

Top 10 Advance SEO Interview Questions and Answers

- Q1 What is SEO?
A SEO (Search Engine Optimization) is a process of keep changing the position of a web page or website in a search engine results by using keywords or phrases
- Q2 What is Googlebot?
A Googlebot is a kind of software used by the Google as a search bot to index a webpage. This software collects the information from every webpage by doing the crawling, caching and then indexing of a webpage.
- Q3 What is Google Sandbox?
A This is the place where the fresh and less authoritative sites were kept for a certain time period till their establishment in the search results. This may happens due to the building of so many links within a short time span.
- Q4 What is Cloaking?
A Cloaking is the procedure of using some deceptive techniques which allows the user with a different version of the website than that presented to the search engines.
- Q5 What methods would you apply for decreasing the loading time of a website?
A We can use the external style sheets, minimum images, decrease the file size of the images that we use, without compromising on the quality and use the CSS scripts to regulate the HTTP requests.
- Q6 What is Robots.txt?
A It is a kind of text file utilized to provide the instructions to the crawlers about the caching and indexing of a website, directory, domain or a file of a webpage.
- Q7 What is the meaning of competitive analysis?
A Competitive analysis does the comparison between the website I am optimizing and the website that is ranked highly in search results.
- Q8 What is the latest update in SEO 2016?
A Google Adwords Shakeup – 22nd February 2016
Google Penguin 4.0 – 23rd September 2016
- Q9 What tools do you use for doing SEO?
A Most common tools used in SEO are: Google Analytics, Google webmaster tools, Alexa, Open site explorer.
- Q10 Which tools do you use for choosing keywords?
A I use Google Keyword tool, Wordtracker tool, Wordstream etc

Top 10 Advance PPC Interview Questions and Answers

- Q1 What is PPC?
A Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website, rather than "earning" those clicks organically. You know those sponsored ads you often see at the top of Google's search results page, marked with a green label.
- Q2 What is Actual CPC?
A The actual cost of a click for an advertiser in an auction. The actual CPC is calculated in real time and we cannot know the Actual CPC, but we can see Avg. CPC.
- Q3 What are the Factors which affect Quality Score ?
A Quality Score depends on the following metrics
CTR of the Keyword
Relevance of Keywords and Ads
Landing Page Quality
Historic Account Data
- Q4 How can you Improve Conversion Rates ?
A 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.
- Q5 Mention some of the Google Adword Ad Extensions?
A Different ad extension can enhance the increase in traffic. Some of the common Ad extensions used in adwords are
Sitelinks
Call Extensions
Location Extensions
App Extensions
Review
Callout
Structured Snippets
Price
- Q6 Mention in google Adwords that options can't be changed after creating an account?
A After creating account Currency and Time Zone, cannot be changed.
- Q7 How many types of Keyword Match Type in Google Adwords?
A There are 5 types of keyword Match Type
Broad Match
Broad Match Modifier
Phrase Match
Exact Match
Negative keywords
- Q8 Explain what are the other two options for bidding other than C-P-C?
A CPC the other two options are CPM (Cost per Thousand Impression) and CPA (Cost Per Action).
- Q9 What is the meaning of Ad Rotation?
A If you have multiple ads within an ad group, your ads will rotate because no more than one ad from your account can show at a time.
Optimize for clicks (default)
Optimize for conversions
Rotate evenly
Rotate indefinitely
- Q10 How many types of targeting in video and display network campaigns?
A There are mainly 5 types of targeting we use in these networks
Demographics
Keywords
Topic
Interest & Remarketing
Placements

Top 10 Social Media Marketing Interview Questions and Answers

- Q1 How do you use social media as a tool for customer service?
A Social media is a great tool for customer service since you can converse with customers directly, use analytics to see how they're responding to content, and find influencers to chat with and bring over to your network. Some of these influencers might even be customers. Most social media employers stress the power conversation so have examples of how you've reached out to customers. Social media is also a good indicator of overall company vitality and analytics.
- Q2 How do you measure social return on investment (ROI)?

A	Use tools like the Conversion Measurement tool on Facebook and Optimized CPM. Your website will also often have analytics used to measure social media ROI. Lastly, some of the platforms themselves such as LinkedIn have their own analytics. The fundamental measures are the same as in other areas of marketing: clicks, likes, shares, purchases, change in attitude, etc.
Q3	What are the benefits of platforms such as Hootsuite, TweetDeck, etc?
A	You might go on a while if you list all the benefits of these platforms. They will probably only ask you about one or two but it's best to be prepared for several. Let's start with Hootsuite since it is the most likely to come up.
Q4	What social media campaigns have you produced and/or managed? Tell me about them.
A	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!
Q5	Which social media platforms are you best at using and why?
A	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.
Q6	What are your favorite social media blogs?
A	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.
Q7	How active are you on social media and how many people are you connected with?
A	You don't need to have as many followers as Justin Bieber or be like Gary Vaynerchuck to impress your employers. However, your 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.
Q8	What kinds of skills/qualities do you think you need to possess to be a community manager?
A	A great community manager should be proficient in most of the social media platforms and social media management tools we've mentioned so far. He/she should have unrivaled 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.
Q9	What are some of the best practices on Twitter?
A	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.
Q10	Which social media brand strategy has inspired you lately and why?
A	Talk about why the strategy inspired you but, more importantly, also detail how you would love to create an original strategy of the same caliber. Explain how you would do this and implement it in the context of the job you're interviewing for.