

Sample interview questions?

1. Define Seo ? What are the updates released by google explain with examples?
2. What does serp consists of?
3. Explain the history of google?
4. What is competition analysis in seo? How is it done? Draw a table and select few keywords and list them in the table
5. What is keyword analysis ?how is it important for seo? what are different kinds of keywords
6. What are different types of optimizations? Explain with examples
7. How can you implement onpage optimization? what are the on page optimization techniques? With examples
 - url/file name optimization
 - header optimization h1,h2 tags
 - footer optimization
 - image optimization (alt tag)
 - social buttons like box of facebook
 - anchor linking
 - meta tags optimization (meta title,meta description,meta keywords,meta robots,)
8. Give syntax of title,metatag,meta description
9. Give syntax of url redirection non www to www
10. What are the elements present in google webmaster tools
11. What is the use of robot.txt file
12. What is off page optimization? What are the techniques used in off page optimization
 - Directory submission
 - Social bookmarking
 - Social media optimization
 - Creating blogs
 - Press release
 - Posting photos on pinterst
 - Posting videos at youtube and video sites like meta cafe etc
 - Updating ebooks and documents on slideshare,scribd etc
 - Classified submission olx ,quiker,sulekha,justdial
13. Write the necessary syntax code of seo given to you in the handout
14. Draw seo setup cycle ?and explain with examples
15. When you approach a client for an interview how would you face the interview ?and how would you diagnose ..narrate a story between you and the interviewer
16. how to start a project of seo for new website
17. how to start project for old website
18. set up process setp by step when meeting a client for seo
19. black hat on page and off page optimization techniques
20. How to create business place or local listing

Facebook:

- What are different types of pages that can be created on facebook?
- Draw the layout of the facebook time line page with image height and width for cover pic,profile pic ,custom application pic?
- what should be contained in the description ? of the page that is visible to the users?
- What is edge rank algorithm? write the formula and describe about it with examples?
- How can edge rank be improved ? what parameters are required to improve the edge rank for a company page
- Write the procedure to embedded like box in the website ? draw the algorithm for it?
- How to create a sponserd ad in facebook . how many types of ads can be created?
- What are different bidding strategies in facebook
- List creation
- Competition analysis
- #tags on facebook
- Facebook insights analysis and download a report

Twitter

- Profile creation
- Lists creation
- How to embedded twitter box in website
- #tags in twitter

Linked in

- Personal profile cxreation
- Company profile creation
- How to add people into network
- How to create group
- How to engage for jobs

Google plus

- Different types of pages
- Profile creation
- Community creation

Pinterest:

- How to create profile
- how to create pins
- how to increase followers
- how to create boards

youtube optimization

how to create a channel,

how to optimize a video

how to create annotations

Social media tools

- hootsuite integration
- bufferapp integration
- hubspot

Email Marketing:

- Mail chimp profile,campaign,list and template creation

Search engine marketing

- What is search engine marketing
- How many campaigns ,adwords,keywords,ads can be designed..
- Draw the account structure
- Create a campaigns on search network,search network with display select,display network,and online video campaigns
- What is reamarketing strategy
- If 2 locations or different languages we have to use different campaigns..
- 20% increase in budget per day by google
- Wat are different types of cpc?
- What are different types of keywords?
- What are different bidding strategies?
- What is auatomate option?
- Where can you see competitor listings?
- what is my client center?
- How to diagnosis of advts
- What is the use of opportunities tab?
- How to download reports
- How to add other people to your adwords account
- How quality score is calculated what are different parameters to gain quality score
- How is actual cost calculated formula
- How to create conversions
- What is cpc,cpm,cpl,cpv
- While creating text ads what important parameters are required
- How many characters headline,description and url should consist of?

Google analytics?

- What is the use of google analytics

- How to setup google analytics account
- What kind of information is visible in google analytics
- How to find consumer behaviour in google analytics
- How to implement goal option in google analytics

Online reputation management

Affiliate marketing

Design a company structure how digital marketing place with an example

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