

PPC Executive Interview Questions and Answers PDF | Xobin [Downloaded]

We at Xobin reached out to over 60+ hiring teams to curate the best interview questions. We didn't stop there.

We went ahead to understand what type of answers differentiated top candidates from the rest. Here is what we've got you.

Role specific skills to look for- Knowledge of adwords, design knowledge, etc.

Soft skills to look for- Communication, analytical thinking, etc.

Pro Tip : Always screen before you interview. Use [Online Assessment to screen applicants for a PPC Executive position](#) before blocking your time for an in-person interview.

Compilation of PPC Executive Interview Questions

Role specific interview questions to ask an SEO Analyst



What are adwords?

Purpose of this question: The question tests the knowledge of the candidate.

What to listen for in candidate response: Candidate should clearly explain what are adwords



What are the different types of keywords?

Purpose of this question: The question tests the knowledge of the candidate.

What to listen for in candidate response: Candidate should clearly explain the different types of keywords.



What is Google auction and how does it work?

Purpose of this question: The question tests the candidate's understanding of the different PPC concepts.

What to listen for in candidate response: Candidate should thoroughly explain the whole process of Google auction.



What is Google quality score

Purpose of this question: The question tests the understanding of the candidate.

What to listen for in candidate response: Listen for specific terms which explain the meaning of google quality score.



How would you explain pay per click to a complete beginner?

Purpose of this question: The question tests the competence of the candidate and shows how easily the candidate can explain the concept to basically anyone.

What to listen for in candidate response: Top candidates provide a really simple yet explanatory answer.



What are invalid clicks?

Purpose of this question: The question tests the scope of knowledge of the candidate.

What to listen for in candidate response: Listen for specific terms which explain the meaning of invalid clicks.



Is it possible to track the conversion in Google adwords? How?

Purpose of this question: The question is designed to test the competence of the candidate as a PPC executive.

What to listen for in candidate response: Listen for the specific terms which explain the whole process and pay attention to the ease with which the candidate gives the answer.



How is Google ad API used?

Purpose of this question: The question tests the scope of skills of the candidate.

What to listen for in candidate response: Listen for specific terms that explain the meaning of the mentioned term and explain how it is used.



Tell us the maximum limit of characters for PPC ads.

Purpose of this question: The question allows you to test the knowledge of the candidate.

What to listen for in candidate response: Listen for specific terms which explain the meaning of PPC ads.



What is DFA?

Purpose of this question: The question allows you to test the knowledge of the candidate.

What to listen for in candidate response: Candidates should concisely explain the meaning of the term in simple terms.

Situational Interview Questions for an SEO Analyst



How would you describe your strategy while working with Google ad words?

Purpose of this question: The question allows you to test the competence level of the candidate.

What to listen for in candidate response: Top candidates will describe their practical strategy and you should focus on data driven answers as to how that strategy has brought them results.



According to you, which match type will be the most appropriate for our company's product campaign?

Purpose of this question: The question helps in testing the analytical skills of the candidate.

What to listen for in candidate response: Top candidates will back their answer by some solid data or reasons.



Tell us about a campaign where you got highest conversion rates

Purpose of this question: The question tests the skill level of the candidates.

What to listen for in candidate response: Focus on data driven answers and if possible ask for some evidence from the candidate.



Tell us about a campaign that got lowest conversion rates and what did you learn from it

Purpose of this question: The question helps in understanding how well the candidate deals with failure.

What to listen for in candidate response: Top candidates accept that they made a mistake and show some proof as to how they overcame that mistake by learning from it.



How would you describe your development as to what changes can you observe in your strategies from when you started as compared to today.

Purpose of this question: The question allows you to understand if the candidate develops from time to time or not.

What to listen for in candidate response: Top candidates will explain how they have developed over time and might show some evidence for that as well.



What would you do if you had to improve the quality score of our page?

Purpose of this question: The question puts the candidate in a real life job situation and tests their decision making skills.

What to listen for in candidate response: Top scores will provide their answers with some solid backed up reasons or data for the same.



If you had to check the performance of our company's past campaigns, what are the metrics that you might use for that?

Purpose of this question: The question is designed to test the scope of skill of the candidate as well as judge their decision making ability.

What to listen for in candidate response: Top candidates ask a lot of questions so as to be clear regarding the facts and then give their answer which is altered according to your company's needs.



What would be your suggestions to improve the quality of our landing page?

Purpose of this question: The question helps in determining the analytical skills of the candidate.

What to listen for in candidate response: Listen for specific terms and reasons of the candidate when they mention any suggestions.



Do you believe in taking spontaneous decisions in this profession? If yes please tell us about a time when you took a spontaneous decision and how it turned out?

Purpose of this question: The question helps in determining the skills of the candidate and allows you to understand the approach of the candidate towards work.

What to listen for in candidate response: Top candidates be upfront about this topic. If yes, they explain their whole experience and might even provide some evidence to show that it's true.



From your past experiences, do you think you work better individually or in a team?

Purpose of this question: This question helps you in getting clarity regarding the candidate's style of working.

What to listen for in candidate response: Top candidates usually give a solid reason for their answer and don't change their answers if grilled about it.

Start Optimizing your PPC Executive Hiring today

Find and hire talent with confidence. If your candidate doesn't know the answer to the above questions and you're hiring for a PPC specific position, then they're obviously not a great fit.

Prepared and Curated by Xobin Team

