avaHR

SEO Analyst Candidate Scorecard

Score every candidate against the same questions and criteria

CANDIDATE	INTERVIEWER	DATE	STAGE

INTERVIEW QUESTIONS · SEO ANALYST

1	What experience do you have with SEO?	① ② ③ ④ ⑤	
2	How long have you been working in the field of SEO?	① ② ③ ④ ⑤	
3	What techniques do you use to optimize content for search engines?	① ② ③ ④ ⑤	
4	Describe a successful campaign that you've worked on.	① ② ③ ④ ⑤	
5	Do you keep up with the latest industry trends and news related to SEO?	① ② ③ ④ ⑤	
6	Can you provide examples of how your work increased traffic or revenue for an organization?	① ② ③ ④ ⑤	
7	How do you measure the success of your SEO campaigns?	① ② ③ ④ ⑤	
8	What methods do you use to stay ahead of search engine algorithm updates?	① ② ③ ④ ⑤	
9	What methods and tools do you use to track keyword performance?	① ② ③ ④ ⑤	
10	Have you ever faced any challenges while optimizing a website and how did you tackle them?	① ② ③ ④ ⑤	
11	Are there any strategies that you consider outdated for SEO optimization?	① ② ③ ④ ⑤	
12	How familiar are you with Google's algorithm changes and how they affect SEO rankings?	① ② ③ ④ ⑤	
13	Have you ever achieved top-position results on major search engines such as Google, Yahoo, or Bing?	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	

CRITERIA	SCORE (1–5)	NOTES
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	
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.