

Instruction Sheet for the Candidate

Qualification	Affiliate Marketing Writer (Content Writing)
Competency Standards	<ol style="list-style-type: none"> 1. Explore affiliate marketing platforms 2. Select Niche 3. Perform Product Research 4. Create content for product 5. Generate traffic for the affiliate site
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>Write a search engine optimized product review post of 750 words for a given niche.</p>
Time: 04 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p>Write a search engine optimized product review post of 750 words for given niche.</p>
Minimum Evidence Required	<p>Write a search engine optimized product review post of 750 words for a given niche</p> <ol style="list-style-type: none"> 1. Select a niche 2. Select a product for the niche 3. Choose a blogging platform. 4. Create a blog 5. Write a Blog product review containing 750 words for selected product 6. Add competitive SEO keywords in a product review post 7. Optimize post content 8. Share post at any two social media platforms

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Affiliate Marketing Writer (Content Writing)
Competency Standard	<ol style="list-style-type: none"> 1. Explore affiliate marketing platforms 2. Select Niche 3. Perform Product Research 4. Create content for product 5. Generate traffic for the affiliate site
Purpose of Assessment	Summative Assessment
Assessment Task	Write a search engine optimized product review post of 750 words for a particular niche.

I can.....

Performance Criteria	Yes	No
1. Select a niche	<input type="checkbox"/>	<input type="checkbox"/>
2. Select a product for the niche	<input type="checkbox"/>	<input type="checkbox"/>
3. Choose a blogging platform.	<input type="checkbox"/>	<input type="checkbox"/>
4. Create a blog	<input type="checkbox"/>	<input type="checkbox"/>
5. Write a Blog product review containing 750 words for selected product	<input type="checkbox"/>	<input type="checkbox"/>
6. Add competitive SEO keywords in a product review post	<input type="checkbox"/>	<input type="checkbox"/>
7. Optimize post content	<input type="checkbox"/>	<input type="checkbox"/>
8. Share post at any two social media platforms	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgement Guide

Qualification	Affiliate Marketing Writer (Content Writing)
Competency Standards	1. Explore affiliate marketing platforms 2. Select Niche 3. Perform Product Research 4. Create content for product 5. Generate traffic for the affiliate site
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	Write a search engine optimized product review post of 750 words for a particular niche.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Select a niche			
2.	Select a product for the niche			
3.	Choose a blogging platform.			
4.	Create a blog			
5.	Write a Blog product review containing 750 words for selected product			
6.	Add competitive SEO keywords in a product review post			
7.	Optimize post content			
8.	Share post at any two social media platforms			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Affiliate Marketing Writer (Content Writing)
Competency Standards	1. Explore affiliate marketing platforms 2. Select Niche 3. Perform Product Research 4. Create content for product 5. Generate traffic for the affiliate site
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 niche		
2.	What is keyword?		

3.	How to boost a Facebook post?		
4.	What are the affiliate platforms?		
5.	What are social media platforms?		

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