

Digital Marketing interview questions for freshers

Q1. How would you classify the digital marketing?

The digital marketing is divided into two segments, which are inbound marketing and outbound marketing. In inbound marketing, you can take help of social media in terms of content, e-books to get the maximum traffic on links. Whereas, outbound marketing encompassing emails, cold calls, placing ads or reach out targeted audience via digital mediums.

Q2. What is the role of SEO in digital marketing?

SEO signifies search engine optimization, which 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.

For example: : you are looking for certification programs. You will type the keywords like certification in digital marketing, digital marketing course, digital marketing courses and training programs in India. Keywords play a great role in SEO. After typing the keyword, you will come across several links on the first page, thus show the importance of being on first page.

Q3. What are the main areas where keywords used to optimize website ranking?

It is the act of analyzing, selecting and researching the top keywords to allure traffic from search engines to your websites. Following are the areas for better page ranking:

Keywords in headlines

Keyword in meta tag

Keyword in website title

Keywords in web page content

Q4. Which form of marketing is best: SEO, PPC or Digital Marketing?

SEO and PPC are a part of Digital marketing. SEO, PPC, Display media and content marketing are the tactics used to achieve goals like productivity, etc. You can't do PPC or SEO without a content marketing strategy. Scores of factors go into this, the main point is how to use a strategy to drive a traffic immediately.

Q5. How do you think your knowledge of digital marketing will benefit our company?

Think about your skills which could benefit the business. Don't forget to mention Digital Marketing campaign that you have learnt in the past. The interviewer is really asking what makes you different from the other candidates in term of knowledge, experience and expertise that can help the company or the existing clients.

Q6. What enticed you to this digital marketing vacancy?

When the interviewer is asking you about what attracted you to this vacancy, there are some things he is trying to know. Give interviewer a good idea about your values and preferences that match up with the requirements of the company. Be honest and ask yourself what made you apply for this job – was it location? The company? Or a superb opportunity? Focus on the role and say that you wanted to work for one of the best organizations and the opportunity was a stepping stone in taking the career ahead.

Q7. What are a few of the important online marketing tools?

Crazy egg heatmaps

Submit Express Link popularity

XML sitemap generator

Keyword discovery

Favicon generator

StumbleUpon

Q8. What are the traits of bad links?

Any backlink that disturbs the guidelines of Google is called as Bad link.

Links from those websites that are not in Google Index

Spam links from articles or blogs

Poor authority website

Penalized website

Links from low traffic

Q9. What is your experience with market automation tools?

In any business, you need an array of marketing tools to engage with your consumers. You have to get engaged with 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

Q10. What is google AdWords?

An advertising service for companies wishing to show ads on google and its other networks. It is the most PPC advertising system in the globe.

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Q11. What do you mean by search engines?

A class of programs that used to find out specific information through World Wide Web. The most well-known search engines are:

Google

Yahoo

Bing

Q12. Why is online marketing preferred over offline marketing?

Online marketing is preferred because the information about any product is immediately available. One can easily get in touch with customers and provide feedback. It is also easy to make corrections in campaigns in real time.

Q13. How do you stay updated with new digital marketing trends?

This is often asked by the interviewer. It is important to scout various digital marketing blog and subscribe the newsletter to get the regular updates. You can also talk about network and marketing events where you interact with people that in turn help you with your business. Some of the famous resources are social media examiner, mashable, the neil patel blog, etc.

Q14. How does google AdWords work?

It works on an auction system, which occurs every time a user carries out a keyword search. Besides this, it works on PPC (Pay per click), which means you pay the price you quoted.

Q15. How you can improve conversion rates?

By testing different elements on site, especially on landing page. You can also experiment with functionality, layout and style on landing pages.

Q16. Name some Google AdWords ad extensions?

Affiliate location extension

Call extensions

Promote extension

Structured snippet extension

App extension

Sitelink extension

Callout Extension

Q17. What steps should be taken if your ad gets disapproved?

Once you know why your ad gets disapproved, start with fixing the problem there and then. After editing the ad, wait for the approval status. Don't panic as it can take one business day.

Q18. What is the best way to increase traffic to your website?

Though there are scores of ways to increase traffic to your website, the most effective way is to use referral links and invest in SEO management. You can also post content to LinkedIn on daily basis to increase traffic. By doing this, you will build a platform where guests will keep coming back.

Q19. Name some hallmarks of a good PPC landing page?

A few of the hallmarks of a good PPC landing page are:

A clear call to action

Trust symbols

A powerful headline

A list of advantages

An image showing the context