

Instruction Sheet for the Candidate

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Create Content for product
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"> • Search for content of product • Search Keywords for the product • Select catchy Title • Create content for the niche
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Search for content of product</p> <p>Choose appropriate search engine Select effective search keywords for research Collect helpful data for the content</p> <p>Search Keywords for the product</p> <p>Search for keyword tools Explore keyword planner tools Identify keywords on the basis of volume, keyword difficulty (KD) etc. Select appropriate keywords related to product</p> <p>Select catchy Title</p> <p>Open search engine Select effective search query Collect/generate related titles Filter titles from collected data Select appropriate catchy title</p> <p>Create content for the niche</p>

	<p>Use focus keyword in H1 (Heading style).</p> <p>Prepare textual content in effective manners to narrate the idea</p> <p>Use textual, images, videos and infographics in the contents of the idea</p> <p>Use ALT attributes in image</p> <p>Relate Latent Semantic Index (LSI) keywords in the contents</p> <p>Design images for the content (if required)</p>
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Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Create Content for product
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Perform Market & trend analysis • Perform Competitive Analysis

I can.....

Performance Criteria	Yes	No
1. Choose appropriate search engine	<input type="checkbox"/>	<input type="checkbox"/>
2. Select effective search keywords for research	<input type="checkbox"/>	<input type="checkbox"/>
3. Collect helpful data for the content	<input type="checkbox"/>	<input type="checkbox"/>
4. Search for keyword tools	<input type="checkbox"/>	<input type="checkbox"/>
5. Explore keyword planner tools	<input type="checkbox"/>	<input type="checkbox"/>

6. Identify keywords on the basis of volume, keyword difficulty (KD) etc.	<input type="text"/>	<input type="text"/>
7. Open search engine	<input type="text"/>	<input type="text"/>
8. Select effective search query	<input type="text"/>	<input type="text"/>
9. Collect/generate related titles	<input type="text"/>	<input type="text"/>
10. Filter titles from collected data	<input type="text"/>	<input type="text"/>
11. Use focus keyword in H1 (Heading style).	<input type="text"/>	<input type="text"/>
12. Prepare textual content in effective manners to narrate the idea	<input type="text"/>	<input type="text"/>
13. Use textual, images, videos and infographics in the contents of the idea	<input type="text"/>	<input type="text"/>
14. Use ALT attributes in image	<input type="text"/>	<input type="text"/>
15. Relate Latent Semantic Index (LSI) keywords in the contents	<input type="text"/>	<input type="text"/>
16. Design images for the content (if required)	<input type="text"/>	<input type="text"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Create Content for product
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"> Perform Market & trend analysis Perform Competitive Analysis 		
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks
1. Choose appropriate search engine			
2. Select effective search keywords for research			
3. Collect helpful data for the content			
4. Search for keyword tools			
5. Explore keyword planner tools			
6. Identify keywords on the basis of volume, keyword difficulty (KD) etc.			
7. Open search engine			
8. Select effective search query			
9. Collect/generate related titles			
10. Filter titles from collected data			
11. Use focus keyword in H1 (Heading style).			
12. Prepare textual content in effective manners to narrate the idea			
13. Use textual, images, videos and infographics in the contents of the idea			
14. Use ALT attributes in image			
15. Relate Latent Semantic Index (LSI) keywords in the contents			
16. Design images for the content (if required)			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Qualification	Affiliate Marketing Writer (Content Writer)
Competency Standard	Create Content for product
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.	How many types of heading in HTML?		
2.	Define LSI.		
3.	Define infographic		

4.	Name any two keyword analysis tools.		

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