

Latest Digital Marketing Interview Questions and Answers for Fresher & Experienced Candidates

Digital Marketing is a field offering new scope and challenges. We know your eagerness to get onto the online marketing band-wagon. And, you are all set to attend a Digital Marketing Interview.

But you have no clue regarding the kind of questions you will face. Cast off your worries. We offer a list of digital marketing interview questions. We provide the answers too. These questions are for both freshers and the experienced.

Read them through to be all set to face the interview.

The purpose of reading this blog is to,

- Have a knowledge of the common questions asked
- To know the analysis-based questions
- Relevant questions for all types of roles in Digital Marketing

1. What is SEO?

SEO stands for Search Engine Optimization. SEO is a technique to increase the quality of traffic to your website. This is possible through organic search engine results.

2. Describe what is on-page and off-page optimization?

On page optimization makes websites stand out in search engine rankings. On-page, optimization is changes done on a live web page.

Off-page optimization is changes done to a website offline. These changes result in positive search engine rankings.

3. What is digital marketing?

Digital Marketing denotes any marketing activity done online. It points to brand marketing tactics done through internet. Besides, it involves techniques like,

- SEM(Search Engine Marketing)
- SEO(Search Engine Optimization)
- SMM(Social Media Marketing)
- Web Analytics
- Email Marketing and
- Content Marketing

4. What steps should be taken if your ad gets disapproved?

If your ad gets disapproved, analyze the reason for disapproval. Solve the issue. You have to wait for the approval status after editing.

5. How is digital marketing classified?

Digital marketing is of two types,

- Inbound Marketing

Inbound Marketing sells products and services through practices such as,

- SEO(Search Engine Optimization)
- SMM(Social Media Marketing),
- Content Marketing and
- Branding

It creates awareness of the company and services to the customers.

- Outbound Marketing

It is a traditional method of marketing. It targets potential clients. In addition, it covers activities such as,

- Trade shows
- Placing ads in a newspaper
- Radio Ads
- Seminar series and
- Cold calling

6. Mention some of the useful Digital Marketing tools?

Some of the useful digital marketing tools are,

- SEMrush
- Google Alert
- Google Trends
- Google Analytics
- Submit Express Link Popularity
- Open Site Explorer
- Keyword discovery
- Digital point keyword tracker
- StumbleUpon
- Favicon generator
- Crazy egg heatmaps and
- XML Sitemap Generator

7. What are the areas to utilize your keywords to optimize website ranking?

For better ranking, you have to place keywords in the following,

- Website Title
- Meta tag
- Website URL
- Headings and
- Web page content

8. What is Google Adwords?

Google AdWords is an advertising service built by Google. Businesses use this to display ads on Google and its advertising network. It is the single most famous PPC advertising system in the world. It allows businesses to set a budget for advertisement. Payments happen upon people clicking the ads. Advertising service focuses on keywords.

9. Name some Google AdWords ad extensions?

- Call extensions
- Callout Extension
- Promote extension
- Structured snippet extension
- Sitelink extension
- Affiliate location extension
- App extension

10. How can you improve conversion rates?

In online marketing, the conversion rate is the ratio of total visitors to the visitors who perform desired actions. Internet businesses measure successful conversions differently.

It relies largely on the nature of their business and goals. Increase in conversion rates is achieved by testing different site elements, especially on a landing page. You can also experiment with layout, functionality, and style on landing pages.

11. What qualities should an effective PPC contain?

The effective qualities are,

- Expansive
- Relevance
- Exhaustive

Apart from the most essential keywords, it should cover the “long tail of search.”

