

The candidate...

Tell us a little about yourself, university, work experience, current hobbies / interests

You have a website? What drove you to create the site and what drives you to keep it updated?

Talk me through the features of that site.

(if this is a second interview and a junior position) What have you learned about SEO since we last met?

The role..

What attracts you to this company?

What attracts you to digital marketing, and in particular, SEO?

How would you rate yourself as an SEO consultant today?

If you had to improve your skills and knowledge in SEO, what resources would you use in order to achieve that goal?

Name an SEO website you read and why you chose this one in particular.

Explain why links are so important to Google rankings.

What makes for an authoritative website?

I have a website that you would like to acquire a link from. Tell me how you would go about achieving this.

Explain link baiting. Give an example of how you would run a campaign using this tactic for our company

What's the biggest success you've had in SEO?

Explain the following terms

- 1) 302 redirect
- 2) URL Canonicalisation
- 3) Robots.txt wildcards
- 4) Nofollowed links
- 5) Semantic HTML markup

Presentation

If the candidate has been briefed before the interview it may be sensible to ask him / her to prepare a small presentation of a previously delivered SEO campaign, what changes the candidate made and what the outcome was.

Analysis

Explain how you could use Google keyword data to predict keyword traffic volumes

What other sources of keyword data would you use in an SEO campaign – how reliable are these?

Explain the Vlookup function in MS Excel

Name and explain a few significant traffic performance metrics to an SEO – why are each of those important?

Self-management, self-motivation and self-knowledge

How do you think a close friend who knows you well would describe you?

How motivated and hard working would you describe yourself?

How do you think a manager who you have worked for would describe you?

Personal and career objectives

What are your short and long-term goals?

How are you preparing yourself to achieve them?

What are the most important things you are seeking in a career?

Ability, competence and achievement

What two or three accomplishments have given you the most satisfaction?

Why?

Describe a time when you led or motivated others.

What do you feel qualifies you for this position?

Teamwork

Tell me about a time when you worked successfully as a member of a team.

Describe a situation where you were successful in getting people to work together effectively.

Describe a situation in which you were a member (not a leader) of a team, and a conflict arose within the team. What did you do?

International SEO

Talk me through a successful International SEO campaign you have delivered for a client or in-house from research to delivery.

What challenges do you think an SEO would face in a large “industrial strength” organisation

Tell me about an SEO experiment you have performed lately, and the outcome of that experiment.

What sources of information on international / multilingual SEO do you use? Do you visit specific websites / bloggers?

Keyword research in local countries and in particular, foreign languages is a challenge most international companies face in the future.

What tools or resources would you use to perform the keyword research in establishing a brand new website in a foreign language?

Thinking about our new site in Germany how will you approach refining the keyword strategy to increase overall traffic on the site?

Would you use the same tools to refine the keyword performance as you did when setting up the site?

Links are a key factor in the performance of any site in Google. Talk me through a linkbuilding strategy you would deliver to establish a foreign language website

How would you approach sourcing an international SEO agency or research agency to support your efforts in international SEO? Are you aware of any suppliers currently?