

## Instruction Sheet for the Candidate

<b>Qualification</b>	Search Engine Optimization Content Writing (Content Writer)
<b>Competency Standard</b>	Perform Research for SEO content
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Search for content</li> <li>• Search for layout of the content</li> <li>• Write Content</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Search for content</b></p> <ol style="list-style-type: none"> <li>1. Choose appropriate search engine</li> <li>2. Search for the type of content e.g. text, image, audio, video etc.</li> <li>3. Select content types related to our platform e.g. website, blog, product etc.</li> </ol> <p><b>Search for layout of the content</b></p> <ol style="list-style-type: none"> <li>4. Choose appropriate search engine</li> <li>5. Identify the types of contents</li> <li>6. Identify the sections of the contents</li> <li>7. Select appropriate sections and type as per your platform e.g. website contents, social media contents,</li> </ol> <p><b>Write Content</b></p> <ol style="list-style-type: none"> <li>8. Search content data</li> <li>9. Add your textual, images and infographic content</li> <li>10. review for grammar and spelling mistakes</li> <li>11. Finalize the content</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Search Engine Optimization Content Writing (Content Writer)
<b>Competency Standard</b>	Perform Research for SEO content
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Search for content</li> <li>Search for layout of the content</li> <li>Write Content</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Choose appropriate search engine	<input type="checkbox"/>	<input type="checkbox"/>
2. Search for the type of content e.g. text, image, audio, video etc.	<input type="checkbox"/>	<input type="checkbox"/>
3. Select content types related to our platform e.g. website, blog, product etc.	<input type="checkbox"/>	<input type="checkbox"/>
4. Identify the types of contents	<input type="checkbox"/>	<input type="checkbox"/>
5. Identify the sections of the contents	<input type="checkbox"/>	<input type="checkbox"/>
6. Select appropriate sections and type as per your platform e.g. website contents, social media contents,	<input type="checkbox"/>	<input type="checkbox"/>
7. Search content data	<input type="checkbox"/>	<input type="checkbox"/>
8. Add your textual, images and infographic content	<input type="checkbox"/>	<input type="checkbox"/>
9. review for grammar and spelling mistakes	<input type="checkbox"/>	<input type="checkbox"/>
10. Finalize the content	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Search Engine Optimization Content Writing (Content Writer)
<b>Competency Standard</b>	Perform Research for SEO content
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	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

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Search for content</li> <li>Search for layout of the content</li> <li>Write Content</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Choose appropriate search engine			
2.	Search for the type of content e.g. text, image, audio, video etc.			
3.	Select content types related to our platform e.g. website, blog, product etc.			
4.	Identify the types of contents			
5.	Identify the sections of the contents			
6.	Select appropriate sections and type as per your platform e.g. website contents, social media contents,			
7.	Search content data			
8.	Add your textual, images and infographic content			
9.	review for grammar and spelling mistakes			
10.	Finalize the content			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Search Engine Optimization Content Writing (Content Writer)
<b>Competency Standard</b>	Perform Research for SEO content
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </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 Search Engine		
2.	Define content regarding blog post.		
3.	Define layout of the content.		

4.	What is website?		
5.	Define Content types		

<b>Feedback to the Candidate</b>	
<b>Candidate's Signature</b> _____	<b>Assessor's Signature</b> _____