

Instruction Sheet for the Candidate

Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment): <ul style="list-style-type: none"> • Research the idea • Create eye caching title • Create content for the idea • Add keywords in Tags
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Research the idea <ol style="list-style-type: none"> 1. Research for latest and hot topics for blog posts 2. Identify keywords for Title 3. Search keywords for contents 4. Search keywords for tags. Create eye caching title <ol style="list-style-type: none"> 5. Search different titles to attract audience. 6. Identify focus keywords that can be used in title. 7. Relate title with the idea of post. Create content for the idea <ol style="list-style-type: none"> 8. Use focus keyword in H1 (Heading style). 9. Prepare textual content of the post in effective manners to narrate the whole idea 10. Use textual, images and infographics in the contents of the idea 11. Use ALT keywords in image 12. Relate Latent Semantic Index (LSI) keywords in the contents 13. Design images for the contents. Add keywords in Tags <ol style="list-style-type: none"> 14. Search your local competitors within your niche. 15. Search your global competitors within your niche. 16. Find out the work of your competitors in local and international market.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Research the idea Select eye catching title Create content for the idea Add keywords in Tags

I can.....

Performance Criteria	Yes	No
1. Research for latest and hot topics for blog posts	<input type="checkbox"/>	<input type="checkbox"/>
2. Identify keywords for Title	<input type="checkbox"/>	<input type="checkbox"/>
3. Search keywords for contents	<input type="checkbox"/>	<input type="checkbox"/>
4. Search keywords for tags	<input type="checkbox"/>	<input type="checkbox"/>
5. Search different titles to attract audience.	<input type="checkbox"/>	<input type="checkbox"/>
6. Identify focus keywords that can be used in title.	<input type="checkbox"/>	<input type="checkbox"/>
7. Relate title with the idea of post.	<input type="checkbox"/>	<input type="checkbox"/>
8. Use focus keyword in H1 (Heading style).	<input type="checkbox"/>	<input type="checkbox"/>
9. Prepare textual content of the post in effective manners to narrate the whole idea	<input type="checkbox"/>	<input type="checkbox"/>
10. Use textual, images and infographics in the contents of the idea	<input type="checkbox"/>	<input type="checkbox"/>
11. Use ALT keywords in image	<input type="checkbox"/>	<input type="checkbox"/>
12. Relate Latent Semantic Index (LSI) keywords in the contents	<input type="checkbox"/>	<input type="checkbox"/>
13. Design images for the contents	<input type="checkbox"/>	<input type="checkbox"/>
14. Search your local competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
15. Search your global competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
16. Find out the work of your competitors in local and international market.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
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 the idea • Select eye caching title • Create content for the idea • Add keywords in Tags 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Research for latest and hot topics for blog posts			
2.	Identify keywords for Title			
3.	Search keywords for contents			
4.	Search keywords for tags			
5.	Search different titles to attract audience.			
6.	Identify focus keywords that can be used in title.			
7.	Relate title with the idea of post.			
8.	Use focus keyword in H1 (Heading style).			
9.	Prepare textual content of the post in effective manners to narrate the whole idea			
10.	Use textual, images and infographics in the contents of the idea			
11.	Use ALT keywords in image			
12.	Relate Latent Semantic Index (LSI) keywords in the contents			
13.	Design images for the contents			
14.	Search your local competitors within your niche.			
15.	Search your global competitors within your niche.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Blogger (Content Writer)
Competency Standard	Generate, research, and pitch ideas for posts
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 important sections of the content?		
2.	Define LSI keywords.		
3.	Define Google Keyword Planner?		

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