

Instruction Sheet for the Candidate

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create Backlinks
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 for Backlink sites • Perform competitive analysis • Create backlinks • Index backlinks
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Search for Backlink sites <ol style="list-style-type: none"> 1. Choose appropriate search engine 2. Search websites that can provide backlinks 3. Search tools and web browser extensions that provide information about backlink types and sites 4. Identify the relevance of websites with our keywords Perform competitive analysis <ol style="list-style-type: none"> 5. Search your competitors as per keywords. 6. Find out the work of your competitors in local and international market 7. Analyze the work history of the competitors 8. Compile the attributes of work done by your competitors 9. Identify the competitive edge Create backlinks <ol style="list-style-type: none"> 10. Hunt backlinks of competitors with the help of tools 11. Identify the nature of backlink providers e.g. free or paid 12. Explore selected websites provides “do follow” and “no follow” to our idea (page, product, blog etc.) 13. Link your identified keywords with anchor tags Index backlinks <ol style="list-style-type: none"> 14. Search created link using search engine 15. Ping created backlink if not indexed

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create Backlinks
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Search for Backlink sites Perform competitive analysis Create backlinks Index backlinks

I can.....

Performance Criteria	Yes	No
1. Choose appropriate search engine	<input type="checkbox"/>	<input type="checkbox"/>
2. Search websites that can provide backlinks	<input type="checkbox"/>	<input type="checkbox"/>
3. Search tools and web browser extensions that provide information about backlink types and sites	<input type="checkbox"/>	<input type="checkbox"/>
4. Identify the relevance of websites with our keywords	<input type="checkbox"/>	<input type="checkbox"/>
5. Search your competitors as per keywords.	<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. Analyze the work history of the competitors	<input type="checkbox"/>	<input type="checkbox"/>
8. Compile the attributes of work done by your competitors	<input type="checkbox"/>	<input type="checkbox"/>
9. Identify the competitive edge	<input type="checkbox"/>	<input type="checkbox"/>
10. Search your competitors as per keywords.	<input type="checkbox"/>	<input type="checkbox"/>
11. Hunt backlinks of competitors with the help of tools	<input type="checkbox"/>	<input type="checkbox"/>
12. Identify the nature of backlink providers e.g. free or paid	<input type="checkbox"/>	<input type="checkbox"/>
13. Explore selected websites provides “do follow” and “no follow” to our idea (page, product, blog etc.)	<input type="checkbox"/>	<input type="checkbox"/>
14. Link your identified keywords with anchor tags	<input type="checkbox"/>	<input type="checkbox"/>
15. Search created link using search engine	<input type="checkbox"/>	<input type="checkbox"/>
16. Ping created backlink if not indexed	<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 Backlinks
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"> • Search for Backlink sites • Perform competitive analysis • Create backlinks • Index backlinks 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Choose appropriate search engine			
2.	Search websites that can provide backlinks			
3.	Search tools and web browser extensions that provide information about backlink types and sites			
4.	Identify the relevance of websites with our keywords			
5.	Search your competitors as per keywords.			
6.	Find out the work of your competitors in local and international market			
7.	Analyze the work history of the competitors			
8.	Compile the attributes of work done by your competitors			
9.	Identify the competitive edge			
10.	Search your competitors as per keywords.			
11.	Hunt backlinks of competitors with the help of tools			
12.	Identify the nature of backlink providers e.g. free or paid			
13.	Explore selected websites provides “do follow” and “no follow” to our idea (page, product, blog etc.)			
14.	Link your identified keywords with anchor tags			
15.	Search created link using search engine			
16.	Ping created backlink if not indexed			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Create Backlinks
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 backlink.		
2.	Differentiate between Do-follow and No-follow links.		
3.	Define Index Backlink.		

4.	What is Google Webmaster tool?		
5.	What is Anchor Tag?		
6.	Name any two tools for backlink hunt.		

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