

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Select Niche for Blog and Affiliate Marketing
(Formative Assessment)

15-19 Sep 2020



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Select Niche for blog and Affiliate Marketing	Assessment Date (DD/MM/YY): Assessment Time:		

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 identify and select niche for an affiliate marketing assigned by assessor.</p> <p>Assessment Task 2: Candidate is required to identify and select niche for a blog assigned by assessor.</p> <p>Assessment Task 3: Candidate is required to perform a competitive analysis according to the 4 Ps of market segment assigned by assessor.</p> <p>1. Knowledge assessment test (Written or Oral) 2. Portfolios at the time of assessment (if any)</p>
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: Perform research on the available platforms for topic/product</p> <p>Performance criteria 2: Select suitable category</p> <p>Performance criteria 3: Search for top areas</p> <p>Performance criteria 4: Select suitable topic/product category</p> <p>Performance criteria 5: Identify the researched product niches based on different criteria like personal liking, social norms, demographics, etc.</p> <p>Performance criteria 6: Select most relevant area of niche according to the category</p> <p>Assessment Task 2</p> <p>Performance criteria 1: Perform research on the available platforms for topic/product</p> <p>Performance criteria 2: Select suitable category</p> <p>Performance criteria 3: Search for top areas</p> <p>Performance criteria 4: Select suitable topic/product category</p> <p>Performance criteria 5: Identify the researched product niches based on different criteria like personal liking, social norms, demographics, etc.</p> <p>Performance criteria 6: Select most relevant area of niche according to the category</p> <p>Assessment Task 3</p> <p>Performance criteria 1: Search competitors</p> <p>Performance criteria 2: Analyze competitor's working according to the 4 Ps.</p> <p>Performance criteria 3: Identify the competitive edge on the basis of 4 Ps</p>

	Performance criteria 4: Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner
	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 <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 identify and select niche for an affiliate marketing assigned by assessor.				
During the practical assessment, candidate demonstrated the following:					Yes	No	Remarks
1	Perform research on the available platforms for topic/product						
2	Select suitable category						
3	Search for top areas						
4	Select suitable topic/product category						
5	Identify the researched product niches based on different criteria like personal liking, social norms, demographics, etc.						
6	Select most relevant area of niche according to the category						
Competent <input type="checkbox"/>			Not Yet Competent <input type="checkbox"/>				

Each Assessment Task (with performance criteria)				
Assessment Task 2		Description of assessment task 2 Candidate is required to identify and select niche for a blog assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Perform research on the available platforms for topic/product			
2	Select suitable category			
3	Search for top areas			
4	Select suitable topic/product category			
5	Identify the researched product niches based on different criteria like personal liking, social norms, demographics, etc.			
6	Select most relevant area of niche according to the category			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Each Assessment Task (with performance criteria)				
Assessment Task 3		Description of assessment task 3 Candidate is required to identify and select niche for an affiliate marketing assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Search competitors			
2	Analyze competitor's working according to the 4 Ps.			
3	Identify the competitive edge on the basis of 4 Ps			
4	Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level:3	Version: 01
Competency Standard Title: Select Niche for Blog and Affiliate Marketing	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

Question	Candidate's answer
1. How can you identify the blog niche? List down three major points to consider	
2. Give some examples of niches	
3. What tools can you use to validate your niche ideas?	
4. What is customer avatar?	

Question	Candidate's answer
5. How can you make content understanding your customer?	
6. How shall the niche for affiliate marketing be determined?	
7. Please write down the url link of your blog/affiliate marketing?	
8. How can you search for competitors in your niche?	
9. How can the performance of competitor be validated?	
10. What tools can you use to validate the niche?	

