

# Online Media Operator Interview Questions And Answers Guide.



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# Online Media Operator Job Interview Preparation Guide.

## Question # 1

Suppose our company has 5 million keywords. How will you manage an account this size?

### Answer:-

An open-ended competency question. Automation of mundane tasks and increasing productivity is a major focus at my company. All of our search marketers are dedicated to sourcing and trialling new tools and finding ways to be more time-efficient. Usually the interview candidate will refer to bid management tools, but what I'm looking for here is their PPC toolset experience (keyword tools, web analytics tools, inventory management tools, etc.) as well as their opinion. We like opinionated, articulate people. Tell me why 5 million keywords are stupid. Or how you'd manage them on a tiered basis of top performers, has-potential, and dead wood.

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## Question # 2

Why should we hire you as Online Media Operator?

### Answer:-

Because of your knowledge, experience, abilities, and skills.

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## Question # 3

Tell me are you a leader?

### Answer:-

Absolutely! Cite specific examples using your current job as a reference point.

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## Question # 4

Tell me do you generally speak to people before they speak to you?

### Answer:-

It depends on the circumstances.

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## Question # 5

Do you know what is Google Ad API?

### Answer:-

Google Ad API is designed for representing large, tech savvy advertisers and third parties. It allows developers build an application that directly interacts with Google Adwords server.

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## Question # 6

Tell me what is conversion optimizer in Adwords?

### Answer:-

Conversion Optimizer is a tool used by Google Adwords for bid manipulation and decides which clicks on the ad will be valuable. It can help you to return maximum on your investment.

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## Question # 7

Tell me what is Ad rank?

### Answer:-



Ad rank determines your ad position on Google page, and it is determined by your bid for that keyword and quality score.

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### Question # 8

Tell me what is Google's Quality Score and what role does it play in ranking?

#### Answer:-

This used to be a technical question I'd use in the first face-to-face interview but I was stunned to find that some candidates either

- a) Did not know what QS was or
- b) Thought I was talking about PageRank!

While I do not expect Google's textbook answer, I am hoping the candidate understands the basic concept behind QS (clickthrough rate + other factors) and that QS is part of the Ad Rank formula where:

Ad Rank = CPC bid X Quality Score.

I now use this question to open the technical section of a phone interview. A primary function in their role as PPC analyst will be to educate non-search people. Their ability to explain Quality Score and Ad Rank to me in plain English is something I pay very close attention to.

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### Question # 9

Explain me what about the job offered do you find the most attractive? Least attractive?

#### Answer:-

List three or more attractive factors and only one minor unattractive factor.

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### Question # 10

Tell me what career options do you have at the moment?

#### Answer:-

"I see three areas of interest..." Relate those to the position and industry.

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### Question # 11

Explain what was the last book you read? Movie you saw? Sporting event you attended?

#### Answer:-

Talk about books, sports or films to show that you have balance in your life.

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### Question # 12

Do you know what is cpm?

#### Answer:-

Cost per thousand (CPM) is a marketing term used to denote the price of 1,000 advertisement impressions on one webpage. If a website publisher charges \$2.00 CPM, that means an advertiser must pay \$2.00 for every 1,000 impressions of its ad. The "M" in CPM represents the Roman numeral for 1,000.

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### Question # 13

Tell me what is the meaning of CTR and how you can calculate?

#### Answer:-

CTR stands for Click through rate that tells the number of visitors visited on your ad on the web page. The formula for calculating CTR is

Number of click / Number of impressions X 100

These will give you an answer in percentage like what percentage of customers have viewed your ad.

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### Question # 14

Do you know what is an ad group in Google Adwords?

#### Answer:-

Ad group is a container of your keywords, advertisements, and landing pages. Google rewards advertisers who prepare Adword campaigns with tightly structured ad groups. Its not advisable to include all your keywords into the single ad group, but to organize keywords into themes.

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### Question # 15

Suppose our company brand is called "black widgets." However, we also rank first organically for our brand "black widgets." What PPC strategy would you propose for the keyword "black widgets" and why?

#### Answer:-

This question looks at the candidate's logic as well as their experience with branded keywords. Some good answers I have heard include:

"Depends on the aggregate ROAS for both the organic and paid campaign. If we have a better return overall when Adwords is running, then go for it."

