

Ensuring SEM Interview Success!

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Are you prepared for your next SEM interview? We can support you! Below is the ever growing list of questions commonly asked during interviews for various Search Engine Marketing jobs. **To view the latest set of questions, visit <http://www.semtimes.com/sem-interview.html>.**

▶ Common

- **Beginner**

1. What is Search Engine Marketing?
2. What are two most important forms of Search Engine Marketing?
3. List top 3 Search Engines in terms of search traffic?
4. What do you mean by Unique Visitor?

- **Intermediate**

1. Why is SEM gaining popularity?
2. What is Web Analytics?
3. Name 3 popular SEM discussion forums?
4. What is Alexa ranking?
5. What is the difference between Search Engine Marketing and Internet Marketing?

- **Expert**

1. What is the approximate size (in US\$) of Search Engine Marketing industry?

▶ **SEO (Search Engine Optimization)**

- **Beginner**

1. What is SEO?
2. What is Google PR as shown on Google toolbar?
3. What is key word density?
4. What is the numeric range of PR shown on Google Toolbar?
5. Is Frame based website recommended for SEO?
6. In Google, how do you find the backward links for a webpage?
7. List 3 important directories.
8. List 3 important online PR sites.
9. List 3 important article sites.

- **Intermediate**

1. What are the advantages of SEO?
2. What are the disadvantages of SEO?
3. What is black hat SEO?
4. List 5 important website parameters for onsite SEO?
5. What is the difference between direct and indirect link?
6. What is the recommended length (in characters) of the Title and the Description tags?
7. What do you mean by SERPs?
8. What do you mean by keyword proximity?
9. What do you mean by keyword stemming?
10. What are the different ways of link building?

- **Expert**

1. What is the approximate size (in US \$) of SEO industry?
2. How do you optimize dynamic web pages?
3. What is Mod_Rewrite module?

- ▶ **PPC (Pay Per Click)**

- **Beginner**

1. What is PPC?
2. Does Yahoo offer PPC program?
3. What is the minimum bid amount (in US \$) for a click under Google Adwords program?

- **Intermediate**

1. What are the advantages of PPC?
2. What are the disadvantages of PPC?
3. Which is the most popular PPC program today?
4. What is the meaning of CPM?
5. What is a landing page?
6. What is the difference between Google AdSense and Google Adwords?

- **Expert**

1. What is the approximate size (in US \$) of PPC industry?
2. Can a lower bid Ad get higher ranking than an Ad with higher bid amount in Google Adwords?