ANSWER KEY

Sr.	Answers
1.	Passion, Knowledge and Big Market size
2.	Can be so many examples Weight loss through keto diet, ecommerce from youtube ads etc
3.	Keyword planner, Google trends
4.	It is your customer profile used for marketing purposes to better understand the demographics and psychographics of the target audience.
5.	By understanding your avatar's problems, pains, aspirations and where they are stuck , you can design amazing content which can strike a chord with them.
6.	If you already have a blog, then choose the same niche as your blog You should also have Passion, Knowledge and Big Market Size of your niche
7.	Some unique link. Check it by logging on to it.
8.	Google and also from the Affiliate Platforms

9.	Checking its Traffic And assuming at least 2% conversion rate
10.	Quantcast Clickbank

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Publish Blog Post
(Formative Assessment)

15-19 Sep 2020



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Publish Blog Post	Assessment Date (DD/MM/YY): Assessment Time:		

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 write and publish content for the blog assigned by assessor.</p> <p>1. Knowledge assessment test (Written or Oral) 2. Portfolios at the time of assessment (if any)</p>
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: Research latest and hot topics for Blog posts</p> <p>Performance criteria 2: Identify keywords for Title</p> <p>Performance criteria 3: Search keywords for contents</p> <p>Performance criteria 4: Search keywords for tags</p> <p>Performance criteria 5: Search different titles to attract audience</p> <p>Performance criteria 6: Select relevant focus keywords that can be used in title</p> <p>Performance criteria 7: Select keywords for content</p> <p>Performance criteria 8: Prepare textual content of the post in effective manners to narrate the whole idea</p> <p>Performance criteria 9: Use textual, images and infographics in the contents of the idea</p> <p>Performance criteria 10: Use ALT (alternate) keywords in image</p> <p>Performance criteria 11: Relate Latent Semantic Index (LSI) keywords in the contents</p> <p>Performance criteria 12: Design images for the contents</p> <p>Performance criteria 13: Search local competitors within selected niche.</p> <p>Performance criteria 14: Search global competitors within selected niche.</p> <p>Performance criteria 15: Find out competitors in local and international market</p> <p>Performance criteria 16: Select keywords for tag</p> <p>Performance criteria 17: Add best suitable tag to the content as per niche</p>

	Performance criteria 18: Compile content for Blog post Performance criteria 19: Check spelling and grammar mistakes Performance criteria 20: Avoid using copy righted content for post Performance criteria 21: Upload content on the Blog Performance criteria 22: Publish the post Performance criteria 23: Troubleshoot / report errors
	Portfolios required at the time of assessment (if any) for

Continued on following page

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 write and publish content for the blog assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Research latest and hot topics for Blog posts			
2.	Identify keywords for Title			
3.	Search keywords for contents			
4.	Search keywords for tags			
5.	Search different titles to attract audience			
6.	Select relevant focus keywords that can be used in title			
7.	Select keywords for content			
8.	Prepare textual content of the post in effective manners to narrate the whole idea			
9.	Use textual, images and infographics in the contents of the idea			
10.	Use ALT (alternate) keywords in image			
11.	Relate Latent Semantic Index (LSI) keywords in the contents			
12.	Design images for the contents			
13.	Search local competitors within selected niche.			
14.	Search global competitors within selected niche.			
15.	Find out competitors in local and international market			
16.	Select keywords for tag			
17.	Add best suitable tag to the content as per niche			
18.	Compile content for Blog post			
19.	Check spelling and grammar mistakes			
20.	Avoid using copy righted content for post			
21.	Upload content on the Blog			
22.	Publish the post			
23.	Troubleshoot / report errors			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version:01
Competency Standard Title: Publish Blog Post	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 <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1.What is a blog?	
2.What should be ideal frequency of posting?	
3.List down popular blogging platforms	

Question	Candidate's answer
4. Can you schedule posts for future?	
5. How important is the Headline for the blog content?	
6.How can you make attractive headlines	

ANSWER KEY

Sr.	Answers
1.	Web Log, For sharing content
2.	Depends on the nature of content, strategy, and audience preference
3.	Bloggr , Wordpress, Tumblr, Medium, Linkedin etc
4.	Yes
5.	Very important. It is like trailer to your blog posts and no matter how good your content is, if your title/headline is not good it won't get read. It is very important with respect to SEO as well.
6.	It should have some hook and curiosity embedded in it

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Create Content for Affiliate Marketing Product
(Formative Assessment)

15-19 Sep 2020



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Create Content for Affiliate Marketing Product	Assessment Date (DD/MM/YY): Assessment Time:		