12. What constitutes “bad links”?

The following constitute bad links,

- The spammy links from blogs
- The links from websites non-indexed in Google
- Paid links
- The links from low Page Rank and Low traffic
- The links from websites that are irrelevant to your sites
- The links from link exchanges
- A link from the same anchor texts coming from various websites

13. What should one do to avoid penalty?

In order to avoid penalty,

- Avoid stealing images or text from other domains
- Don't link to any other website with bad page rank
- Avoid re-directing users to another web page through refresh meta-tags
- Avoid using words like "link," to hypertext and give a link to your website

14. What are the key elements to optimize the conversion rates per PPC?

The key elements to optimize conversion rates per PPC is,

- Keep high degree of relevance between advertisements and similar landing pages
- Write compelling content on your website relevant to the keyword
- Review the design of your landing page. It should have the right color combination, GUI, and layout.
- The web page should have an easy registration process. And of course, sign up for a newsletter.

15. What is the effective way to improve traffic to your website?

To effectively improve traffic, focus on referring links and SEO. It helps gain visitants and brand recognition. However, the most important factor is to focus on user retention.

16. What is the difference between branding and direct marketing?

- In branding

An advertiser exposes his brand on major sites and applications. This reaches a large audience. Some popular methods are,

- Custom Ads
- YouTube ads
- Remarketing and
- Display ads target
- In direct marketing

The advertiser shows interest to communicate with the target audience. The most common campaigns are,

- Dynamic search ads
- Shopping Ads

- Search Network Only

17. What is Google AdWords Re-marketing?

Google AdWords Remarketing is a targeted marketing strategy. It assists marketers to reach people who visited their websites but didn't make a purchase. Re-marketing helps in targeting right people with the right ad.

18. How do you stay updated with latest Digital Marketing trends?

Digital Marketing is a dynamic and evolving field. It is important to stay updated with blogs, books, and webinars. Stay updated with latest trends in digital marketing through MOZ website.

Gather information on SEO and SEO keywords. Find out blogs on digital marketing. It is good to consult an expert on all of these. In addition, read blog posts of Neil Patel on digital marketing.

19. What are the activities used to promote Digital marketing?

Activities to promote digital marketing are,

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Content Marketing
- eCommerce Marketing
- Social Media Marketing and
- Email Marketing

20. What is the meaning of "keywords" in digital marketing? What is its importance in SEO?

Keywords are entered into a search engine to find relevant information. Keywords are important for SEO and better page ranking. The way you place keywords reflects in your page ranking.

21. Name some digital marketing channels?

Multiple channels promote digital marketing. Some multiple online marketing channels are,

- Affiliated Marketing
- Display Marketing
- Email Marketing
- Search Marketing
- Social Marketing
- Social Media
- Social Networking
- Online PR and
- Video Advertising

22. What are Search Engines?

Search engines find the accurate and relevant information through World Wide Web. Some popular search engines are,

- Google
- Yahoo
- Bing
- Ask.com
- AOL.com
- Baidu
- Wolframapha and
- DuckDuckGo
- Internet Archive
- Yandex.ru

23. What is PPC?

PPC stands for Pay Per Click. It is an advertising technique to direct traffic to websites. It is even known as Cost Per Click. Advertisers pay the website owner when the ad is clicked. In other words, it is the amount spent to get an advertisement clicked.

24. What is Google Adwords?

Google Adwords is the most famous PPC advertising system in the world. It follows the Pay Per Click model. Google AdWords facilitate the creation of ads that appear on Google search engine and their other properties.

25. Mention the use of anchor tag in SEO?

The anchor tag is an important feature in Search Engine Optimization. It is used to make clickable text written on a hyperlink. It helps to create a link with relevant text on website/blog or a web page. It also refers to other links to your site. It is referred to as backlinks.

26. What are some techniques of Black Hat SEO?

Some techniques of Black Hat SEO is,

- Keyword Stuffing
- Cloaking
- Doorway page
- Link Farming
- Hidden Text etc.

27. What is a Webmaster Tool?

Webmaster Tool is a free service by Google. It provides free data indexing. It points out crawl errors. In addition, it provides search queries and back-links information. It points out to website malware errors. It enables to submit the XML sitemap.

28. What do you mean by Spider?

Most of the search engines use programs called spiders to index websites. Spiders follow hyperlinks and collect textual and meta information for search engine databases. It may rate the content being indexed to help the search engine determine relevancy levels to a search.

