Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Monetize Blog and link Payment Methods
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 5	Version: 01
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY)
Monetize Blog and link Payment methods	

Candidate Details	Name: .... Registration/Roll Number:..
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to set-up, promote and enable monetization of business Blog according to the given instructions. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Critria 1: Promote posts through social media Performance Critria 2: Promote posts through email marketing Performance Critria 3: Promote posts through SMS or mobile marketing Performance Critria 4: Linking to other digital platforms Performance Critria 5: Comment on other Blogs post including blog URL Performance Critria 6: Give feedback to comments on post Performance Critria 7: Share topics of discussion forum on other social media platforms Performance Critria 8: Perform monetization of blog using different monetization methods Performance Critria 9: Enable monetization on blog Performance Critria 10: Create account on advertising platforms AdSense, Adverts, etc. Performance Critria 11: Link advertising platforms to Blog Performance Critria 12: Set-up payment methods Performance Critria 13: Integrate payment methods into Blog **Portfolios required at the time of assessment (if any) for**

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:.. ....

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							

Title of Qualification:	CS Code:	Level: 5	Version:01
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)			
Competency Standard Title:	Assessment Date (DD/MM/YY):		
Promote Blog	Assessment Time: 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What is meant by COD?	
2. List different types of payment methods	
3. What does the word Monetize means?	
4. List some of the popular ways to generate revenue from a blog or website	
5. List any two advertising platforms.	

ANSWER KEY

Sr.	Answers
1.	Cash on Delivery
2.	Direct Bank Transfer Through Credit / Debit Card
3.	To generate revenue (income) from a blog / website
4.	By displaying Ads of different companies on our website / blog Through paid campaigns Through Affiliate Marketing
5.	Google AdSense, Google Adwords

Question	Candidate's answer
1. List any three social media platforms for promoting a blog?	

Question	Candidate's answer
2. List any two Email marketing platforms for blogging?	
3. Can we turn the comments blog on and off?	
4. List some of the SEO factors for a successful blog?	
5. List some of the Mobile marketing platforms for promoting a blog?	

ANSWER KEY

Sr.	Answers
1.	Facebook, Instagram, LinkedIn
2.	MailChimp, SendinBlue, AWeber
3.	Yes
4.	- Reader-Friendly Content - Descriptive URLs - Domain Authority
5.	- Google Ads - Facebook - Instagram

WRITTEN ASSESSMENT

Question	Candidate's answer
1. List any two popular Blogging platforms?	
2. List any 2 Domain providing companies?	
3. How to buy domain?	
4. List 3 popular Hosting platforms?	
5. What is the URL to download WordPress?	
6. Which menu in the WordPress Dashboard is used to select Theme for blog?	
7. From where we can install Plugins in WordPress?	

ANSWER KEY

Sr.	Answers
1.	WordPress, Blogger
2.	Godaddy.com, bluehost.com
3.	Check availability and buy it
4.	Godaddy.com, bluehost.com
5.	https://wordpress.org
6.	Using the Themes option from Appearance Menu
7.	Using the Add New option from the Plugins Menu.

Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Measure Blog Performance as per KPIs
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical Training Commission

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Measure Blog Performance as per KPIs	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to analyze blog traffic as per the give parameters and generate report, assigned by assessor. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Measure overall visitors, leads, and subscribers Performance criteria 2: Measure visitors for a specific page/ posts / subject / content Performance criteria 3: Measure average visiting time for specific page/ posts / subject / content Performance criteria 4: Measure overall visiting time Performance criteria 5: Track returning visitors Performance criteria 6: Measure leads to specific post Performance criteria 7: Measure subscription rate for specific duration Performance criteria 8: Measure inbound links to specific blog post Performance criteria 9: Measure outbound links to external blog Performance criteria 10: Track traffic generation (short term) through backlinks for specific post and period
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:..................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: .... Signature of the Assessor:.. ....

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to analyze blog traffic as per the give parameters and generate report, assigned by assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Measure overall visitors, leads, and subscribers			
2	Measure visitors for a specific page/ posts / subject / content			
3	Measure average visiting time for specific page/ posts / subject / content			
4	Measure overall visiting time			
5	Track returning visitors			
6	Measure leads to specific post			
7	Measure subscription rate for specific duration			
8	Measure inbound links to specific blog post			
9	Measure outbound links to external blog			
10	Track traffic generation (short term) through backlinks for specific post and period			
Competent ☐	Not Yet Competent ☐			

Title of Qualification:	CS Code:	Level:	Version:
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)		5	01
Competency Standard Title: Measure Blog Performance	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................. ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How can we check visitors' statistics?	
2. Name any two Blog performance measuring tools?	
3. Enlist different Blog performance measuring platforms?	
4. Describe the two types of Traffic/Links?	
5. What parameters are included in Demographics?	

