

FB&GOOGLE ADS INTERVIEW QUESTIONS

“Master these Facebook and Google Ads interview questions to confidently demonstrate your campaign planning, audience targeting, bidding strategies, ad creatives, conversion tracking, analytics, and performance optimization expertise, impress interviewers, and accelerate your career in paid advertising and performance marketing roles.”

- What is paid advertising in digital marketing?
- Difference between Google Ads and Facebook Ads.
- What is PPC (Pay Per Click)?
- What is CPC and CPM?
- What is ROAS?
- What is Google Ads?
- How does Google Ads work?
- What are the types of Google Ads campaigns?
- Difference between Search Ads and Display Ads.
- What is keyword match type?
- What is Quality Score?
- What is Ad Rank?

FB&GOOGLE ADS INTERVIEW QUESTIONS

“Master these SEO interview questions to confidently demonstrate your keyword research, on-page and technical optimization, link-building, analytics, and ranking strategy expertise, impress interviewers, and accelerate your career in search engine optimization and organic growth roles.”

- What are ad extensions?
- What is conversion tracking?
- What is bidding strategy in Google Ads?
- How do you improve Quality Score?
- What is negative keyword?
- How do you reduce CPC?
- What is A/B testing in Google Ads?
- How do you scale a Google Ads campaign?
- What are Facebook Ads?
- Difference between Facebook Ads and boosted posts.
- What are campaign objectives in Facebook Ads?
- Difference between traffic and conversion campaigns.