Ans: 25 Campaigns

12) How many ad groups can you run under one campaign?
Ans: 2000 ad groups

13) How many ads can you run per ad group?
Ans: 50 ads per ad group

14) How much characters can you place in one ad?
Ans: For one ad 4 rows are given
25 characters for headline
35 characters per text row (including URL)

15) How can you Improve Conversion Rates?
Ans: Creating and testing campaign with different keywords and choosing that perform well.

16) What is Quality Score?
Ans: Quality Score is Score give to your ads that attain by keywords. The Higher the quality score the less you need to pay for a Top Position of your ads. It is given upon CTR.

17) Which companies are offering PPC advertisement?
Ans: Google and Microsoft Bing are among top most PPC advertisers.

18) What is Page rank? Explain it?
Ans: Google page rank algorithm helps search engines to realize the value of a page. It ranks your website on basis of quality links it has. It is given by Google depending upon keyword, backlink sites, and content.

19) Why I need to go for Adwords for PPC?
Ans: Because Adwords assures that 80% of internet users sees your product or service.

20) What is the formula for ad rank on the Search Network?
Ans: Maximum Cost Per Click X Quality Score.

21) What is the best way to achieve the top position in paid search results?
Ans: Improve the Quality Score and raise the Cost Per Click.

22) How should you check to see if your ads are still running on Google?
Ans: Using the Ad Preview and Diagnosis tool.

23) What can a location extension do?
Ans: Assist nearby customers in finding or calling your nearest location.

24) Why is it a bad idea to duplicate keywords in multiple Ad Groups?

Ans: Keywords in multiple ad groups compete against each other, and the keyword with the higher performance will trigger the ad in that Ad Group to run.

25) How to achieve good CTR?

Ans: Here are few things that need to be kept in mind for CTR

1) Target your ads to right audience
2) Select correct keyword matching
3) See that you target your ads by location and language

Chapter 6. 10 General Interview Tips

Here are the General Interviews 10 best tips that every job seeker should know

1) Greet your interviewer with a firm handshake and a smile, address your interviewer by name, and make eye contact.

2) Never sit until asked to do so.

3) Ensure you are informed about the position and the organization before your interview. Wherever possible get a job description or review the details of the position. Go to their web site. You should know approximately what the salary range is for the position (particularly if going through an agency). Research the organization and affiliations. Be aware of all products or services.

4) Make sure you are familiar with all dates and information on your resume. Be prepared to go into detail and to give examples of various difficult work situations you have successfully handled.

5) Make sure you know the exact location and how to get there. Get there five to ten minutes early.

6) Dress should be appropriate, business like and conservative. Always look successful.

7) You may be asked to talk about yourself, but keep your entire life history for non-business situations! An interviewer is interested in how you and your experience best suit the position and the company. Do not take notes, and do not be concerned if your interviewer takes notes. Never speak negatively about present or previous work situations.

8) At the end of the interview you may have an opportunity to ask questions. Express enthusiasm and interest in the company and the position. Thank the interviewer for their time. You may ask what the next step would be in their hiring process. Do not discuss money/salary during the interview, or ask about benefits and vacation, unless the interviewer brings these subjects up for discussion. End the interview with a handshake.

9) A follow-up note or thank you letter sent after the interview, if you are particularly interested in the position and organization is a good way to keep your name visible. A follow-up call within a week is a good idea, if you have not been contacted.

10) If an agency arranged the interview for you, call them immediately. It is important for the agency to get your response about the position, before they talk to the employer. A positive response from you can often lead to a positive response from the employer. Keep in touch with your agency.

Phone interviews are often used to screen candidates in order to narrow the pool of applicants who will be invited for in-person interviews. They are also used as a way to minimize the expenses involved in interviewing out-of-town candidates. While you're actively job searching, it's important to be prepared for a phone interview on a moment's notice. You never know when a recruiter or a networking contact might call and ask if you have a few minutes to talk.

Be Prepared to Interview

Prepare for a phone interview just as you would for a regular interview.

1) Keep your resume in clear view, on the top of your desk, or tape it to the wall near the phone, so it's at your fingertips when you need to answer questions.

2) Have a short list of your accomplishments available to review.

3) Have a pen and paper handy for note taking.

4) Turn call-waiting off so your call isn't interrupted.