ANSWER KEY

Sr.	Answers
1.	Through Google Analytics
2.	Google Analytics, Site Kit by Google, Jetpack
3.	Google Analytics, Google Search Console
4.	Inbound, Outbound
5.	Location, Gender, Age etc.

Assessment Evidence Guide

For

"Digital Marketing"

Level-5

Analyze / Monitor Insights on Social Media Platforms
(Formative Assessment)

15-19 September 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Analyze / Monitor Insights on Social Media Platforms	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to export web traffic data of Facebook page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor. **Assessment Task 2:** Candidate is required to export web traffic data of Twitter page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor. **Assessment Task 3:** Candidate is required to export web traffic data of Instagram page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor. **Assessment Task 4:** Candidate is required to export web traffic data of YouTube page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Critria 1: Export insight report Data in desired format (Excel etc.). Performance Critria 2: Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement) **Assessment Task 2** Performance Critria 1: Export insight report Data in desired format (Excel etc.). Performance Critria 2: Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement) **Assessment Task 3** Performance Critria 1: Export insight report Data in desired format (Excel etc.).

	Performance Critria 2: Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement) **Assessment Task 4** Performance Critria 1: Export insight report Data in desired format (Excel etc.). Performance Critria 2: Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

<table>
<tr>
<td>Candidate Details</td>
<td>Name: .... Registration/Roll Number: ....

Candidate Signature:.................................... ....</td>
</tr>
<tr>
<td>Assessment Outcome</td>
<td>COMPETENT ☐   NOT YET COMPETENT ☐

Name of the Assessor:................................. Assessor's code: ....

Signature of the Assessor:.. ....</td>
</tr>
</table>

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to export web traffic data of Facebook page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Export insight report Data in desired format (Excel etc.).			
2	Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)			
Competent ☐	Not Yet Competent ☐			

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2**			
	Candidate is required to export web traffic data of Twitter page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Export insight report Data in desired format (Excel etc.).			
2	Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)			
Competent ☐	Not Yet Competent ☐			

Each Assessment Task (with performance criteria)				
Assessment Task 3	**Description of assessment task 3**			
	Candidate is required to export web traffic data of Instagram page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Export insight report Data in desired format (Excel etc.).			
2	Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)			
Competent ☐	Not Yet Competent ☐			

Each Assessment Task (with performance criteria)				
Assessment Task 4	**Description of assessment task 4**			
	Candidate is required to export web traffic data of YouTube page into desired format (Excel etc.) and generate report as per standard KPIs (likes, reach, and engagement), assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Export insight report Data in desired format (Excel etc.).			
2	Analyze exported data and make a report as per standard KPIs (likes, reach, and engagement)			
Competent ☐	Not Yet Competent ☐			

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Analyze / Monitor Insights on Social Media Platforms	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.. ....

Title of Qualification:	CS Code:	Level: 5	Version:01
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)			
Competency Standard Title: Monitor / Analyze Insights on Social Media Platforms	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How to download insights for Facebook?	
2. Link for twitter analysis	
3. How to check insights on Instagram?	
4. How to check analytics for YouTube?	
5. Can we check insights for all platforms together?	

ANSWER KEY

Sr.	Answers
1.	From export data
2.	https://analytics.twitter.com/
3.	From Instagram profile
4.	Go to creator studio, click on analytics
5.	no

Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Troubleshoot Google Analytics Issues
(Formative Assessment)

15-19 September 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 5	Version: 01
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Troubleshoot Google Analytics Issues	
	Assessment Time:

