
DIGITAL MARKETING INTERVIEW QUESTIONS(FRESHERS)

Question 1. What is Marketing?

Answer 1. This is a really popular digital marketing interview question that is often asked to applicants. In simple words, Marketing is defined as a way for companies to promote their product & services to the public in a bid to increase their sales.

Question 2. What are the different types of marketing?

Answer 2. Another really common digital marketing interview question, the different types of marketing are –

Digital marketing

Traditional marketing.

Question 3. What are the two types of digital marketing?

Answer 3. The two types of digital marketing are inbound and outbound digital marketing. This is a really simple digital marketing question and can help you get prepared for the tougher questions ahead.

Question 4. What do you mean by digital marketing?

Answer 4. Digital marketing means promoting the products and services of a company through digital media like the internet, mobile, etc.

Question 5. What is the meaning of a responsive website?

Answer 5. A really crucial question for aspiring digital marketers, a responsive website is one that adjusts its page size into any display of the screen whether big or small devices such as mobile and laptops in a few seconds.

Question 6. Why did you apply for this position in digital marketing?

Answer 6. This is a very important digital marketing interview question which is why you need to have at least 70% knowledge about your chosen field. Through this, the hiring manager will try to judge your capabilities and experience.

Question 7. What are the factors crucial for doing on-page SEO?

Answer 7. Factors such as the presence of an SSL certificate, proper sitemap, canonical tag, robot.txt, and redirection techniques are crucial for doing on-page SEO. If you want to get through to the next round, we recommend preparing this digital marketing question really well.

Question 8. What is a search engine?

Answer 8. A web-based program that is specifically developed for searching any information that is completely based on the keywords typed by a user in a search engine such as Google, Yahoo, etc.

Question 9. What is inbound marketing?

Answer 9. The technique of attracting the audience for selling a company's products and services with the help of SEO, branding, social media, and content marketing is inbound marketing. Questions about inbound marketing at interviews are quite common these days & must be prepared well.

Question 10. What is outbound marketing?

Answer 10. The marketing technique that uses advertising, sales, and public relations to promote a product that pushes the audience to buy that specific product using Radio ads, TV ads, etc is called outbound marketing. The difference between inbound & outbound is a really common digital marketing interview question.

Question 11. What is SEO?

Answer 11. The process of optimizing web pages to ensure maximum visitors on a website by ensuring that it appears higher in search results on a search engine is called search engine optimization. Knowing about SEO in-depth allows you to excel at digital marketing interviews.

Question 12. Name the top 5 search engines globally.

Answer 12. Google, Bing, Yahoo, DuckDuckGo, and Ask.com are the top 5 search engines across the globe. This is a really basic digital marketing interview question & you should be aware about each of them in order to excel in the interviews.

Question 13. What do you understand by white-hat SEO?

Answer 13. The practice of optimizing tactics, strategies, and techniques in compliance with all the rules and policies of search engines for ranking a website is white hat SEO. Knowing about it will help you excel in the advanced stages of your digital marketing job interview.

Question 14. What is black-hat SEO?

Answer 14. The practice of optimizing tactics, strategies, and techniques by breaking all the rules and policies of search engines for ranking a website is black hat SEO. They are not approved and are also known as spamdexing. Panel experts usually ask this question related to digital marketing in order to test the decision-making skills of the candidate.

Question 15. What is a crawler or spider bot?

Answer 15. This is an ideal question for starting off a digital marketing interview. A crawler is a program that is responsible for browsing the World Wide Web so that it can easily create an index of data and gather information inside a page.

Question 16. What is a Google bot?

Answer 16. Google bot is similar to a crawler and has been created by Google. It collects information from each web page and creates an index that can be easily found by people who search for information on Google. Not many people are aware of the answer to this digital marketing interview question & knowing about it can exponentially increase the chances of getting hired.

Question 17. What are Google algorithms?

Answer 17. They are the algorithms used by Google to rank all the websites on the Google search result pages. They are updated accordingly as per the changing technologies and knowing about it is essential for succeeding in a digital marketing interview.

Question 18. What are the different types of Google algorithms?

Answer 18. Panda, penguin, pigeon, and hummingbird are some of the popular algorithms by Google. A rather uncommon digital marketing interview question, it really can help you impress your prospective employer.

Question 19. What are some of the top digital marketing tools to know before appearing for a digital marketing interview?

Answer 19. Some tools you need to know in order to crack a digital marketing interview are – Google Analytics, Ahrefs, Rank watch, SEM Rush, etc.

Question 20. What is a keyword?

Answer 20. A keyword is a term that is used to search any queries or questions by a user. We use it to match with the query when a user types a word into the search engine to find information. This is a basic digital marketing interview question, the answer to which, you must know.

Question 21. What is the Panda algorithm?

Answer 21. This is the very first algorithm created by Google. It checks the quality of the content on a website and gives the page a quality score which improves or down-ranks its ranking on Google. Not many people are aware about the answer to this digital marketing question.

Question 22. What is the Penguin algorithm?

Answer 22. It checks all the quality links on a website. It is responsible for checking the links that are coming from poor quality or spam websites.

Question 23. What is the Hummingbird algorithm?

Answer 23. An algorithm usually associated with speed, It provides fast and accurate results for the queries in a search engine. It is a good idea to be aware of this digital marketing interview question.

Question 24. What is the Pigeon algorithm?

Answer 24. A really crucial answer to a digital marketing interview question, this is the newest algorithm. It provides you a lot of useful, good, and relevant search results that are closely related to the queries.