"I would probably run a paid campaign because it is a brand keyword. Some studies I have read showed that running a paid campaign for brands acts a double reinforcement of the brand."



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### Question # 16

Tell me what would you do for us? What can you do for us that someone else can't?

**Answer:-**

Relate past experiences that show you've had success in solving previous employer problem(s) that may be similar to those of the prospective employer.

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### Question # 17

Tell me are you creative?

**Answer:-**

Yes. Give examples that relate to your current job.

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### Question # 18

Tell me how you can track conversions in Google Adwords?

**Answer:-**

In Google Adwords, conversion tracking can be done in following ways

- \* Tracking purchases by involving basic tracking code provided by Adwords and modifying it with additional code unique to your particular e-commerce platform
- \* View-through conversion window options tracks when a person sees your ad but does not click it (impression)
- \* By enabling your ad rotation setting to optimize for clicks, meaning that Adwords will serve the ads it feels are likely to be clicked
- \* By accessing search funnels inside tools and analysis, you can also know when customers clicked on your ad for the first time and how frequently they saw your ad before converting.

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### Question # 19

Explain some of the Google Adword Ad Extensions?

**Answer:-**

Different ad extension can enhance the increase in traffic. Some of the common Ad extensions used in adwords are Sitelinks

- \* Call Extensions
- \* Location Extensions
- \* Social Annotations
- \* Seller ratings
- \* Mobile app extensions
- \* Offer ads
- \* Communication Ad
- \* Review extension
- \* Image and drop down navigation Ad extension

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### Question # 20

Suppose I am advertising for "black widgets" but I'm concerned about the increase in costs. What should I do?

**Answer:-**

Believe it or not, some candidates tend not to ask further questions and launch straight into a very long, complex solution. What would you do if your boss gave you too little information? Was it an increase in CPC or CPA? Have competitors begun a bidding war? Did you turn on broad/phrase/exact matching. Do you have negative keywords?

If the question seems a bit vague or brief, ask the interviewer more questions to clarify!

My favorite response was the cheeky candidate that said: "If all else fails, reduce the budget by \$400K and hire 3 developers and a dedicated SEO guy."

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### Question # 21

Do you know what are the other two options for bidding other than C-P-C?

**Answer:-**

Other than CPC the other two options are CPM (Cost per Thousand Impression) and CPA ( Cost Per Action ).

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### Question # 22

Tell me why do you want to work for us?

**Answer:-**

Don't talk about what you want; first, talk about their needs: You would like to be part of a specific company project; you would like to solve a company problem; you can make a definite contribution to specific company goals.

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### Question # 23

Explain what all things can be done using Google Ad API?



### Answer:-

With Google Ad API, you can build an application that can do following things

- \* You can automatically generate keywords, ad text, custom reports and landing pages
- \* Develop additional applications and tools to help you manage accounts
- \* Synchronize Adwords data with your inventory system to manage campaigns based on stock

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### Question # 24

Operational SEO Based Job Interview Questions:

#### Answer:-

- \* What is the relationship between content and SEO?
- \* What are the most common issues for on-page SEO ranking?
- \* What are your favorite SEO tools? Why do you use them?
- \* Is our website search-friendly? What would you do to improve optimization?
- \* What link-building strategies have worked well for you? What didn't work so well?
- \* Describe an SEO experiment that you set up. Talk about your process, results, and hypothesis.

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### Question # 25

Operational SEM Job Interview Questions:

#### Answer:-

- \* What part of your previous company's funnel needs work? How would you fix it?
- \* How do you decide how much you can pay for a click in a PPC campaign?
- \* How do you decide which keywords you'd like to target?
- \* Have you used AdWords before? What campaign metrics did you look at?
- \* Describe a time you ran an A/B test. Talk about your process, results, and hypothesis.
- \* If you saw your average position drop week over week, what would you do?

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### Question # 26

Do you know what is Adwords?

#### Answer:-

Adwords is the system that Google has designed to assist in marketing product or services in Google search engine and its affiliated sites. It will place a text ad that appears when people search for phrases associated to your offering.

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### Question # 27

Tell me how would you describe the essence of success? According to your definition of success, how successful have you been so far?

#### Answer:-

Think carefully about your answer and relate it to your career accomplishments.

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### Question # 28

Tell me why to use Google Adwords?