29. What is cloaking?

Cloaking is a technique used in Black Hat SEO. It enables to create two different types of pages, where the page content is presented to search engine spider.

30. What is the difference between SEO and SEM?

- SEO

SEO enables your website to appear in search engine result pages (SERPs).

- SEM

SEM is search engine marketing to purchase a space in search engine result page.

31. How would you improve the Pagerank of a page?

The Pagerank of a page improves by building backlinks. It is done through authority sites and high ranking web pages.

32. What do you mean by 301 redirects?

A 301 redirect is a process of reporting web browsers and search engines that a web page or site has been permanently moved to a new location. A 301 redirect includes the address to which the resource has been moved.

33. How should you decrease the loading time of a website?

The following ensures reduction is the loading time of a website,

- Use external style sheets
- Use fewer images
- Optimize images and reduce the file size without affecting the quality of the image
- Use CSS sprites to reduce HTTP request etc.

34. What is robots.txt?

Robots.txt is a text file which is used to provide instructions to the search engine crawlers. The instruction is on the indexing and caching of a web page, domain, directory or a file of a website.

35. How should you use social media as a tool for customer service?

Social media is a great tool for customer service. You can directly converse with the client. You can use analytics for their response. You can get influencers for greater interaction.

36. How do you improve the quality score of an ad?

A quality score of an ad depends on the relevancy of keywords, ads, and quality of the landing page. Use keywords relevant to the landing page and create ads accordingly.

37. How do you use social media for marketing?

Social media can be used to drive traffic and expose brands. You get leads by posting quality posts and images. You can be in various groups and comment on posts.

You can engage in paid marketing on Facebook and LinkedIn. You can use Facebook marketing to boost the post, increase page links, website visits, etc.

38. Mention how do you use Twitter for business development?

The power of Twitter lies in hashtags. You can drive massive traffic to your site by using trending hashtags.

39. What is PPC Advertising?

PPC Advertising is an online advertising model. Advertisers can display their goods or services for ads. Advertisers charge only when a user clicks on their ad. Therefore, comes the name "pay-per-click." (PPC). It can also be called keyword advertising.

40. How does PPC work?

Pay-per-click(PPC) marketing utilizes search engine advertising to generate clicks for the site. In a PPC campaign, we pay Google to have them list ads for our site. By clicking our ad the user gets the current Cost Per Click (CPC) from our budget.

41. What is Email marketing?

Email marketing utilizes electronic mail for advertising. You win customer confidence by building their trust in you. It encourages 'repeat business.'

42. Define CRM?

CRM (Customer Relationship Management) is a way to maintain and manage company's relationship with clients. It refers to practices, strategies, and technologies that companies use to maintain customer interactions and data during the client's lifecycle.

This also supports customer retention and sales growth. CRM systems compile information on customers across different channels. CRM systems can provide detailed information on consumer's personal information, purchase history, buying preferences and other concerns.

43. Is Social Media Marketing suitable for B2C Or B2B businesses?

Social Media Marketing is important for both. But has different approaches. B2C businesses can concentrate on light-hearted and fun social media posts. Whereas, B2B businesses use social media to share valuable industry content. Therefore, as a tool for connecting a business with its customers, social media is essential for both B2B and B2C.

44. How would you use LinkedIn for marketing?

LinkedIn has over 467 million users. It is an excellent place to share our credentials with the world. It's the ideal place to communicate with your audience online. Through LinkedIn Groups you can answer questions and participate in discussions. Besides, you can exhibit your industrial leadership.

45. Is YouTube important for marketing?

Videos are becoming important in the world of social media marketing. YouTube gets over 4 billion views per day. Promote your brand image with the help of videos. This enables the customers to have a better picture of your business.

46. What is Content Marketing?

Content marketing aligns business and customer information demands with relevant content. Quality content can attract, retain and convert a targeted audience. Through blogging, social media and eBooks, content marketers use a variety of tactics to consistently inform and convince their clients. Content marketing is used by small and large-scale businesses.