Candidate Details	Name: .... Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to troubleshoot Sign In / Permission Issues on Google Analytics. **Assessment Task 2:** Candidate is required to troubleshoot Tag Setup and no-data Issues on Google Analytics. **Assessment Task 3:** Candidate is required to troubleshoot goal setup. **Assessment Task 4:** Candidate is required to Troubleshoot Google Ads/Analytics linking. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Critria 1: Fix permission issue on google analytics account using google analytics troubleshoot module Performance Critria 2: Fix permission issues of property user in google analytics using google analytics troubleshoot module **Assessment Task 2** Performance Critria 1: Implement G-tag in a website using multiple methods Performance Critria 2: Configure various parameters of G-tag Performance Critria 3: Troubleshoot issues related to G-tag **Assessment Task 3** Performance Critria 1: Fix problems in configuration and setup of goals manually Performance Critria 2: Fix problems in configuration and setup of goals using troubleshoot modules Performance Critria 3: Fix advance issues in configuration and setting up goals **Assessment Task 4** Performance Critria 1: Link google ads account with google analytics

	Performance Critria 2: Fix issues related to google ads integration with google analytics
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:....................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: .... Signature of the Assessor:... ....

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to troubleshoot Sign In / Permission Issues on Google Analytics.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1 Fix permission issue on google analytics account using google analytics troubleshoot module				
2 Fix permission issues of property user in google analytics using google analytics troubleshoot module				
Competent ☐	Not Yet Competent ☐			

Assessment Task 2		Description of assessment task 2			
		Candidate is required to troubleshoot Tag Setup and no-data Issues on Google Analytics.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks	
1	Implement G-tag in a website using multiple methods				
2	Configure various parameters of G-tag				
3	Troubleshoot issues related to G-tag				
Competent ☐		Not Yet Competent ☐			

Assessment Task 3		Description of assessment task 3			
		Candidate is required to troubleshoot goal setup.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks	
1	Fix problems in configuration and setup of goals manually				
2	Fix problems in configuration and setup of goals using troubleshoot modules				
3	Fix advance issues in configuration and setting up goals				
Competent ☐		Not Yet Competent ☐			

Assessment Task 4		Description of assessment task 4			
		Candidate is required to Troubleshoot Google Ads/Analytics linking.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks	
1	Link google ads account with google analytics				
2	Fix issues related to google ads integration with google analytics				
Competent ☐		Not Yet Competent ☐			

Title of Qualification:	CS Code:	Level:	Version:
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)		5	01

Competency Standard Title:	Assessment Date (DD/MM/YY):
Troubleshoot Google Analytics Issues	**Assessment Time:**30 min

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: Signature of the Assessor:.................................... ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What is property?	
2. How to track sales?	
3. Where to check the tag for google analytics?	
4. Where to find tracking code?	
5. Where to find goals?	

ANSWER KEY

Sr.	Answers
1.	Web URL is property

2.	By conversions and goals
3.	In the head tags
4.	Under PROPERTY, click Tracking Info > Tracking Code.
5.	Under VIEW column

Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Perform Local SEO
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Perform Local SEO	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to perform local SEO of a website/blog using local business directories and google mybusiness, assigned by the assessor. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Create web profile on local businesses and directories Performance criteria 2: Confirm and validate email Performance criteria 3: Setup business on google mybusiness platform Performance criteria 4: Analyze traffic on submitted google business Performance criteria 5: Verify google business using given methods Performance criteria 6: Reply to reviews Performance criteria 7: Reply to comments on posts Performance criteria 8: Resolve issues with users Performance criteria 9: Post images of business environment Performance criteria 10: Post value offers
	Portfolios required at the time of assessment (if any) for

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Perform Local SEO	Assessment Date (DD/MM/YY): Assessment Time:		

Candidate Details	Name: .... Registration/Roll Number: ....
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to perform local SEO of a website/blog using local business directories and google my business, assigned by the assessor. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance criteria 1: Create web profile on local businesses and directories Performance criteria 2: Confirm and validate email Performance criteria 3: Setup business on google mybusiness platform Performance criteria 4: Analyze traffic on submitted google business Performance criteria 5: Verify google business using given methods Performance criteria 6: Reply to reviews Performance criteria 7: Reply to comments on posts Performance criteria 8: Resolve issues with users Performance criteria 9: Post images of business environment Performance criteria 10: Post value offers
	Portfolios required at the time of assessment (if any) for

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Perform local SEO	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:.. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Where to submit website?	
2. How to submit for local directory?	
3. How to submit on free classified?	
4. How to use google my business?	
5. How to check business trends?	