#### Answer:-

Google Adwords behave differently to traffic that comes from Google Adwords or "Pay Per Click". The traffic that comes through surfing often visits the website for information, whereas the traffic via pay per click knows what they are clicking on and what they want to buy. So few visitors through Adwords might be more valuable than million visitors.

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### Question # 29

Tell me how would you describe your own personality?

#### Answer:-

Balanced is a good word to use, but remember the type of company you are interviewing at. Some companies may want someone who is aggressive and a go-getter.

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### Question # 30

Let's pretend that I'm from a competitor who is buying the same trademarked keyword that your department owns. Despite a polite email, I have refused to stop bidding on your trademarked term. What steps do you take?

#### Answer:-

In our organization, trademark infringement is an issue that rears its ugly head every now and then.

This question tests not only candidate knowledge on Google's trademark infringement policy and best practices for bidding on a competitor's keywords, but also their conflict resolution skills. I usually choose to be an obstinate and prickly competitor that refuses to back down.

This final roleplay question can often get heated or weird, but is the ulterior goal is to simply test their conflict resolution skills.

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### **Question # 31**

Tell me if you could start your career again, what would you do differently?

#### **Answer:-**

Nothing ... I am happy today, so I don't want to change my past.

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### **Question # 32**

Do you know what are the type of Keywords?

#### **Answer:-**

There are no specific types for Keywords however they are classified on the basis of how likely is going to be clicked by visitors

- \* Research Keywords: It tends to contain one or two words - Tea
- \* Consideration: It tends to contain two or three words - Green Tea
- \* Purchase: It must have more than three words - buy loose green tea
- \* Loyalty: This must be shorter- Starbucks

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### **Question # 33**

Tell me how Adwords work?

#### **Answer:-**

Adwords work on bidding system if the bidding price is higher your ad will appear on top of the Google page. Adwords works on "pay per click" that means you only pay the amount you have bid if someone taps on your ad as a result of a web search.

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### **Question # 34**

Do you know what is Cost Per Action (CPA)?

#### **Answer:-**

Cost per acquisition (CPA), also known as pay per acquisition (PPA) and cost per conversion, is an online advertising pricing model where the advertiser pays for each specified acquisition - for example, an impression, click, form submit (e.g., contact request, newsletter sign up, registration etc.).

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### **Question # 35**

Tell us what are your future goals?

#### **Answer:-**

Avoid, "I would like the job you advertised." Instead, give long-range goals.

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### **Question # 36**

Do you know what is Google Quality Score?

#### **Answer:-**

Google's quality score determines how beneficial and relevant your ad is to the user, based primarily on your ad's CTR, quality of your landing page and keyword relevance. Higher quality score keywords will save your money and earn better ad ranking.

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### **Question # 37**

Tell me how does Ad rank impact Cost-Per-Click?

#### **Answer:-**

Ad rank plays a huge role in defining the actual cost-per-click that your opponents pay, when someone clicks on their ads. Your CPC can be calculated by following way

Your Price = The ad rank of the person below you/ your quality score + \$0.01

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### **Question # 38**

Tell me what is the toughest part of a job for you?

#### **Answer:-**

Be honest. Remember, not everyone can do everything.

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### **Question # 39**

Tell me in google Adwords that options can't be changed after creating an account?

#### **Answer:-**

After creating account Currency and Time Zone, cannot be changed.

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### **Question # 40**

Explain what is the limit set for the number or characters for Adwords ad?

#### **Answer:-**

Limit for Adword is

\* Description line 1st : 25 characters

\* Description line 2nd: 35 characters

\* Destination URL: 1024 characters

No images are allowed in URL.

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### **Question # 41**

Tell me what gets entered into a Google Account?

#### **Answer:-**

Once the advertisers determine the keywords that they want to bid on, Google will enter a keyword from your account which is most related into the auction with the maximum bid specified as well as the associated ad.

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### **Question # 42**

Tell me how you can improve conversion rates?

#### **Answer:-**

By creating ads that match properly with keywords and create tightly themed ad groups, you can target users to the campaign that helps in conversions.

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### **Question # 43**

Tell me how does a Google auction work?

#### **Answer:-**

Each month auction gets run billion of times, and the result are such that users find ads that are relevant to what they are looking for. The search engine processes the request and runs the auction that determines the ad positions and each advertisers CPC.

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