

Instruction Sheet for the Candidate

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create and write Blog
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment): <ul style="list-style-type: none"> • Search Blogging Platform • Explore working of blogging platform • Create Blog • Publish post for blog
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Search Blogging Platform <ol style="list-style-type: none"> 1. Search different free blog platform like blogger, WordPress, WIX, Tumblr etc. 2. Compare features of these platform include free and paid. 3. Select appropriate blog site. Explore working of blogging platform <ol style="list-style-type: none"> 4. Explore the interface of the selected blogs sites 5. Explore the working of their features and tools Create Blog <ol style="list-style-type: none"> 6. Sign up at selected blog site for login purpose in future 7. Create new Blog 8. Set name/title of the blog 9. Write description of the blog 10. Use images for the blog like logo 11. Able to edit blog information Publish post for blog <ol style="list-style-type: none"> 12. Design a post with optimized content 13. Publish post

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create and write Blog
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Search Blogging Platform • Explore working of blogging platform • Create Blog • Publish post for blog

I can.....

Performance Criteria	Yes	No
1. Search different free blog platform like blogger, WordPress, WIX, Tumblr etc	<input type="checkbox"/>	<input type="checkbox"/>
2. Compare features of these platform include free and paid	<input type="checkbox"/>	<input type="checkbox"/>
3. Select appropriate blog site	<input type="checkbox"/>	<input type="checkbox"/>
4. Explore the interface of the selected blogs sites	<input type="checkbox"/>	<input type="checkbox"/>
5. Explore the working of their features and tools	<input type="checkbox"/>	<input type="checkbox"/>
6. Sign up at selected blog site for login purpose in future	<input type="checkbox"/>	<input type="checkbox"/>
7. Create new Blog	<input type="checkbox"/>	<input type="checkbox"/>
8. Set name/title of the blog	<input type="checkbox"/>	<input type="checkbox"/>
9. Write description of the blog	<input type="checkbox"/>	<input type="checkbox"/>
10. Use images for the blog like logo	<input type="checkbox"/>	<input type="checkbox"/>
11. Able to edit blog information	<input type="checkbox"/>	<input type="checkbox"/>
12. Design a post with optimized content	<input type="checkbox"/>	<input type="checkbox"/>
13. Publish post	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create and write Blog
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	
	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Nature of Activity							
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Search Blogging Platform Explore working of blogging platform Create Blog Publish post for blog 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Search different free blog platform like blogger, WordPress, WIX, Tumblr etc			
2.	Compare features of these platform include free and paid			
3.	Select appropriate blog site			
4.	Explore the interface of the selected blogs sites			
5.	Explore the working of their features and tools			
6.	Sign up at selected blog site for login purpose in future			
7.	Create new Blog			
8.	Set name/title of the blog			
9.	Write description of the blog			
10.	Use images for the blog like logo			
11.	Able to edit blog information			
12.	Design a post with optimized content			
13.	Publish post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create and write Blog
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 blog.		
2.	Name any two blog platforms.		
3.	What is Blog title?		

4.	What is Blog Description?		
5.	Define Blog Post.		
6.	What is Meta Title?		
7.	What is Meta Description?		

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