ANSWER KEY

Sr.	Answers
1.	Local business websites
2.	With web URL and email address
3.	Create post and submit web information
4.	Sign up and web profile
5.	Google trends

Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Integrate Google Search Console
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 5	Version: 01
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Integrate Google Search Console	
	Assessment Time:

Candidate Details	Name: ....
	Registration/Roll Number:...
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to set-up and configure Google Search Console for a website assigned by the assessor as per given instructions. **Assessment Task 2:** Candidate is required to analyze web traffic of Google Search Console for a website assigned by the assessor as per given instructions. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Critria 1: Create google search console account Performance Critria 2: Add property in google search console Performance Critria 3: Verify added property using available verification methods Performance Critria 4: Integrate Google search console app with web Performance Critria 5: Check the real time indexing performance Performance Critria 6: Upload sitemap file on Google search console Performance Critria 7: Write the sitemap URL (path) in sitemap bar Performance Critria 8: Upload or write robot.txt file in search console
	Assessment Task 2 Performance Critria 1: Add page and post URLs for indexing Performance Critria 2: Check if the crawling and indexing can be done in real-time Performance Critria 3: Perform live testing Performance Critria 4: Perform AMP optimization Performance Critria 5: Check crawling issues Performance Critria 6: Validate and fix the errors Performance Critria 7: Add URLs to remove from the indexed database Performance Critria 8: Search on Google for confirmation
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

<table>
<tr>
<td>Candidate Details</td>
<td>Name: .... Registration/Roll Number: ....

Candidate Signature:...................................... ....</td>
</tr>
<tr>
<td>Assessment Outcome</td>
<td>COMPETENT ☐   NOT YET COMPETENT ☐

Name of the Assessor:................................ Assessor's code: ....

Signature of the Assessor:.. ....</td>
</tr>
</table>

<table>
<tr>
<td colspan="11" align="center">**Assessment Summary (to be filled by the assessor)**</td>
</tr>
<tr>
<td align="center">**Activity**</td>
<td colspan="5" align="center">**Method**</td>
<td colspan="2" align="center">**Result**</td>
</tr>
<tr>
<td>Nature of Activity</td>
<td>Written</td>
<td>Oral</td>
<td>Observation</td>
<td>Portfolio</td>
<td>Role Play</td>
<td>Competent</td>
<td>Not Yet Competent</td>
</tr>
<tr>
<td>Practical Skill Demonstration</td>
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<td>✔</td>
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<td>Other Requirement</td>
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<table>
<tr>
<td colspan="4">Each Assessment Task (with performance criteria)</td>
</tr>
<tr>
<td colspan="2">**Assessment Task 1**</td>
<td colspan="2">**Description of assessment task 1**
Candidate is required to set-up and configure Google Search Console for a website assigned by the assessor as per given instructions.</td>
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<tr>
<td colspan="2">During the practical assessment, candidate demonstrated the following:</td>
<td>Yes   No</td>
<td>Remarks</td>
</tr>
<tr>
<td>1</td>
<td>Create google search console account</td>
<td></td>
<td rowspan="8"></td>
</tr>
<tr>
<td>2</td>
<td>Add property in google search console</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Verify added property using available verification methods</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Integrate Google search console app with web</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Check the real time indexing performance</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Upload sitemap file on Google search console</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Write the sitemap URL (path) in sitemap bar</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Upload or write robot.txt file in search console</td>
<td></td>
</tr>
<tr>
<td colspan="2">Competent ☐</td>
<td colspan="2">Not Yet Competent ☐</td>
</tr>
</table>

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2** Candidate is required to analyze web traffic of Google Search Console for a website assigned by the assessor as per given instructions.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Add page and post URLs for indexing			
2	Check if the crawling and indexing can be done in real-time			
3	Perform live testing			
4	Perform AMP optimization			
5	Check crawling issues			
6	Validate and fix the errors			
7	Add URLs to remove from the indexed database			
8	Search on Google for confirmation			
Competent ☐	Not Yet Competent ☐			

Title of Qualification:	CS Code:	Level:	Version:
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)		5	01
Competency Standard Title: Integrate Google Search Console	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:... Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:.. ....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Why use GSC?	
2. How to sign up for GSC?	
3. How to configure GSC?	
4. How to index link?	
5. How to submit website?	