5) If the time isn't convenient, ask if you could talk at another time and suggest some alternatives.

6) Clear the room - evict the kids and the pets. Turn off the stereo and the TV. Close the door.

7) Unless you're sure your cell phone service is going to be perfect, consider using a landline rather than your cell phone to avoid a dropped call or static on the line.

Practice Interviewing

Talking on the phone isn't as easy as it seems. Have a friend or family member conduct a mock interview and tape record it so you can see how you sound over the phone. Any cassette recorder will work. You'll be able to hear your "ums" and "uhs" and "okays" and you can practice reducing them from your conversational speech. Also rehearse answers to those typical questions you'll be asked.

During the Phone Interview

1) Don't smoke, chew gum, eat, or drink.

2) Do keep a glass of water handy, in case you need to wet your mouth.

3) Smile. Smiling will project a positive image to the listener and will change the tone of your voice.

4) Speak slowly and enunciate clearly.

5) Use the person's title (Mr. or Ms. and their last name.) Only use a first name if they ask you to.

6) Don't interrupt the interviewer.

7) Take your time - it's perfectly acceptable to take a moment or two to collect your thoughts.

8) Give short answers.

9) Remember your goal is to set up a face-to-face interview. After you thank the interviewer ask if it would be possible to meet in person.

After the Interview

Take notes about what you were asked and how you answered.

Chapter 8. Online (Skype) Interview Tips

Here are 7 essential tips for better Online (Skype) interviews

1) Look Into The Camera. Don't fixate on yourself, or even the person you are talking to, instead look at the camera. Looking at the screen gives the impression you are not making eye contact with the interviewer on the other end. When the interview starts, take a moment to make sure you look fine on the screen, then look into the camera.

2) Control Your Environment. Ensure the area seen by the camera is presentable. A clean desk makes a statement about you that will be evaluated by the interviewer. We suggest that you Skype call a friend in advance to get their opinion of your space. This test call also gives you a chance to test your video connection, ensuring a good picture, lighting and sound.

3) Eliminate Distractions. You should be the only person, or pet, in view of the camera. Close the pets out of the room, and let the people in your life know what's happening, and insist they stay at the opposite side of the house/apartment. It's understandable that distractions cannot always be completely eliminated, and if someone or something pops into view, just remember that how you react to the situation will be evaluated! React calmly, politely, and in a friendly manner to resolve the problem, and then get back on task.

4) Keep Your Hands In View. It's important the camera has a good view of your head and shoulders, but also of your hands! Studies have shown that people are more apt to trust you if they can see your hands. At its roots, human beings have established trust through gestures which display empty hands; the handshake, the salute, the wave, are gestures that were all created to communicate "friend", not "foe". While they may not be consciously thinking, "I can't see their hands, I can't trust this person," it will be affecting their instincts about you as a fellow human being.

At the very least, not seeing your hands can be a mental distraction for the interviewers. If your shoulders are moving, but your hands are not in view, what are you doing? Are you multitasking while interviewing? So show them your hands, and just like an in-person interview, pay attention to what you are doing with them. Are you fidgety and clicking your pen, showing nerves, or are you relaxed with your hands resting on the desk?

5) Dress Appropriately. Unless you hear otherwise, dress in business formal attire. Just like you are going into a real interview, which this is! It's best to wear darker colours with accents of colour; avoid stripes or tightly woven patterns such as hounds tooth because they're not easy on the eye in a computer screen.

6) Record It, and Do Not Forget The Thank You Note. Recording your interview is something you cannot typically do in a normal interview, but if you're on your computer you can use various handy software tools to record your call. (Pretty May is a good one). Doing so, you can review your interview later to evaluate and learn from it. Another advantage of the Skype interview is that you can easily send them your thank you note. Once the call is finished, just send them a message on Skype explaining how much you appreciate the time they spent with you and why you are interested in the position.

7) Say Cheese! Remember, you're on camera. Smile! Nothing gives a warmer, more likable impression than a sincere smile. Take advantage of this opportunity to make a great impression.

Chapter 9. 20 Reasons Why People Don't Get Hired

Here are the 20 Reasons why people don't get hired.

1) Arriving late for the interview. (The excuse does not matter.)

2) Poor personal appearance (inappropriate dress, posture, eye contact, facial expressions, etc.)

