

Instruction Sheet for the Candidate

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Optimize the content for SEO
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 for content • Search Keywords • 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>Research for content</p> <ol style="list-style-type: none"> 1. Choose appropriate search engine 2. Select effective search keywords for research 3. Collect helpful data for the content <p>Search Keywords</p> <ol style="list-style-type: none"> 4. Search for keyword tools 5. Explore keyword planner tools 6. Identify keywords on the basis of volume, keyword difficulty (KD) etc. 7. Select appropriate keywords <p>Select catchy Title</p> <ol style="list-style-type: none"> 8. Open search engine 9. Select effective search query 10. Collect/generate related titles 11. Filter titles from the collected data 12. Select appropriate catchy title <p>Create content for the niche</p> <ol style="list-style-type: none"> 13. Use focus keyword in H1 (Heading style). 14. Prepare textual content in effective manners to narrate the idea 15. Use textual, images and infographics in the contents of the idea 16. Use ALT keywords in image 17. Search appropriate Latent Semantic index keywords 18. Relate Latent Semantic Index (LSI) keywords in the contents 19. Design images for the content

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Optimize the content for SEO
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Research for content Search Keywords Select catchy Title Create content for the niche

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="checkbox"/>	<input type="checkbox"/>
7. Select appropriate keywords	<input type="checkbox"/>	<input type="checkbox"/>
8. Open search engine	<input type="checkbox"/>	<input type="checkbox"/>
9. Select effective search query	<input type="checkbox"/>	<input type="checkbox"/>
10. Collect/generate related titles	<input type="checkbox"/>	<input type="checkbox"/>
11. Filter titles from the collected data	<input type="checkbox"/>	<input type="checkbox"/>
12. Select appropriate catchy title	<input type="checkbox"/>	<input type="checkbox"/>
13. Use focus keyword in H1 (Heading style).	<input type="checkbox"/>	<input type="checkbox"/>
14. Prepare textual content in effective manners to narrate the idea	<input type="checkbox"/>	<input type="checkbox"/>
15. Use textual, images and infographics in the contents of the idea	<input type="checkbox"/>	<input type="checkbox"/>
16. Use ALT keywords in image	<input type="checkbox"/>	<input type="checkbox"/>
17. Search appropriate Latent Semantic index keywords	<input type="checkbox"/>	<input type="checkbox"/>
18. Relate Latent Semantic Index (LSI) keywords in the contents	<input type="checkbox"/>	<input type="checkbox"/>
19. Design images for the content	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Search Engine Optimization Content Writing (Content Writer)
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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 for content Search Keywords Select catchy Title Create content for the niche 			
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.	Select appropriate keywords			
8.	Open search engine			
9.	Select effective search query			
10.	Collect/generate related titles			
11.	Filter titles from the collected data			
12.	Select appropriate catchy title			
13.	Use focus keyword in H1 (Heading style).			
14.	Prepare textual content in effective manners to narrate the idea			
15.	Use textual, images and infographics in the contents of the idea			
16.	Use ALT keywords in image			
17.	Search appropriate Latent Semantic index keywords			
18.	Relate Latent Semantic Index (LSI) keywords in the contents			
19.	Design images for the content			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Optimize the content for SEO
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 Search Engine		
2.	What is Google Keyword Planner?		
3.	Define H1 Heading		

4.	Define Latent Semantic Index (LSI) Keywords		
5.	What is alt attribute?		

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