

Instruction Sheet for the Candidate

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Perform rank analysis
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"> • Configure Tools • Perform Keyword ranking analysis
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	Configure Tools <ol style="list-style-type: none"> 1. Search tools and extensions for rank analysis 2. Explore the working of these tools and extensions 3. Select the most appropriate among them 4. Configure/signup the selected tool Perform Keyword ranking analysis <ol style="list-style-type: none"> 5. Search keywords through search engine 6. Check rank of keywords at search engine 7. Perform traffic analysis of keyword through google analytics 8. Optimize again if not ranked as per requirement

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Perform rank analysis
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Configure Tools • Perform Keyword ranking analysis

I can.....

Performance Criteria	Yes	No
1. Search tools and extensions for rank analysis	<input type="checkbox"/>	<input type="checkbox"/>
2. Explore the working of these tools and extensions	<input type="checkbox"/>	<input type="checkbox"/>
3. Select the most appropriate among them	<input type="checkbox"/>	<input type="checkbox"/>
4. Configure/signup the selected tool	<input type="checkbox"/>	<input type="checkbox"/>
5. Search keywords through search engine	<input type="checkbox"/>	<input type="checkbox"/>
6. Check rank of keywords at search engine	<input type="checkbox"/>	<input type="checkbox"/>
7. Perform traffic analysis of keyword through google analytics	<input type="checkbox"/>	<input type="checkbox"/>
8. Optimize again if not ranked as per requirement	<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	Perform rank analysis
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"> Configure Tools Perform Keyword ranking analysis 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Search tools and extensions for rank analysis			
2.	Explore the working of these tools and extensions			
3.	Select the most appropriate among them			
4.	Configure/signup the selected tool			
5.	Search keywords through search engine			
6.	Check rank of keywords at search engine			
7.	Perform traffic analysis of keyword through google analytics			
8.	Optimize again if not ranked as per requirement			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Search Engine Optimization Content Writing (Content Writer)
Competency Standard	Perform rank analysis
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.	How to check ranking in search engine?		
2.	Name any tool or extension to check ranking of a URL?		
3.	What is google Webmaster tool?		

4.	Define google analytics.		
5.	What is Domain Authority?		
6.	What is Domain Ranking?		

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