47. How important are keywords in Content Marketing?

Keywords are essential for content marketing. Without keywords, content marketing is impossible. Keywords play a vital role in SEO and Content marketing. Without keywords, you cannot get the expected ranking and traffic. In addition, without the right keywords in your content, your clients will never be able to make it to your web page.

48. How do you measure social return on investment?

Analytics supports us to learn how social media posts are working. The fundamental rules are same such as, likes, clicks, shares, etc. We can use conversion measurement tool on Facebook and Optimized CPM.

49. What do you understand by Quality Score?

Quality Score is an evaluation of the quality and relevance of your keywords and PPC ads. It is calculated for each keyword between 1 to 10. Quality Score defines the quality of keyword compared with Ads, Ad text, and Landing Page.

50. What are the factors that affect Quality Score?

Factors that affect the Quality Score are,

- CTR (Click Through Rate) of the Keyword
- Relevance of Keywords and Ads
- Landing Page Quality
- Historical Account Data

51. What kinds of business use affiliate marketing?

All eCommerce sites, like Amazon, eBay, etc.

52. What are the main pillars of affiliate marketing?

The main pillars of affiliate marketing are,

- Merchant/Retailer
- Publisher/Affiliate
- Customer/End User
- Network/Offers for Affiliates

53. What is the role of SEO (Search Engine Optimization) in digital marketing?

SEO is one of the main activities in digital marketing. SEO is mainly used to drive traffic to your website. It helps in increasing the visibility of blog, site or pages in Bing, Google, and Yahoo. In a nutshell, it gets your ranking on the first pages of search results.

54. Which form of marketing is best: PPC, SEO, or Digital Marketing?

PPC and SEO are a part of Digital Marketing. SEO, PPC, display media and content marketing are the strategies used to achieve goals like productivity, etc. You cannot do PPC or SEO without content marketing tactics. Generating more traffic is a vital point.

55. What do you think about market automation tools?

We require a variety of marketing tools to engage with our customers. We need to get connected with a number of tasks to increase the Return on Investment (ROI). Some of the scalable tools to generate leads are,

- Anygrowth
- GetEmail.io
- LeadFuze
- Hubspot
- Userfox
- Constant Contact

56. Why is online marketing preferred over offline marketing?

Online marketing is preferred because information about any product is easily available. Also, one can get in touch with clients immediately and provide feedback. It is also simple to make corrections in campaigns.

57. What is needed for an effective PPC campaigning?

The following are needed for an effective PPC campaigning,

- Split Ad Groups

By splitting your ad groups into smaller and more related ad groups, you can increase the CTR.

- Add more PPC Keywords

By adding numerous keywords that are related to your business, you can expand the reach of your PPC.

- Improve landing page

To align with specific search queries change the content and call-to-action in your landing page.

- Add negative keywords

- Review expensive PPC Keywords

Analyze rich and under-performing keywords. Try to avoid them

58. What are the primary models for determining PPC (Pay-Per-Click)?

The primary models are,

- Flat rate PPC

Flat Rate PPC is where the advertiser and publisher (search engine) agree upon a fixed amount that will be paid for every click. The publisher has a rate card for PPC plan based on various areas of their website. The amount differs as per the content that attracts more or fewer persons.

- Bid based PPC

Here, the advertiser plays with other advertisers in a private auction hosted by a publisher. The dealer will inform publisher for the highest amount of bid he is willing to pay. The common practice among bid-based PPC websites such as Google AdWords is to charge more than the next most significant bidder.

59. Define what is a keyword in digital marketing? How is it important?

A keyword is a word or phrase, potential consumers use in an internet search. Keywords are significant for every business website as they drive targeted web traffic to your business.

60. How should companies measure their Social Media Marketing Success?

Success is measured by utilizing the same metrics you use for any other advertising activity: traffic, leads, and clients. Counting the number of followers you have can help you know your social media reach. The bottom-line that defines success is how many people it drives to your website, how many of them are qualified leads, and how many of them actually become consumers.

These Digital Marketing Interview Questions and Answers will support you to get that dream job in Digital Marketing.

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