



## Screening Test: SEO & PPC Analyst

**Directions:** Please complete this Screening Test to the best of your ability. You can use any resources you'd like, however we discourage you from copying answers directly from online sources. Many of the questions are open-ended, so please keep this in mind.

1. A client's ecommerce website has an average order value of \$100. The client's net margins are 40% (ie. 40% of revenue generated from Adwords is profit). How might you create an automated rule to pause non-performing keywords?

2. Through looking at Google Analytics you've discovered that users who visit the Contact page on your client's website convert at 10% while the average conversion rate for the website is 2%. How might you use Google Adwords to market to this specific user group?









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9. A potential client who sells patio chairs comes to you and is very frustrated. He has spent a month adding the keyword "vancouver patio chairs" to all of his meta titles and meta descriptions, yet Google Search Console shows his website as ranking in the 100th position for this keyword. What would you tell this client?