

Instruction Sheet for the Candidate

Qualification	Search Engine Optimization (SEO)-Content Writing (Content Writing)
Competency Standard	<ol style="list-style-type: none"> 1. Perform Research for SEO content 2. Optimize the content for SEO 3. Analyze content marketing strategies 4. Create and write Blog 5. Create Backlinks 6. Perform rank analysis
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>Build a search engine optimized blog post of 500 words for a particular niche.</p>
Time: 04 Hrs.	<p>During a practical assessment, under observation by an assessor, you are required to</p> <p>Build a search engine optimized blog post of 500 words for a particular niche</p>
Minimum Evidence Required	<p>Build a search engine optimized blog post of 500 words for a particular niche</p> <ol style="list-style-type: none"> 1. Select a perfect niche for your blog. 2. Choose a blogging platform. 3. Create a blog 4. Write a Blog post containing 500 words for your niche 5. Add competitive SEO keywords in a niche blog 6. Optimized post content of the blog. 7. Create two backlinks of web 2.0 on any selected keywords. 8. Index the URL of the blog post using webmaster tool. 9. Verify the status of index URL. (Rank Analysis)

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Search Engine Optimization (SEO)-Content Writing (Content Writing)
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Purpose of Assessment	Summative Assessment
Assessment Task	Build a search engine optimized blog post of 500 words for a 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. Create a blog	<input type="checkbox"/>	<input type="checkbox"/>
4. Write a Blog post containing 500 words for your niche	<input type="checkbox"/>	<input type="checkbox"/>
5. Add competitive SEO keywords in a niche blog	<input type="checkbox"/>	<input type="checkbox"/>
6. Optimized post content of the blog.	<input type="checkbox"/>	<input type="checkbox"/>
7. Create two backlinks of web 2.0 on any selected keywords.	<input type="checkbox"/>	<input type="checkbox"/>
8. Index the URL of the blog post using webmaster tool.	<input type="checkbox"/>	<input type="checkbox"/>
9. Verify the status of index URL. (Rank Analysis)	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Search Engine Optimization (SEO)-Content Writing (Content Writing)
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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	Build a search engine optimized blog post of 500 words for a 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.	Create a blog			
4.	Write a Blog post containing 500 words for your niche			
5.	Add competitive SEO keywords in a niche blog			
6.	Optimized post content of the blog.			
7.	Create two backlinks of web 2.0 on any selected keywords.			
8.	Index the URL of the blog post using webmaster tool.			
9.	Verify the status of index URL. (Rank Analysis)			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	Search Engine Optimization (SEO)-Content Writing (Content Writing)
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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.	Name any two blog platforms.		
2.	Define the term niche.		

3.	Define Domain.		
4.	Define Uniform Resource Locator		
5.	What is Meta Title?		
6.	What is Meta Description?		
7.	What is Anchor Tag?		
8.	What is Google Webmaster tool?		
9.	What is Domain Authority?		

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