

Digital Marketing Interview Guide

SEO, campaigns & analytics

Domain practice questions

1. Explain search intent and how it informs an SEO content plan.
2. Compare organic and paid acquisition and define suitable success metrics.
3. Describe conversion tracking and common attribution limitations.
4. Explain how to diagnose a campaign with clicks but low conversions.
5. Design an A/B test with a hypothesis and a measurable outcome.
6. Present a campaign result with spend, conversion rate and return on investment.

Build a strong answer

Start with the business problem or technical context. Explain the approach, key decisions and tradeoffs. Give a concrete example and state the result. If you do not know, explain what you would investigate rather than guessing.

Project discussion checklist

Prepare a two-minute project introduction. Be ready to explain your contribution, architecture or business flow, test cases, one challenge and how you resolved it. Use only projects you can genuinely demonstrate.

Before your interview

Review the job description, revise your fundamentals, test your meeting setup and prepare questions for the employer. Keep your resume accurate. Practice a concise introduction and an example of teamwork using Situation, Task, Action and Result.

Preparation material only. These are not official employer questions. Selection depends on employer requirements and interview performance. Contact: info@sktechlearn.com