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 design content for the affiliate marketing product assigned by assessor.</p> <p>3. Knowledge assessment test (Written or Oral)</p> <p>4. Portfolios at the time of assessment (if any)</p>
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: Research latest and hot topics for product's content</p> <p>Performance criteria 2: Select effective search keywords for research using google trends and keyword planner</p> <p>Performance criteria 3: Apply filter in google trends</p> <p>Performance criteria 4: Identify keywords for Title</p> <p>Performance criteria 5: Search keywords for contents</p> <p>Performance criteria 6: Search keywords for tags</p> <p>Performance criteria 7: Collect helpful data for the content</p> <p>Performance criteria 8: Create effective search query</p> <p>Performance criteria 9: Generate related titles</p> <p>Performance criteria 10: Filter titles from the collected data</p> <p>Performance criteria 11: Select appropriate catchy title</p> <p>Performance criteria 12: Compile content for product.</p> <p>Performance criteria 13: Prepare textual content in effective manners to narrate the idea</p> <p>Performance criteria 14: Use textual, images and infographics in the contents of the idea</p> <p>Performance criteria 15: Use ALT attributes in image</p> <p>Performance criteria 16: Relate Latent Semantic Index (LSI) keywords in the contents</p> <p>Performance criteria 17: Design images for the content</p> <p>Portfolios required at the time of assessment (if any) for</p>

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 design content for the affiliate marketing product assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Research latest and hot topics for product's content			
2	Select effective search keywords for research using google trends and keyword planner			
3	Apply filter in google trends			
4	Identify keywords for Title			
5	Search keywords for contents			
6	Search keywords for tags			
7	Collect helpful data for the content			
8	Create effective search query			
9	Generate related titles			
10	Filter titles from the collected data			
11	Select appropriate catchy title			
12	Compile content for product.			
13	Prepare textual content in effective manners to narrate the idea			
14	Use textual, images and infographics in the contents of the idea			
15	Use ALT attributes in image			
16	Relate Latent Semantic Index (LSI) keywords in the contents			
17	Design images for the content			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Create Content for Product	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How can content be created to sell products?	
2. Where can one search material to develop content for products?	
3. How to make sure your product ranks well?	

Question	Candidate's answer
4. Where can you publish your content for product?	
5. What other forms of content can be used to sell products?	

ANSWER KEY

Sr.	Answers
1.	There can be numerous ways to go about it. Ad/teaser for Direct selling, Reviews, Testimonials, educating the market
2.	Amazon, Ebay, Etsy, Reviews and description on these sites
3.	Make sure to include Keywords in your headings and description
4.	Your Blog Website Amazon Ebay
5.	Lead Magnets Case studies

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Develop Video Marketing Content

(Formative Assessment)

15-19 Sep 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Develop Video Marketing Content	Assessment Date (DD/MM/YY): Assessment Time:		

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 create and share video for the marketing of product assigned by assessor.</p> <p>1. Knowledge assessment test (Written or Oral) 2. Portfolios at the time of assessment (if any)</p>
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: Plan video content Performance criteria 2: Script video Performance criteria 3: Use of cameras Performance criteria 4: Use video production tools Performance criteria 5: Set up studio Performance criteria 6: Record video Performance criteria 7: Organize footage Performance criteria 8: Edit video Performance criteria 9: Choose music Performance criteria 10: Record voice over Performance criteria 11: Select proper keywords according to video's subject Performance criteria 12: Use keyword planner tools to optimize video title, description and tags Performance criteria 13: Identify video hosting platforms for sharing / uploading / posting video Performance criteria 14: Post videos Performance criteria 15: Analyze video stats and performance</p> <p>Portfolios required at the time of assessment (if any) for</p>

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 create and share video for the marketing of product assigned by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Plan video content			
2	Script video			
3	Use of cameras			
4	Use video production tools			
5	Set up studio			
6	Record video			
7	Organize footage			
8	Edit video			
9	Choose music			
10	Record voice over			
11	Select proper keywords according to video's subject			
12	Use keyword planner tools to optimize video title, description and tags			
13	Identify video hosting platforms for sharing / uploading / posting video			
14	Post videos			
15	Analyze video stats and performance			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Develop Video Marketing Content	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 <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1.How many types of video content are there?	
2.From where can you get ideas for video content?	
3.In the context of copyrights, what should we be careful about while making a video?	

