

DIGITAL MARKETING INTERVIEW QUESTIONS

“Master these Digital Marketing interview questions to confidently demonstrate your SEO, social media, paid advertising, analytics, and campaign strategy expertise, impress interviewers, and accelerate your career in modern online marketing and brand growth roles.”

- What is Digital Marketing?**
- Difference between traditional marketing and digital marketing.**
- What are the main channels of digital marketing?**
- What is inbound marketing?**
- What is a marketing funnel?**
- Difference between B2B and B2C digital marketing.**
- What is branding in digital marketing?**
- What is ROI in marketing?**
- What is SEO and why is it important?**
- Difference between on-page and off-page SEO.**
- What is technical SEO?**
- What are keywords?**

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- What is keyword research?
- What are backlinks?
- What is domain authority?
- What is Google algorithm update?
- What is Google Ads?
- Difference between PPC and CPC.
- What is Quality Score?
- What is conversion tracking?
- Difference between search ads and display ads.
- What is remarketing?
- What is social media marketing?
- Difference between organic and paid social media.
- What is content strategy?

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Plugins & Functionality

What are essential WordPress plugins?

What is the difference between plugin and theme functions?

What is WooCommerce?

What are shortcodes?

What is plugin conflict and how do you fix it?

What is caching in WordPress? How do you secure a WordPress website?

What is WordPress backup and why is it important?

What is SEO plugin (Yoast / Rank Math)?

How do you optimize WordPress website speed?

What is SSL and why is it required?

What is spam protection in WordPress