avaHR

SEM Specialist Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · SEM SPECIALIST

1	What experience do you have with SEM?	① ② ③ ④ ⑤	
2	What are some of your experiences working with clients?	① ② ③ ④ ⑤	
3	What is your understanding of the target audience for this campaign?	① ② ③ ④ ⑤	
4	How would you identify and track key performance indicators for this campaign?	① ② ③ ④ ⑤	
5	What methods would you use to optimize this campaign?	① ② ③ ④ ⑤	
6	What do you think is the most important aspect of a successful SEM campaign?	① ② ③ ④ ⑤	
7	What do you think is the most important element of SEM?	① ② ③ ④ ⑤	
8	Do you have any tips for reducing costs while running an SEM campaign?	① ② ③ ④ ⑤	
9	How would you go about optimizing a website for search engine visibility?	① ② ③ ④ ⑤	
10	Describe the tools and processes you use to identify keywords for an SEM campaign.	① ② ③ ④ ⑤	
11	How do you measure the success of an SEM campaign?	① ② ③ ④ ⑤	
12	What strategies do you use to stay up to date on industry news and changes in technology?	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	

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.