Question	Candidate's answer
4.What is royalty free music?	
5.Where can we find some royalty free videos which can be used in our content?	
6.What are some good tools for editing?	
7.What are some good tools for editing videos on mobile phone?	
8. Where can you host your videos?	

ANSWER KEY

Sr.	Answers
1.	High Production, Mobile Shot, Whiteboard Video, Explainer Video, Ad/teaser for Direct selling, Reviews , Testimonials, educating the market
2.	Youtube
3.	Our video and background music should not infringe copyrights. So, we should either produce original content or use royalty free stock videos and music.
4.	The music which does not have copyrights on them
5.	Pexels.com Unsplash
6.	Adobe Premiere Adobe After effects Canva
7.	Filmora Quik Inshot
8.	Youtube Dailymotion

	Vimeo Wistia
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Assessment Evidence Guide

For

“Digital Marketing”

Level-3
Perform On-Page SEO
(Formative Assessment)

15-19 Sep 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Perform On-Page SEO	Assessment Date (DD/MM/YY): Assessment Time:		

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 perform on-page SEO of a website provided by assessor.</p> <p>Assessment Task 2: Candidate is required to manage the following plug-ins of the website provided by assessor:</p> <ul style="list-style-type: none"> ○ Yoast SEO plug-in ○ G Site Kit Plugin ○ AMP Plugin <p>(NOTE: Candidate is required to submit printouts/softcopies at the end of the ASSESSMENT TASK 1 & 2 as per given instructions)</p> <p>1. Knowledge assessment test (Written or Oral) 2. Portfolios at the time of assessment (if any)</p>
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: Find the flaws by checking website navigation and meta elements</p> <p>Performance criteria 2: Check website structure to remove flaws</p> <p>Performance criteria 3: Generate report of on-page SEO flaws</p> <p>Performance criteria 4: Check domain length and type as per standards</p> <p>Performance criteria 5: Optimize page title</p> <p>Performance criteria 6: Optimize meta description</p> <p>Performance criteria 7: Maintain ideal keyword density</p> <p>Performance criteria 8: Maintain keyword proximity</p> <p>Performance criteria 9: Maintain max keyword prominence</p> <p>Performance criteria 10: Add keyword in title</p> <p>Performance criteria 11: Add keyword in meta description</p> <p>Performance criteria 12: Add keyword in headings</p> <p>Performance criteria 13: Add keyword in subheadings</p> <p>Performance criteria 14: Add keyword in image name</p> <p>Performance criteria 15: Add keyword in alt tags</p> <p>Performance criteria 16: Select minimum character domain name</p>

	<p>Performance criteria 17: Check domain pricing</p> <p>Performance criteria 18: Include keyword in domain name</p> <p>Performance criteria 19: Create primary menu in header</p> <p>Performance criteria 20: Create at least one page in for each menu section</p> <p>Performance criteria 21: Add resourceful links in footer</p> <p>Performance criteria 22: Add widgets in footer</p> <p>Performance criteria 23: Add social icons in footer</p> <p>Performance criteria 24: Add business description in footer</p> <p>Performance criteria 25: Check website speed with Google page speed insights</p> <p>Performance criteria 26: Check image rendering issues</p> <p>Performance criteria 27: Check server response time</p> <p>Performance criteria 28: Implement less code for smooth functioning</p> <p>Performance criteria 29: Resolve the issues guidelines by Google page speed insights</p> <p>Performance criteria 30: Search 301 redirections in plugins section</p> <p>Performance criteria 31: Install and activate the plugin</p> <p>Performance criteria 32: Create redirect links for updated page links</p> <p>Performance criteria 33: Check server downtime</p> <p>Performance criteria 34: Check hosting backup</p> <p>Performance criteria 35: Check https hosting</p> <p>Performance criteria 36: Check real time support</p> <p>Performance criteria 37: Compare pricing between other hosting services</p> <p>Performance criteria 38: Check server location</p> <p>Performance criteria 39: Create robots.txt files</p> <p>Performance criteria 40: Go to sitemap generator</p> <p>Performance criteria 41: Develop anchor text and internal links</p> <p>Performance criteria 42: Choose anchor text for hyperlink</p> <p>Performance criteria 43: Paste link on the keyword</p> <p>Performance criteria 44: Add relevant internal links</p> <p>Performance criteria 45: Install and configure Schema plug-in</p> <p>Performance criteria 46: Inspect schema of a given URL using Google Structured Data Testing Tool</p>
	<p>Assessment Task 2</p> <p>Performance criteria 1: Install and configure GKit plugins for SEO</p> <p>Performance criteria 2: Install and configure AMP plugins for SEO</p> <p>Performance criteria 3: Install and configure Yoast plugins for SEO</p> <p>Performance criteria 4: Optimize content with Yoast SEO guidelines</p> <p>Performance criteria 5: Resolve warning issues</p>
	<p>Portfolios required at the time of assessment (if any) for</p>

