

# Content Writer Interview Questions and Answers for Fresher's

Source: <https://www.newspiner.com/content-writer-interview-questions-and-answers/>

## Introduction:

The job of the content writer is to visualize a product, service, or relatable thing and frame it in the form of content that showcases the ideology behind that product or service correctly. Content writers sometimes act as the main phase of the meetups in any organization.

Sometimes there arrives a need to explain that ideology orally, and that is where the skills are tested, so this shows that content writers should have good ability and communication skills to showcase it if required.

Content writer's responsibilities are to research and analyze the topics for SEO, Follow brand guidelines while writing the content plagiarism-free and with no errors. With these responsibilities, some qualities that content writers should possess are Time management, good communication skills, Research, Adaptive nature, Proper knowledge about social media and search engines. Below are some of the **Content Writer Interview questions** for a better understanding of this profession

## Content Writer Interview Questions And Answers

### 1. Why is targeting customers important?

Ans: Targeting your audience is important to get precise results. So, that you work only on that audience that is interested in your products or services.

## **2. Needful for good content?**

- Use of content
- engagement on content
- The originality of the text

## **3. How to decide the topic on which the content is to be written?**

Ans: The topic can be according to the need as well as the interest of the customers to get the best results out of it.

## **4. What are the basics of content strategies?**

The strategy includes thinking of an engaging topic, collecting and remaking new ideas, Making an overview about your idea, Following proper required techniques according to which content is to be maintained.

## **5. How do you prioritize SEO in the content?**

SEO can be obtained by these factors

1. Maintaining Keyword density
2. Proper Meta Tags
3. Proper Body Tags
4. Defined URL Structure
5. Internal/External linking to increase Engagement

## **6. What is included in content management systems?**

Content management systems include WordPress and Magento. These systems provide you with proper guidance.

## **7. How content planning is done by content writers?**

Planning not only includes how to write and what to write in the content, planning also includes the output that was expected is coming or not.

## **8. How are articles and blogs differentiated?**

Articles are formal; they provide information or news whereas blogs are informal and personal.

## **9. What are the Copy and content differences?**

Content is referred to as an article that is published unbiased i.e. not for promotional purposes. Whereas a copy is made or published for promotion purposes.

## **10. How do you proofread your content?**

- Read your content loudly
- Check your content on a hard copy.
- Check the structure of your paragraph
- Use spell-check
- check plagiarism

## **11. What are the types of content writing?**

- Content for Website
- Copywriting
- Content for Digital marketing
- Blog content
- Content based on Branding
- Content for Technical articles, blogs, posts etc.

## **12. What are the ways to use keywords in the content?**

1. Use keywords naturally and do not forcefully induce them.
2. Use keywords in the first 200 words and the last 200 words.
3. Insert keywords in SEO title Tag
4. Use keywords in the meta description

### **13. What are the different types of writing?**

- Narrative style writing
- Persuasive style writing
- Descriptive style writing
- Expository style writing

### **14. What genres are known to you?**

- Newspapers
- Fiction
- Mysterious
- Thrilling
- Detective
- Western

### **15. Which format of writing do you prefer?**

Every writer has their preferences according to interest and thinking about that particular topic. But the creative and trending approach is always welcomed and must be included in the write-up.

### **16. What are the enjoyable things about content writing?**

Ans: Content writing is the most enjoyable field because you can inculcate every idea as well as personal experience into the write-ups and hence the most interesting field.

### **17. What are the key points you keep in mind while thinking of any write-up?**

Ans:

- Properly research the topic.
- Make your ideas.

- Think of ideas in and out so that there is proper flow in the write-up.
- You should be answerable for every line you wrote in the text.

### **18. What should be the strengths of a content writer?**

Ans:

- Adaptability.
- Research.
- Originality.
- Search engine optimization (SEO)
- Time management.
- Communication.
- Editing.
- Knowledge of social media.

### **19. Do you think speaking is required in the content writing profession?**

Ans: Writing and speaking work hand in hand, sometimes before writing you need to explain the ideas orally to the officials because before writing any content one needs to visualize and should have a proper explanation to every point.

### **20. Qualifications required for a content writer?**

Ans: Generally, the qualification required for Content Writer is Bachelor's degree in communications, marketing, English, journalism, or related field. Some people join this field after doing bachelors in non-related fields through doing online courses and internships in content writing.