3) Poor personal hygiene (clothes stained, shoes not shined, personal odor, too much perfume, tobacco odor)

4) Poor communication skills (disorganized responses; using slang. saying "like," "you know; " mumbling)

5) Lack of basic knowledge of field or organization: (such as current issues like the economy)

6) Poorly formulated career goals: (not clear why interviewing for THIS job)

7) Lack of knowledge, skills or experience needed for the job.

8) Lack of confidence. (You must have a sense of what makes you special and what you can contribute - even if you do not have experience in the field)

9) appearing overly aggressive or cocky during the interview

10) Poor listening skills (such as answering a question other than the one asked)

11) Failing to demonstrate enthusiasm and interest in the position (e. g., not saying why you want the job)

12) Negative attitude (complaining about past employers or jobs--blaming others)

13) Asking few questions about the position (or asking for information already covered)

14) Only interested in the job for the money (not the job itself and/or the industry)

15) Being too "me oriented" (only talking about what the company and/or job can do for you, not what you can contribute to the company)

16) Using the organization as a mere stepping stone (planning to leave to start a family or start a business)

17) Lack of tact, courtesy and/or maturity

18) Making excuses, lying or exaggerating (careful background checks are increasingly common)

19) Expecting too much too soon (unwilling to start at the bottom; unwilling to travel)

20) Asking about salary, benefits, vacations, etc. (Once the employer brings it up. you may ask tactfully)

Search Engine Marketing Manager Sample Cover Letter

Subject: Search Engine Marketing Manager - Your Name

Dear Sir/Mam,

I am sending this resume cover letter to apply for the position of Search Engine Marketing Manager. As demanded, I am attaching a completed job application, my resume, and my certification. This is a very interesting opportunity for me and I feel that my educational background and string technical experience will make me a very suitable candidate for this position. If you want further information on my experience please see my resume. You can call me at any time; I am reachable via my cell phone, (+91) 99xxxxx565. I further hope to discuss with you about this employment opportunity. Thank you for your time and consideration.

Sincerely,

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Enclosure Resume.

Social Media Marketing Manager Sample Cover Letter

Subject: Social Media Marketing Manager - Your Name

Dear Sir/Mam,

I would like to express my strong interest in the Social Media Marketing Manager position at ABC, as listed on xyzjobs.com. I am confident that my previous success as a social media marketing manager, as well as my strong communication and collaboration skills, makes me an ideal candidate for the position.

I have ten years of experience in marketing, and I have spent the last five of those years as a social media marketing manager. I know what it takes to manage an effective online marketing campaign. I have expanded and/or developed social media presences for over one dozen organizations. My most recent campaign for XYZ Company led to an increase of over 35% in inbound traffic for XYZ's website.

Through a combination of creative social media marketing strategies and thorough monitoring of success through media analytics, KPIs, and dashboards, I can assure your company a similar rate of success.

I have enclosed my resume, and will contact you next week to see if we might find a time to speak together. Thank you so much for your time and consideration.

Sincerely,

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Enclosure Resume.

Online Marketing Manager Cover Letter Sample

Subject: Online Marketing Manager - Your Name

Dear Sir/Mam,

I believe that everyone needs to make the best use of technology and not let it leave us behind. With this as a lifelong philosophy, I decided to take up my career in Online marketing which I believe is the future of marketing globally. I am interested in an Online Marketing Manager position at ABC, where I am positive of my ability to provide excellence in devising marketing strategies that go hand in hand with today's technology.

While working at XYZ, I have had many experiences in executing and tracking online marketing campaigns on a high level. My understanding of industry trends and the competition make an essential basis for all marketing activities that I plan as I work diligently on marketing requirements. As far as online marketing is concerned, I have the capability to plan and execute technologically savvy marketing plans. Furthermore, I have full understanding of directing testing opportunities and evaluating novel tactics to understand demand and generate appropriate website traffic.

The opportunity to work at ABC is a unique one and I intend to make the best of it in terms of providing technical professionalism. My resume talks about my successes in Online Marketing and I am sure that you will derive much information from it regarding my suitability for this position. Thank you for your consideration.

Sincerely,

Your Name
Your Address
Your City, State, Zip Code
Your Phone Number
Your Email

Enclosure Resume.

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