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 perform on-page SEO of a website provided by assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Find the flaws by checking website navigation and meta elements			
2.	Check website structure to remove flaws			
3.	Generate report of on-page SEO flaws			
4.	Check domain length and type as per standards			
5.	Optimize page title			
6.	Optimize meta description			
7.	Maintain ideal keyword density			
8.	Maintain keyword proximity			
9.	Maintain max keyword prominence			
10.	Add keyword in title			
11.	Add keyword in meta description			
12.	Add keyword in headings			
13.	Add keyword in subheadings			
14.	Add keyword in image name			
15.	Add keyword in alt tags			
16.	Select minimum character domain name			
17.	Check domain pricing			
18.	Include keyword in domain name			
19.	Create primary menu in header			
20.	Create at least one page in for each menu section			
21.	Add resourceful links in footer			
22.	Add widgets in footer			
23.	Add social icons in footer			
24.	Add business description in footer			
25.	Check website speed with Google page speed insights			
26.	Check image rendering issues			
27.	Check server response time			
28.	Implement less code for smooth functioning			
29.	Resolve the issues guidelines by Google page speed insights			

30.	Search 301 redirections in plugins section			
31.	Install and activate the plugin			
32.	Create redirect links for updated page links			
33.	Check server downtime			
34.	Check hosting backup			
35.	Check https hosting			
36.	Check real time support			
37.	Compare pricing between other hosting services			
38.	Check server location			
39.	Create robots.txt files			
40.	Go to sitemap generator			
41.	Develop anchor text and internal links			
42.	Choose anchor text for hyperlink			
43.	Paste link on the keyword			
44.	Add relevant internal links			
45.	Install and configure Schema plug-in			
46.	Inspect schema of a given URL using Google Structured Data Testing Tool			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2 Candidate is required to manage the following plug-ins of the website provided by assessor: <ul style="list-style-type: none">○ Yoast SEO plug-in○ G Site Kit plug-in○ AMP plug-in		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Install and configure GKit plugins for SEO			
2	Install and configure AMP plugins for SEO			
3	Install and configure Yoast plugins for SEO			
4	Optimize content with Yoast SEO guidelines			
5	Resolve warning issues			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in	CS Code:	Level: 3	Version: 01
Competency Standard Title: Perform On-Page 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.
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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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1.What are the major tactics for on-page SEO?	
2.Name few wordpress plugins for SEO	
3.What is the difference between On-page and off-page SEO?	

Question	Candidate's answer
4. What parameters of domain are important in the context of On-page SEO?	
5. What does keyword density mean?	
6. What role does page speed play in on-page SEO?	
7. What are metatags?	

