

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · PPC SPECIALIST

1	What experience do you have in managing Google Ads campaigns?	1 2 3 4 5	
2	What strategies do you use to ensure the best performance for PPC campaigns?	1 2 3 4 5	
3	How do you decide which keywords are most effective for a campaign?	1 2 3 4 5	
4	Can you explain the different types of bidding strategies used in PPC campaigns and when each one is appropriate?	1 2 3 4 5	
5	Have you ever faced any challenges with optimizing or scaling up an existing PPC program? If so, how did you handle them?	1 2 3 4 5	
6	How familiar are you with A/B testing and conversion tracking tools like Adwords, Bing Ads, etc.?	1 2 3 4 5	
7	What metrics do you use to measure the success of a PPC campaign?	1 2 3 4 5	
8	What data analysis techniques have you used to forecast ROI and other performance metrics?	1 2 3 4 5	
9	How do you stay up-to-date with the latest trends in PPC advertising?	1 2 3 4 5	
10	Do you have any experience using bid management tools such as AdWords Editor or Marin Software?	1 2 3 4 5	

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	
Organizational Fit Would this hire steer the organization the right way?	1 2 3 4 5	

CRITERIA	SCORE (1-5)	NOTES
Directional Fit A step forward, or backward, in their career?	<div>12345</div>	<div></div> <div></div>

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.