ANSWER KEY

Sr.	Answers
1.	Indexing, sitemap
2.	With web email and gmail
3.	Submit sitemap, check live URL
4.	Submit link in URL inspection
5.	Add domain in property tab

Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Perform YouTube SEO
(Formative Assessment)

15-19 Sep 2020

National Vocational & Technical

Training Commission

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Perform YouTube SEO	**Assessment Date (DD/MM/YY):** **Assessment Time:**		

Candidate Details	Name: .... Registration/Roll Number:..
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):** **Assessment Task 1:** Candidate is required to create and optimize YouTube Channel assigned by the assessor as per given instructions. **Assessment Task 2:** Candidate is required to perform SEO on a YouTube Video assigned by the assessor as per given instructions. **And complete:** 1. **Knowledge assessment test (Written or Oral)** 2. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:** **Assessment Task 1** Performance Critria 1: Add video to YouTube channel Performance Critria 2: Optimize profile Performance Critria 3: Optimize title Performance Critria 4: Optimize video description
	Assessment Task 2 Performance Critria 1: Check relevant hashtags for video Performance Critria 2: Add atleast 3 trending hashtags in description Performance Critria 3: Add keywords tags Performance Critria 4: Add subtitles/captions Performance Critria 5: Add Custom Thumbnails Performance Critria 6: Add credit Screens Performance Critria 7: Add Cards Performance Critria 8: Add Suggestions Performance Critria 9: Check and analyze video views and performance Performance Critria 10:Optimize the video mileage/traffic
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:..................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................ Assessor's code: .... Signature of the Assessor:... ....

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1	**Description of assessment task 1** Candidate is required to create and optimize a YouTube Channel assigned by the assessor as per given instructions.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Add video to YouTube channel			
2	Optimize profile			
3	Optimize title			
4	Optimize video description			
Competent ☐		Not Yet Competent ☐		

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2** Candidate is required to perform SEO on a YouTube Video assigned by the assessor as per given instructions.			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Check relevant hashtags for video			
2	Add atleast 3 trending hashtags in description			
3	Add keywords tags			
4	Add subtitles/captions			
5	Add Custom Thumbnails			
6	Add credit Screens			
7	Add Cards			
8	Add Suggestions			
9	Check and analyze video views and performance			
10	Optimize the video mileage/traffic			
Competent ☐		Not Yet Competent ☐		

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Perform YouTube SEO	Assessment Date (DD/MM/YY): Assessment Time:30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:.................................. Assessor's code: Signature of the Assessor:.. ....

Title of Qualification: National Vocational qualification Level-5 in	CS Code:	Level: 5	Version:01
Competency Standard Title: Perform YouTube SEO	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Which email is required for channel?	
2. Title length of YouTube channel?	
3. Description length of YouTube channel?	
4. Can you monetize videos?	
5. Can you add your logo in YT video?	

ANSWER KEY

Sr.	Answers
1.	Gmail
2.	100 characters
3.	5000 characters
4.	Yes
5.	Yes

Assessment Evidence Guide

For

"Digital Marketing"

Level-5
Manage Face book and Instagram Ads
(Formative Assessment)

15-19 September 2020

National Vocational & Technical

Training Commission

Title of Qualification:	CS Code:	Level: 5	Version: 01
National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)			

Competency Standard Title:	Assessment Date (DD/MM/YY):
Manage Face book and Instagram Ads	
	Assessment Time:

Candidate Details	Name: ....
	Registration/Roll Number:..
Guidance for Candidate	**To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):**
	Assessment Task 1: Candidate is required to manage Instagram Ads (Paid Advertisements) with basic and advanced settings, assigned by the assessor.
	Assessment Task 2: Candidate is required to manage Instagram Ads (Paid Advertisements) with basic and advanced settings, assigned by the assessor.
	Assessment Task 3: Candidate is required to analyze ad performance and generate a report, assigned by the assessor.
	And complete:
	3. **Knowledge assessment test (Written or Oral)**
	4. **Portfolios at the time of assessment (if any)**
Minimum Evidence Required	**During a practical assessment, under observation by an assessor, you will complete:**
	Assessment Task 1
	Performance criteria 1: Boost a post through available boosting methods and parameters
	Performance criteria 2: Analyze and make a report of boosting
	Performance criteria 3: Create Facebook business manager account
	Performance criteria 4: Add Facebook business page in business manager
	Performance criteria 5: Setup Facebook ads account
	Performance criteria 6: Add required parameters
	Performance criteria 7: Select ad campaign type from available campaign types
	Performance criteria 8: Configure objectives with available parameters
	Performance criteria 9: Select Ad placement
	Performance criteria 10: Select Ad Schedule
	Performance criteria 11: Get report on ad performance
	Performance criteria 12: Create Facebook pixel account/profile
	Performance criteria 13: Integrate Facebook pixel account/profile with website
	Performance criteria 14: Analyze report of Facebook pixel account
	Assessment Task 2
	Performance criteria 1: Boost a post through available boosting methods and parameters
	Performance criteria 2: Analyse and make a report of boosting
	Performance criteria 3: Select ad campaign type from available campaign types
	Performance criteria 4: Configure objectives with available parameters
	Performance criteria 5: Select Ad placement
	Performance criteria 6: Select Ad Schedule

