

Instruction Sheet for the Candidate

Qualification	Blogger (Content Writer)
Competency Standard	Identify your niche (Food, Traveling Fashion, Automobile etc.)
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Research on topic • Filter the researched topics • Find your competitors • Perform competitive analysis
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Research on topic</p> <ol style="list-style-type: none"> 1. Search for top blogging topics on search engines (Google, Yahoo etc.) and market places (Flippa, Sedo etc.) 2. Select your area of interest <p>Filter the researched topics</p> <ol style="list-style-type: none"> 3. Classify the researched niches based on different criteria. like personal liking, social norms, demographics, etc. 4. Select most appropriate class of niche among them. <p>Find your competitors</p> <ol style="list-style-type: none"> 5. Search your local competitors within your niche. 6. Search your global competitors within your niche. 7. Find out the work of your competitors in local and international market <p>Perform competitive analysis</p> <ol style="list-style-type: none"> 8. Compile the attributes of work done by your competitors 9. Identify the competitive edge 10. Find cost per click (CPC) using keyword planner like the Google Keyword Planner 11. Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Blogger (Content Writer)
Competency Standard	Identify your niche
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Research on topic • Filter the researched topics • Find your competitors • Perform competitive analysis

I can.....

Performance Criteria	Yes	No
1. Search for top blogging topics on search engines (Google, Yahoo etc.) and market places (Flippa, Sedo etc.)	<input type="checkbox"/>	<input type="checkbox"/>
2. Select your area of interest	<input type="checkbox"/>	<input type="checkbox"/>
3. Classify the researched niches based on different criteria. like personal liking, social norms, demographics, etc.	<input type="checkbox"/>	<input type="checkbox"/>
4. Select most appropriate class of niche among them.	<input type="checkbox"/>	<input type="checkbox"/>
5. Search local competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
6. Search global competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
7. Find out the work of your competitors in local and international market	<input type="checkbox"/>	<input type="checkbox"/>
8. Compile the attributes of work done by your competitors		
9. Identify the competitive edge	<input type="checkbox"/>	<input type="checkbox"/>
10. Find cost per click (CPC) using keyword planner like the Google Keyword Planner, Soovle etc.	<input type="checkbox"/>	<input type="checkbox"/>
11. Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner, Keyword everywhere etc.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Blogger (Content Writer)
Competency Standard	Identify your niche
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Research on topic Filter the researched topics Find your competitors Perform competitive analysis 		
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1. Search for top blogging topics on search engines(Google, Yahoo etc.) and market places(Flippa,Sedo etc.)			
2. Select your area of interest			
3. Classify the researched niches based on different criteria. like personal liking, social norms, demographics, etc.			
4. Select most appropriate class of niche among them.			
5. Search local competitors within your niche.			
6. Search global competitors within your niche.			
7. Find out the work of your competitors in local and international market			
8. Compile the attributes of work done by your competitors			
9. Identify the competitive edge			
10. Find cost per click (CPC) using keyword planner like the Google Keyword Planner, Soovle etc.			
11. Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner, Keyword everywhere etc.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Qualification	Blogger (Content Writer)
Competency Standard	Identify your niche
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	Define the term niche?		
2.	Identify his area of strength?		
3.	Identify the potential of niche?		

Feedback to the Candidate
Candidate's Signature _____ Assessor's Signature _____