

Instruction Sheet for the Candidate

Qualification	Freelance Writer (Content Writer)
Competency Standard	Write content for a targeted audience
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"> • Conduct Comprehensive Research • Analyze User Intent • Write Content for Target Audience
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Conduct Comprehensive Research</p> <ol style="list-style-type: none"> 1. Collect information from reliable sources 2. Analyze the data for factual information 3. Create an outline of the collected data <p>Analyze User Intent</p> <ol style="list-style-type: none"> 4. Identify types of user intent 5. Research the market and the user intent for your topics of interest, including keyword research targeted on the topics that are suitable for your website. 6. Find the queries and keywords/key phrases that can possibly bring users to your website 7. Analyze the top three results on Google, they are all about user intent. <p>Write Content for Target Audience</p> <ol style="list-style-type: none"> 8. Explore relevant jargons, slogans and terminologies 9. Create content as per user requirement

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Freelance Writer (Content Writer)
Competency Standard	Write content for a targeted audience
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Conduct Comprehensive Research • Analyze User Intent • Write Content for Target Audience

I can.....

Performance Criteria	Yes	No
1. Collect information from reliable sources	<input type="checkbox"/>	<input type="checkbox"/>
2. Analyze the data for factual information	<input type="checkbox"/>	<input type="checkbox"/>
3. Create an outline of the collected data	<input type="checkbox"/>	<input type="checkbox"/>
4. Identify types of user intent	<input type="checkbox"/>	<input type="checkbox"/>
5. Research the market and the user intent for your topics of interest, including keyword research targeted on the topics that are suitable for your website.	<input type="checkbox"/>	<input type="checkbox"/>
6. Find the queries and keywords/key phrases that can possibly bring users to your website	<input type="checkbox"/>	<input type="checkbox"/>
7. Analyze the top three results on Google, they are all about user intent.	<input type="checkbox"/>	<input type="checkbox"/>
8. Explore relevant jargons, slogans and terminologies	<input type="checkbox"/>	<input type="checkbox"/>
9. Create content as per user requirement	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Freelance Writer (Content Writer)
Competency Standard	Write content for a targeted audience
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"> Conduct Comprehensive Research Analyze User Intent Write Content for Target Audience 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Collect information from reliable sources			
2.	Analyze the data for factual information			
3.	Create an outline of the collected data			
4.	Identify types of user intent			
5.	Research the market and the user intent for your topics of interest, including keyword research targeted on the topics that are suitable for your website.			
6.	Find the queries and keywords/key phrases that can possibly bring users to your website			
7.	Analyze the top three results on Google, they are all about user intent.			
8.	Explore relevant jargons, slogans and terminologies			
9.	Create content as per user requirement			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Freelance Writer (Content Writer)
Competency Standard	Write content for a targeted audience
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.	What is user intent?		
2.	Name any two types of user intent.		
3.	Define user persona.		

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