

General Digital Marketing Basics

1. What is digital marketing?

- Digital marketing is the use of online platforms and tools to promote products or services, including SEO, PPC, email marketing, content marketing, and social media.

2. What are the main types of digital marketing?

- SEO (Search Engine Optimization)
 - PPC (Pay-Per-Click Advertising)
 - Social Media Marketing
 - Content Marketing
 - Email Marketing
 - Affiliate Marketing
 - Influencer Marketing
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SEO (Search Engine Optimization)

1. What is SEO?

- SEO stands for Search Engine Optimization. It's the practice of optimizing a website to rank higher on search engine results pages (SERPs) and increase organic traffic.

2. What are the types of SEO?

- On-Page SEO (e.g., keyword optimization, meta tags)
- Off-Page SEO (e.g., link building, social signals)
- Technical SEO (e.g., site speed, mobile-friendliness)

3. What are keywords?

- Keywords are the terms or phrases people search for on search engines. They guide content creation to match user intent.

4. What are backlinks?

- Backlinks are links from other websites to your site. They improve your site's authority and SEO rankings.

PPC (Pay-Per-Click Advertising)

1. What is PPC?

- PPC is a digital advertising model where advertisers pay a fee each time their ad is clicked. It's commonly associated with Google Ads.

2. What are the main components of a PPC campaign?

- Keywords
- Ad Copy
- Landing Page
- Bidding Strategy
- Target Audience

3. What is Quality Score in Google Ads?

- Quality Score is a measure of the quality and relevance of your ads, keywords, and landing pages. Higher scores lead to better ad placements and lower costs.

Basics of HTML for Digital Marketing

1. What is HTML?

- HTML (HyperText Markup Language) is the standard language for creating webpages. It structures content for the web.

2. What are meta tags in HTML?

- Meta tags provide information about a webpage to search engines and visitors. Examples include meta title, description, and robots.txt.

3. What is the use of the <a> tag?

- The <a> tag creates hyperlinks, allowing users to navigate between web pages.

4. What is the tag?

- The tag is used to embed images in a webpage.
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Social Media Marketing

1. What is social media marketing?

- Social media marketing uses platforms like Facebook, Instagram, and LinkedIn to promote products, engage with audiences, and build brand awareness.

2. What are engagement metrics?

- Metrics include likes, shares, comments, and clicks, indicating how users interact with your content.

3. How do you measure the success of a social media campaign?

- By tracking KPIs such as reach, engagement rate, conversions, and ROI.
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Tools for Digital Marketing

1. What are some popular SEO tools?

- Google Analytics
- Google Search Console
- SEMrush
- Ahrefs
- Moz

2. What are some email marketing tools?

- Mailchimp
- Constant Contact
- HubSpot
- Sendinblue

3. What is Google Analytics used for?

- It tracks website traffic, user behavior, and conversion rates to help optimize digital marketing efforts.
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Content Marketing

1. What is content marketing?

- Content marketing involves creating and distributing valuable, relevant content to attract and engage a target audience.

2. What are the types of content?

- Blogs, videos, infographics, case studies, eBooks, and podcasts.
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Basic Interview Tips for Freshers

1. Why should you learn about multiple digital marketing channels?

- Understanding multiple channels helps create integrated marketing strategies and optimize campaigns for better results.

2. How do you stay updated on digital marketing trends?

- Follow blogs (e.g., Moz, Neil Patel), attend webinars, join forums, and explore new tools.