Question 25. Name some of the best places to use keywords.

Answer 25. You can use keywords in comment tags, headings, meta description, name of the company, title name, or image name. Knowing how to place keywords in a content piece increases your chance to crack a digital marketing interview.

Question 26. What is on-page SEO?

Answer 26. It is a method of optimizing the pages of a website to rank higher in the search results and get relevant traffic. Knowing on-page SEO is a crucial skill for cracking digital marketing interviews.

Question 27. What is a meta tag or keyword?

Answer 27. They are used in HTML for providing information in brief about a webpage. It usually consists of target keywords and helps the content piece score better in terms of quality. One must prepare this digital marketing interview question well to increase chances of getting hired.

Question 28. What is the limit of a meta tag?

Answer 28. A crucial thing to know for cracking a digital marketing interview, the limit of a meta tag is 255 characters.

Question 29. What is a meta description?

Answer 29. A short description of a web page/ article that a user can see in the search engine is defined as its meta description. This is one of those digital marketing interview questions that must be prepared well before appearing for the interview.

Question 30. What is the limit of meta description?

Answer 30. The character limit for a meta description is 230-320 characters.

Question 31. What is a canonical tag?

Answer 31. It is a method of indicating a search engine that tells that a particular URL represents the master copy of a certain page. If you wish to crack the interview, you must be aware of the answer to this digital marketing interview question.

Question 32. What is SSL?

Answer 32. Knowing the answer to this digital marketing interview question is crucial if you want to secure your website against security threats. Expanded as a Secure Socket Layer (SSL), it is used to improve the security ranking of a website and can be considered a standard method for identifying a website for web security.

Question 33. What are backlinks?

Answer 33. Also known as incoming links, backlinks are the links that link a website to another website's page. Knowing about backlinks and how to generate them is crucial to crack your digital marketing interview in the first attempt.

Question 34. Why is SSL needed?

Answer 34. SSL is needed to avoid security threats and data security as it helps encrypt sensitive information sent across the Internet so that the recipient is the only individual/user who can see or receive it.

Question 35. What is anchor text?

Answer 35. It is a clickable text that consists of a hyperlink that displays the link to another page.

Question 36. What is a do-follow link?

Answer 36. It is a hyperlink that instructs any search engine to allow that hyperlink to influence the ranking of that link in the search engine's index.

Question 37. What is a no-follow link?

Answer 37. In digital marketing, it is a hyperlink that instructs any search engine to not allow that hyperlink to influence the ranking of that link in the search engine's index. Knowing about this digital marketing question can be really helpful for you in the advanced stages of the interview.

Question 38. What is page authority?

Answer 38. A really interesting digital marketing interview question, page authority indicates what position a particular website ranks on, in a search engine result page (SERP). The lesser the number, the better is the website's page authority.

Question 39. What is domain authority?

Answer 39. Domain authority determines the power of a domain name. In other words, it is a search engine ranking score method to tell how a website will be ranked in SERP.

Question 40. What points does a domain authority consist of?

Answer 40. It consists of domain age, popularity, overall SEO points, and the total number of links on the website. Knowing about domain authority and the factors behind it can help you easily crack a digital marketing interview.

Question 41. What is Moz Rank?

Answer 41. The Moz Rank basically quantifies the popularity of a link on a scale of 0 to 10. It is a method of calculating the domain level rank that shows the popularity of a web page or site. If you want to solidify your chances of cracking the digital marketing interview, this is an intermediate-level question you must know about.

Question 42. What is the formula of CTR?

Answer 42. $CTR = (\text{Total clicks} / \text{Total impressions}) \times 100$. One of the most crucial digital marketing interview questions, click-through rate is the ratio of users clicking a specific link to the number of users viewing a page, email, or advertisement.

Question 43. Mention the techniques of inbound digital marketing?

Answer 43. Some techniques which might be asked during your digital marketing interview related to inbound marketing are –

Email marketing

Social media optimization

Social media marketing

Search Engine Optimization

Question 44. What is Fetch as Google?

Answer 44. It is a tool by Google that allows you to simulate how a published web page looks like, to Google. Recruiters usually ask digital marketing interview questions around it to candidates who have previously worked in SEO/SEM.

Question 45. What is the Google Search Console?

Answer 45. Google Search Console is a free tool to help developers, SEO experts and webmasters understand how their website has been performing in Google search. Working knowledge of Google's Search Console is crucial for SEO experts.

Question 46. How is 'Fetch as Google' useful?

Answer 46. If you are someone with working knowledge of Fetch as Google, it can be a huge contributor to you successfully cracking a digital marketing interview. Google helps troubleshoot web pages to boost performance, detects malware attacks and when updating your website, you can submit the pages for indexing as well by using it.

Question 47. What do you understand about the bounce rate in digital marketing?

Answer 47. A relatively intermediate-level digital marketing interview question, 'bounce rate' is the number of visitors who leave the website only by visiting just one page.

Question 48. What are crawl stats?

Answer 48. It is a report that contains data about the activity of the Googlebot on a website for the previous 90 days and considers everything that's downloaded by Google including HTML, CSS, JavaScript and even Flash.

Question 49. What are some platforms for paid advertising?

Answer 49. Some good platforms for paid advertising include – Facebook, Google, Instagram. This is a basic digital marketing question and if you are applying for a paid marketing job, you must know the various platforms that allow you to do so.

Question 50. What are the types of SEO?

Answer 50. On-page and off-page are the 2 main types of SEO.