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## **Marketing Interview Questions**

### **General Marketing Understanding**

1. Tell me how you became interested in marketing and how you got started.
2. How would you go about producing a marketing plan that you know the company CEO will read?
3. How would you go about prioritizing marketing opportunities for our company?
4. In general what percent of a company's total marketing budget do you believe should be allocated toward internet marketing, SEO, SEM, website development, etc.?
5. Do you believe traditional marketing is still effective? Explain.
6. It takes a lot to run marketing at this company. What controls would you put in place?
7. Where would you like to be 5 years from now?

### **Search Engine Optimization (SEO)**

#### **Technical / Tactics**

How current is the candidate? This is critical since there's a lot of confusion in the marketplace about what's working and what's not working. Your candidate must give solid answers to these questions.

1. Are you on Facebook? Do you Twitter?
2. Give me a description of your general SEO experience.
3. Could you briefly explain how page ranking is done by search engines?
4. Can you explain the difference between Web 1.0, 2.0 and 3.0?
5. What SEO tools do you regularly use?
6. What areas do you think are currently the most important in organically ranking a site? Do you have experience in copywriting and can you provide some writing samples?
7. Have you ever had something you've written reach the front-page of Dig It, Reddit, Delicious or Stumbled Upon?
8. Explain to me which META tags matter in today's world.



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## Analysis

How well developed are the candidate's campaign assessment skills?

1. Are you familiar with web analytics and what packages are you familiar with?
2. How do you evaluate whether an SEO campaign is working?
3. What does competitive analysis mean to you and what techniques do you use?
4. If you've done 6 months of SEO for a site and yet there haven't been any improvements, how would you go about diagnosing the problem?
5. How many target keywords should a site have?
6. How do you decide how to divide your budget between organic SEO and pay-per-click SEM?

## Industry Involvement

Is SEO just a job to pay the bills? Nothing wrong with that, but some senior positions can benefit from more enthusiasm and interest that can be measured by work done outside of the office.

1. Have you attended any search related conferences?
2. What are some challenges facing the SEO industry?
3. What industry sites, blogs, and forums do you regularly read?

Harris Consulting LLC

<http://harconllc.com>

Freephone: 1-866-856-5669

Office direct: 1-858-481-8665

Email: [inboundmarketing@harconllc.com](mailto:inboundmarketing@harconllc.com)

**FINAL NOTE:** It's very important that the interviewer have enough experience with general marketing and internet marketing to be able to answer these questions himself/herself. Otherwise the interviewer will not be able to assess the validity of the candidate's skills and experience.