

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · SEO SPECIALIST

1	Can you describe your process for researching and building SEO strategies?	1 2 3 4 5	
2	How familiar are you with the different components of SEO, such as coding, HTML/CSS, keyword research, content optimization, etc.?	1 2 3 4 5	
3	Have you ever implemented a successful link-building strategy? Describe what it was.	1 2 3 4 5	
4	Are you familiar with using tools like Google Analytics or SEMrush for reporting and tracking performance metrics?	1 2 3 4 5	
5	Can you explain how search engine algorithms work?	1 2 3 4 5	
6	How do you measure success when developing an SEO plan for a website?	1 2 3 4 5	
7	What experience do you have with local SEO and optimizing for local searches?	1 2 3 4 5	
8	Do you have any experience with optimizing for mobile devices?	1 2 3 4 5	
9	Describe how you collaborate with other departments (design, development, etc.) to ensure an effective SEO plan.	1 2 3 4 5	
10	How do you monitor and adjust SEO strategies to keep up with changing algorithms?	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?

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.