

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · GOOGLE ADS SPECIALIST

1	How do you approach keyword research and selection for a new campaign?	12345	
2	Can you describe a campaign where you significantly improved ROI?	12345	
3	How do you handle ad campaigns with limited budgets?	12345	
4	How do you utilize ad extensions to enhance campaign performance?	12345	
5	Can you explain a time when you had to adjust a poorly performing campaign? What steps did you take?	12345	
6	How do you stay updated with the latest Google Ads features and updates?	12345	
7	Describe your experience with A/B testing for ad copy and landing pages.	12345	
8	How do you measure and report on campaign success?	12345	
9	What strategies do you employ to improve the Quality Score?	12345	
10	How do you handle competition analysis within Google Ads?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	
Directional Fit A step forward, or backward, in their career?	12345	

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.