

Instruction Sheet for the Candidate

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Advanced Technical SEO
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____
	Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Conduct Page Speed Analysis • Create content friendly URLs • Generate robot tags and robot text files • Conduct redirection strategy • Develop AMP version • Analyze G Site kit
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Conduct Page Speed Analysis</p> <ol style="list-style-type: none"> 1. Monitor page speed with AMP interface 2. analyze desktop and mobile version page speed <p>Create content friendly URLs</p> <ol style="list-style-type: none"> 1. Insert keyword in URL 2. Type descriptive URL <p>Generate robot tags and robot text files</p> <ol style="list-style-type: none"> 1. Specify no-follow sections 2. Insert robot tags to relevant sections <p>Conduct redirection strategy</p> <ol style="list-style-type: none"> 1. Update the links with 301 redirection plugins 2. Do not remove any updated links <p>Develop AMP Version</p> <ol style="list-style-type: none"> 1. Enable AMP version in post editing section 2. Create content friendly posts <p>Analyze G Site kit</p> <ol style="list-style-type: none"> 1. Check google search console dashboard 2. Check google analytics dashboard 3. Apply for Google AdSense

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Advanced Technical SEO
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Conduct Page Speed Analysis Create content friendly URLs Generate robot tags and robot text files Conduct redirection strategy Develop AMP version Analyze G Site kit

I can.....

Performance Criteria	Yes	No
1. Check google search console dashboard	<input type="checkbox"/>	<input type="checkbox"/>
2. Check google analytics dashboard	<input type="checkbox"/>	<input type="checkbox"/>
3. Apply for Google AdSense	<input type="checkbox"/>	<input type="checkbox"/>
4. Check google search console dashboard	<input type="checkbox"/>	<input type="checkbox"/>
5. Check google analytics dashboard	<input type="checkbox"/>	<input type="checkbox"/>
6. Apply for Google AdSense	<input type="checkbox"/>	<input type="checkbox"/>
7. Check google search console dashboard	<input type="checkbox"/>	<input type="checkbox"/>
8. Check google analytics dashboard	<input type="checkbox"/>	<input type="checkbox"/>
9. Apply for Google AdSense	<input type="checkbox"/>	<input type="checkbox"/>
10. Check google search console dashboard	<input type="checkbox"/>	<input type="checkbox"/>
11. Check google analytics dashboard	<input type="checkbox"/>	<input type="checkbox"/>
12. Apply for Google AdSense	<input type="checkbox"/>	<input type="checkbox"/>
13. Check google search console dashboard	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgment Guide

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Advanced Technical SEO
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"> Conduct Page Speed Analysis Create content friendly URLs Generate robot tags and robot text files Conduct redirection strategy Develop AMP version Analyze G Site kit 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Check google search console dashboard			
2.	Check google analytics dashboard			
3.	Apply for Google AdSense			
4.	Check google search console dashboard			
5.	Check google analytics dashboard			
6.	Apply for Google AdSense			
7.	Check google search console dashboard			
8.	Check google analytics dashboard			
9.	Apply for Google AdSense			
10.	Check google search console dashboard			
11.	Check google analytics dashboard			
12.	Apply for Google AdSense			
13.	Check google search console dashboard			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Advanced Technical SEO
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 AMP.		
2.	What is redirects 301?		
3.	Define redirects 302.		
4.	What is robot tag?		

5.	What does robot.txt file?		

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