

Instruction Sheet for the Candidate

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Analyze content marketing strategies
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"> • Perform Market & trend analysis • Perform Competitive Analysis
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Perform Market & trend analysis</p> <ol style="list-style-type: none"> 1. Search the market of competitors through search engines 2. Identify the market related to your niche 3. Identify trends of market <p>Perform Competitive Analysis</p> <ol style="list-style-type: none"> 4. Search your local competitors within your niche. 5. Search your global competitors within your niche. 6. Compile the attributes of work done by your competitors 7. Find cost per click (CPC) using keyword planner like the Google Keyword Planner 8. Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Analyze content marketing strategies
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. Search the market of competitors through search engines	<input type="checkbox"/>	<input type="checkbox"/>
2. Identify the market related to your niche	<input type="checkbox"/>	<input type="checkbox"/>
3. Identify trends of market	<input type="checkbox"/>	<input type="checkbox"/>
4. Search your local competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
5. Search your global competitors within your niche.	<input type="checkbox"/>	<input type="checkbox"/>
6. Find out the work of your competitors in local and international market	<input type="checkbox"/>	<input type="checkbox"/>
7. Find cost per click (CPC) using keyword planner like the Google Keyword Planner	<input type="checkbox"/>	<input type="checkbox"/>
8. Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner	<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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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. Search the market of competitors through search engines			
2. Identify the market related to your niche			
3. Identify trends of market			
4. Search your local competitors within your niche.			
5. Search your global competitors within your niche.			
6. Find out the work of your competitors in local and international market			
7. Find cost per click (CPC) using keyword planner like the Google Keyword Planner			
8. Find Keyword Difficulty (KD) level using keyword planner like the Google Keyword Planner			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>	

Knowledge Assessment

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Analyze content marketing strategies
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.	Define the keyword		
3.	Define Cost per Click		

4.	Define Keyword Difficulty		
5.	What is Google Trend?		

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