

Assessment Evidence Guide

For

“Digital Marketing”

Level-5
(Part-I)
(Summative Assessment)

18 Oct 2019



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Digital Marketing Expert)	CS Code:	Level: 5 (Part-I)	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Analyze / Monitor Insights on Social Media Platforms Troubleshoot Google Analytics Issues Perform Local SEO Integrate Google Search Console (GSC) 	Assessment Date (DD/MM/YY): Assessment Time: 3 hrs.		

Candidate Details	Name: Registration/Roll Number:
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <p>Assessment Task 1: Candidate is required to configure and integrate Google search console according to the given instructions. Including:</p> <ul style="list-style-type: none"> Site Map URL indexing URL inspection Web vitals description, keywords, video end screening. <p>Assessment Task 2: Candidate is required to analyze /monitor website insights using google analytics and social media insights and make a report as per the given instructions.</p> <p>And complete:</p> <ol style="list-style-type: none"> Knowledge assessment test (Written or Oral) Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1</p> <p>Performance criteria 1: Create google search console account Performance criteria 2: Add property in google search console Performance criteria 3: Verify added property using available verification methods Performance criteria 4: Integrate Google search console app with web Performance criteria 5: Check the real time indexing performance Performance criteria 6: Upload and write sitemap file on Google search console Performance criteria 7: Upload or write robot.txt file in search console Performance criteria 8: Add page and post URLs for indexing Performance criteria 9: Perform live testing Performance criteria 10: Perform AMP optimization Performance criteria 11: Resolve crawling issues Performance criteria 12: Add URLs to remove from the indexed database Performance criteria 13: Search on Google search engine for confirmation</p> <p>Assessment Task 2</p> <p>Performance criteria 1: Analyze and export insight report of website data from google analytics in desired format (Excel etc.). Performance criteria 2: Analyze and export insight report of social media profiles</p>

	<p>data from social media admin insights in desired format (Excel etc.).</p> <p>Performance criteria 3: Troubleshoot errors and warnings of account, property and user's permission in google analytics</p> <p>Performance criteria 4: Implement G-tag in a website using multiple methods</p> <p>Performance criteria 5: Configure various parameters of G-tag</p> <p>Performance criteria 6: Troubleshoot issues related to G-tag</p> <p>Performance criteria 7: Fix problems in configuration and setup of goals manually</p> <p>Performance criteria 8: Fix problems in configuration and setup of goals using troubleshoot modules</p> <p>Performance criteria 9: Link google ads account with google analytics</p> <p>Performance criteria 10: Fix issues related to google ads integration with google analytics</p> <p>Performance criteria 11: Create web profile on local businesses and directories</p> <p>Performance criteria 12: Setup web profile on google mybusiness platform</p> <p>Performance criteria 13: Analyze traffic on submitted google business</p> <p>Performance criteria 14: Verify google business using given methods</p>
	<p>Portfolios required at the time of assessment (if any) for</p> <p>Performance Criteria 1: Diary log or any other evidence of work completed on Analyze / Monitor Insights on Social Media Platforms</p> <p>Performance Criteria 2: Diary log or any other evidence of work completed on Troubleshoot Google Analytics Issues</p> <p>Performance Criteria 3: Diary log or any other evidence of work completed on Perform Local SEO</p> <p>Performance Criteria 4: Diary log or any other evidence of work completed on Integrate Google Search Console (GSC)</p>

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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 <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> 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 configure Google search console according to the given instructions. Including: <ul style="list-style-type: none"> ○ Site Map ○ URL indexing ○ URL inspection ○ Web vitals ○ Channel description, keywords, video end screening. 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create google search console account			
2	Add property in google search console			
3	Verify added property using available verification methods			
4	Integrate Google search console app with web			
5	Check the real time indexing performance			
6	Upload and write sitemap file on Google search console			
7	Upload or write robot.txt file in search console			
8	Add page and post URLs for indexing			
9	Perform live testing			
10	Perform AMP optimization			
11	Resolve crawling issues			
12	Add URLs to remove from the indexed database			
13	Search on Google search engine for confirmation			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2		
		Candidate is required to analyse, troubleshoot and monitor web traffic according to the given instructions.		
During the practical assessment, candidate demonstrated he following:		Yes	No	Remarks
1	Analyze and export insight report of website data from google analytics in desired format (Excel etc.).			
2	Analyze and export insight report of social media profiles data from social media admin insights in desired format (Excel etc.).			
3	Troubleshoot errors and warnings of account, property and users permission in google analytics			
4	Implement G-tag in a website using multiple methods			
5	Configure various parameters of G-tag			
6	Troubleshoot issues related to G-tag			
7	Fix problems in configuration and setup of goals manually			
8	Fix problems in configuration and setup of goals using troubleshoot modules			
9	Link google ads account with google analytics			
10	Fix issues related to google ads integration with google analytics			
11	Create web profile on local businesses and directories			
12	Setup web profile on google mybusiness platform			
13	Analyze traffic on submitted google business			
14	Verify google business using given methods			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Portfolio		Description of Portfolio Candidate is required to present a portfolio including:		
Current <input type="checkbox"/>	Sufficient <input type="checkbox"/>	Authentic <input type="checkbox"/>	Valid <input type="checkbox"/>	Reliable <input type="checkbox"/>
Portfolio meet the following performance standards:			Yes	No
1	Diary log or any other evidence of work completed on Analyze / Monitor Insights on Social Media Platforms			
2	Diary log or any other evidence of work completed on Troubleshoot Google Analytics Issues			
3	Diary log or any other evidence of work completed on Perform Local SEO			
4	Diary log or any other evidence of work completed on Integrate Google Search Console (GSC)			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing Expert (Part 2)	CS Code:	Level: 5	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> Analyze / Monitor Insights on Social Media Platforms Troubleshoot Google Analytics Issues Perform Local SEO Integrate Google Search Console (GSC) 	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.
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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	<div style="display: flex; justify-content: space-between;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Where to check the tag for google analytics?	In the head tags
2. Where to find tracking code?	Under PROPERTY, click Tracking Info > Tracking Code.
3. Plugin name for redirection?	301 redirection
4. Plugin name from google?	G-site Kit
5. How to check business trends?	Google trends
6. How to submit for local directory?	With web URL and email address
7. Search engines for web ranking?	Google, bing and yahoo
8. Introduce google analytics	Web users tracking and analysis
9. Why use GSC?	Indexing, sitemap

Question	Candidate's answer
10. How to index link?	Submit link in URL inspection
11. How to track sales?	By conversions and goals
12. Description length of Youtube channel?	5000 characters