

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CRO SPECIALIST

1

How do you define a successful conversion and what metrics do you prioritize to gauge conversion effectiveness?

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2

Can you describe a time when a CRO experiment you conducted led to significant changes in a website or campaign?

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Which tools and platforms do you prefer for A/B testing and why?

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How do you balance user experience and conversion optimization, especially when they seem to conflict?

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Describe a situation where your CRO recommendation was not implemented. How did you handle it?

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6

How do you determine the statistical significance of your test results?

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How do you approach mobile conversion optimization compared to desktop?

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Can you discuss a time when you had to work closely with designers and developers to implement your CRO strategies?

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9

How do you handle situations where the results from your tests did not match initial hypotheses or expectations?

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10

With ever-changing user behaviors and trends, how do you stay updated with the latest CRO best practices and tools?

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OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	1 2 3 4 5	
Prior Work Experience Skills or qualifications acquired through past work.	1 2 3 4 5	
Qualifications / Experience The technical skills the position actually needs.	1 2 3 4 5	
Problem Solving Abilities Demonstrated critical problem-solving.	1 2 3 4 5	
Communication Team building and communication skills.	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Organizational Fit Would this hire steer the organization the right way?	① ② ③ ④ ⑤	
Directional Fit A step forward, or backward, in their career?	① ② ③ ④ ⑤	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.