	Performance criteria 7: Get report on ad performance **Assessment Task 3** Performance criteria 1: Analyze ad data with respect to available parameters Performance criteria 2: Analyze ad impressions, clicks and click through rate Performance criteria 3: Analyze cost per click and total ad cost Performance criteria 4: Identify different types of audiences Performance criteria 5: Click on audiences from business manager and click create custom audience Performance criteria 6: Create custom audience of view contents Performance criteria 7: Create custom audience of Add to carts Performance criteria 8: Create custom audience of video views Performance criteria 9: Create custom audience of purchasers Performance criteria 10: Create a lookalike audience using any custom event or customer data
	Portfolios required at the time of assessment (if any) for

Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name: .... Registration/Roll Number: .... Candidate Signature:.................................... ....
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: .... Signature of the Assessor:.. ....

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							

Each Assessment Task (with performance criteria)				
Assessment Task 1		**Description of assessment task 1** Candidate is required to manage Instagram Ads (Paid Advertisements) with basic and advanced settings, assigned by the assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Boost a post through available boosting methods and parameters			
2	Analyze and make a report of boosting			
3	Create Facebook business manager account			
4	Add Facebook business page in business manager			
5	Setup Facebook ads account			
6	Add required parameters			
7	Select ad campaign type from available campaign types			
8	Configure objectives with available parameters			
9	Select Ad placement			
10	Select Ad Schedule			
11	Get report on ad performance			
12	Create Facebook pixel account/profile			
13	Integrate Facebook pixel account/profile with website			
14	Analyze report of Facebook pixel account			
Competent ☐			Not Yet Competent ☐	

Each Assessment Task (with performance criteria)				
Assessment Task 2	**Description of assessment task 2** Candidate is required to manage Instagram Ads (Paid Advertisements) with basic and advanced settings, assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Boost a post through available boosting methods and parameters			
2	Analyse and make a report of boosting			
3	Select ad campaign type from available campaign types			
4	Configure objectives with available parameters			
5	Select Ad placement			
6	Select Ad Schedule			
7	Get report on ad performance			
Competent ☐		Not Yet Competent ☐		

Each Assessment Task (with performance criteria)				
Assessment Task 3	**Description of assessment task 3** Candidate is required to analyze ad performance and generate a report, assigned by the assessor.			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Analyze ad data with respect to available parameters			
2	Analyze ad impressions, clicks and click through rate			
3	Analyze cost per click and total ad cost			
4	Identify different types of audiences			
5	Click on audiences from business manager and click create custom audience			
6	Create custom audience of view contents			
7	Create custom audience of Add to carts			
8	Create custom audience of video views			
9	Create custom audience of purchasers			
10	Create a lookalike audience using any custom event or customer data			
Competent ☐		Not Yet Competent ☐		

Title of Qualification: Senior National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version: 01
Competency Standard Title: Manage Facebook and Instagram Ads	**Assessment Date (DD/MM/YY):** **Assessment Time:**30 min		

Guidance for Candidate	**To complete your assessment for this Competency Standard, you need to answer the questions on the following pages successfully.**

Assessors Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the assessment)

Candidate Details	Name:.. Registration/Roll Number: Candidate Signature:.................................... ....
Written Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor:................................. Assessor's code: Signature of the Assessor:.. ....

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer)	CS Code:	Level: 5	Version:01
Competency Standard Title: Manage Facebook and Instagram Ads	**Assessment Date (DD/MM/YY):** **Assessment Time:** 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Is there any budget limit for ads?	
2. Can we manage fb and Instagram ads together?	
3. From where we can run ads for Instagram?	
4. How we can create audience?	
5. Where we can add FB pixel?	

ANSWER KEY

Sr.	Answers
1.	No
2.	Yes
3.	Instagram profile
4.	Audience Section in Business Manager
5.	Events manager