

Instruction Sheet for the Candidate

Qualification	Blogger (Content Writer)
Competency Standard	<ol style="list-style-type: none"> 1. Identify your niche 2. Create BLOG 3. Generate, research, and pitch ideas for posts 4. Develop methods to attract new and existing readers
Purpose of Assessment	Summative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 04 Hrs. time frame (for practical demonstration & assessment):</p> <p>Quickly build a high-quality blog with 500 words post for the particular niche.</p>
Time: 04 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p>Quickly build a high-quality blog with 500 words post for the particular niche.</p>
Minimum Evidence Required	<p>Quickly build a high-quality blog with 500 words post for the particular niche.</p> <ol style="list-style-type: none"> 1. Select a perfect niche for your blog. 2. Choose a blogging platform. 3. Select a theme and design your blog. 4. Create a blog 5. Write a Blog post containing 500 words for your niche 6. Search competitive SEO keywords in a niche blog 7. Use the valuable keywords in your blog 8. Make your blog content SEO friendly.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Blogger (Content Writer)
Competency Standards	1. Identify your niche 2. Create BLOG 3. Generate, research, and pitch ideas for posts 4. Develop methods to attract new and existing readers
Purpose of Assessment	Summative Assessment
Assessment Task	Quickly build a high-quality blog with 500 words post for the particular niche.

I can.....

Performance Criteria	Yes	No
1. Select a perfect niche for your blog.	<input type="checkbox"/>	<input type="checkbox"/>
2. Choose a blogging platform.	<input type="checkbox"/>	<input type="checkbox"/>
3. Select a theme and design your blog.	<input type="checkbox"/>	<input type="checkbox"/>
4. Create a blog	<input type="checkbox"/>	<input type="checkbox"/>
5. Write a Blog post containing 500 words for your niche	<input type="checkbox"/>	<input type="checkbox"/>
6. Search competitive SEO keywords in a niche blog	<input type="checkbox"/>	<input type="checkbox"/>
7. Use the valuable keywords in your blog	<input type="checkbox"/>	<input type="checkbox"/>
8. Make your blog content SEO friendly.	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Blogger (Content Writer)
Competency Standard	1. Identify your niche 2. Create BLOG 3. Generate, research, and pitch ideas for posts 4. Develop methods to attract new and existing readers
Purpose of Assessment	Summative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	<div style="display: flex; justify-content: space-between; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> 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	Quickly build a high-quality blog with 500 words post for the particular niche.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Select a perfect niche for your blog.			
2.	Choose a blogging platform.			
3.	Select a theme and design your blog.			
4.	Create a blog			
5.	Write a Blog post containing 500 words for your niche			
6.	Search competitive SEO keywords in a niche blog			
7.	Use the valuable keywords in your blog			
8.	Make your blog content SEO friendly.			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Blogger (Content Writer)
Competency Standard	1. Identify your niche 2. Create BLOG 3. Generate, research, and pitch ideas for posts 4. Develop methods to attract new and existing readers
Purpose of Assessment	Summative 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 competitive analysis.		
2.	Define the term niche.		
3.	Describe Domain		

4.	Define Uniform Resource Locator		
5.	Define infographics		

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