

# INTERVIEW BASICS

SEOrefugee.com Cartoon



**SEO job interview goes bad...**

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# INTERVIEW ABSOLUTES

## Before the Interview....

**Find out as much as you can about the company and the position**

**Prepare your interview clothing, making sure it is clean and presentable**

- **Practice your handshake**
- **Know what skills you have to offer the company**
- **Practice responses to commonly asked interview questions (The Big Seven)**
- **Prepare current copies of your Résumé and references**
- **Prepare at least three questions you would like to ask the interviewer**
- **Plan out how you will be to the interview. Find out which buses go to the company and when you will arrive there**

## During The Interview...

- **Arrive ten minutes before the interview**
- **Shake hands with the interviewer upon introduction**
- **Maintain positive body language. For example, sit up straight and maintain eye contact.**
- **Relax and think positively.**
- **Make sure your answers are clear and to the point – don't ramble!**

## After The Interview...

- **Follow-up with a thank you letter to the employer immediately after the interview**
  - **If you were not offered the job, ask the employer why and what you can do to improve**
- Evaluate yourself – what did you do during the interview that was effective? What can you improve on for the next time?**



**TYPICAL INTERVIEW QUESTIONS:**

- Tell me something about yourself.
- Why are you interested in this job?
- Tell me about the work you have been doing.
- What would previous employers say about you?
- What are your strongest skills? How have you used them?
- What would you like to improve about yourself? Why? How would you improve?
- What have you learned from the jobs you have had?
- Tell me about your experiences in school, workshops, or training.
- Why should I hire you for this job?

<b>BE PREPARED</b>	<ul style="list-style-type: none"> <li>• Practice! Practice! Practice!</li> <li>• Anticipate possible questions and practice answers to each of them.</li> <li>• Research – Know something about the company before the interview.</li> <li>• Prepare questions to ask in the interview.</li> </ul>
<b>BE PUNCTUAL</b>	<ul style="list-style-type: none"> <li>• Don't just be on time, be early.</li> </ul>
<b>LOOK GOOD</b>	<ul style="list-style-type: none"> <li>• Go to the interview neat and clean.</li> <li>• Dress conservatively and comfortably.</li> <li>• Avoid heavy make-up, trendy or flashy clothes or jewellery.</li> </ul>
<b>WATCH YOUR BODY LANGUAGE</b>	<ul style="list-style-type: none"> <li>• Offer a firm handshake.</li> <li>• Stand or sit erect but comfortably.</li> <li>• Sit down only after offered a chair.</li> <li>• Lean forward in your chair and relax.</li> <li>• Don't fidget.</li> <li>• Use eye contact.</li> </ul>
<b>CARRY A PORTFOLIO</b>	<ul style="list-style-type: none"> <li>• Show the interviewer that you plan ahead.</li> <li>• Bring all necessary information and more.                             <ul style="list-style-type: none"> <li>- Résumé</li> <li>- Letters of recommendation</li> <li>- Samples or pictures of work (if appropriate)</li> </ul> </li> </ul>
<b>BE ENTHUSIASTIC</b>	<ul style="list-style-type: none"> <li>• Have an absolutely positive attitude in the interview.</li> <li>• Be friendly but not too familiar.</li> <li>• Don't be negative about anything.</li> <li>• Sell yourself – the difference between bragging and self-confidence is enthusiasm.</li> </ul>
<b>SAY THANK YOU</b>	<ul style="list-style-type: none"> <li>• At the end of the interview, thank the interviewer for their time.</li> <li>• Follow-up with a brief thank you note that:                             <ul style="list-style-type: none"> <li>- reviews points brought up in the interview</li> <li>- adds ideas you forgot to mention</li> </ul> </li> </ul>
<b>SMILE</b>	<ul style="list-style-type: none"> <li>• Don't grin, but smile as you would in any conversation.</li> </ul>