ANSWER KEY

Sr.	Answers
1.	Keywords Metatags, meta description, meta keywords, meta title Page speed
2.	Yoast, all in one SEO
3.	On-page refers to the changes you can make in the site to rank higher. Whereas the off-page means the tactics used outside the website like backlinking, directory submissions etc.
4.	Domain Length Link juice Page rank Domain age
5.	Percentage of time a keyword appears in a page
6.	It is very important. Less the loading time better the ranking
7.	They provide structured metadata of the documented html and xhtml page

Assessment Evidence Guide

For

“Digital Marketing”

Level-3
Perform Off-Page SEO
(Formative Assessment)

07-11 Aug 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level:3	Version: 01
Competency Standard Title: Perform Off-Page SEO	Assessment Date (DD/MM/YY): Assessment Time:		

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 visit a website to perform following Off-page SEO factors:</p> <ul style="list-style-type: none"> ○ Identify and create backlinks using appropriate tool ○ Submit website to search engines/directories/blogs/forums/Q&A websites/social media platforms (assigned by assessor) <p>(NOTE: Candidate is required to submit printouts/softcopies at the end of the ASSESSMENT TASK 1 as per given instructions)</p> <p>1. Knowledge assessment test (Written or Oral) 2. Portfolios at the time of assessment (if any)</p>
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: Check backlink of other websites using any available backlink checker tool</p> <p>Performance criteria 2: Create link building process</p> <p>Performance criteria 3: Add relevant outbound links</p> <p>Performance criteria 4: Seek permission to relevant blogs on other websites</p> <p>Performance criteria 5: Create web profile</p> <p>Performance criteria 6: Validate confirmation</p> <p>Performance criteria 7: Reply on relevant blogs</p> <p>Performance criteria 8: Add relevant discussion topics on forums</p> <p>Performance criteria 9: Insert website URL</p> <p>Performance criteria 10: Add relevant topics or website pages' links on social media platforms</p> <p>Performance criteria 11: Insert relevant website links to other social media posts in comments</p> <p>Performance criteria 12: Create blog profile on blogger</p> <p>Performance criteria 13: Write a blog article</p> <p>Performance criteria 14: Share it with others and on social media platforms</p>

	Portfolios required at the time of assessment (if any) for
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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 visit a website to perform following Off-page SEO factors: <ul style="list-style-type: none"> ○ Identify and create back links using appropriate tool ○ Submit website to search engines/directories/blogs/forums/Q&A websites/social media platforms (assigned by assessor) 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Check backlink of other websites using any available backlink checker tool			
2.	Create link building process			
3.	Add relevant outbound links			
4.	Seek permission to relevant blogs on other websites			
5.	Create web profile			
6.	Validate confirmation			
7.	Reply on relevant blogs			
8.	Add relevant discussion topics on forums			
9.	Insert website URL			
10.	Add relevant topics or website pages' links on social media platforms			
11.	Insert relevant website links to other social media posts in comments			
12.	Create blog profile on blogger			
13.	Write a blog article			
14.	Share it with others and on social media platforms			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in	CS Code:	Level: 3	Version: 01
Competency Standard Title: Perform Off-page 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.
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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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1.What does off-page SEO mean?	
2.What is the difference between on-page and offpage SEO?	
3.What are backlinks?	

Question	Candidate's answer
4. What does directory submission mean?	
5. Which other places shall we submit our site on?	
6. Mention some Question Answers sites	

ANSWER KEY

Sr.	Answers
1.	It means optimizing the external parameters of the website which will help in ranking better.
2.	On-page refers to the changes you can make in the site to rank higher. Whereas the off-page means the tactics used outside the website like backlinking, directory submissions etc.
3.	Backlinks are the links of your parent website listed on another website. It helps in ranking of the website.
4.	Submitting your site on various directories so as to develop backlinks
5.	Search Engines Blogs Forums
6.	Quora, Yahoo Answers etc

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Establish Social Media Platform Profile

(Formative Assessment)

15-19 Sep 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level:3	Version: 01
Competency Standard Title: Establish Social Media Platform Profile	Assessment Date (DD/MM/YY): Assessment Time:		

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 demonstrate the steps involved in creating the Facebook account from respective URLs/mobile apps, assigned by assessor</p> <p>Assessment Task 2: Candidate is required to demonstrate about steps involved in creating Instagram account from respective URLs/mobile apps, assigned by assessor</p> <p>Assessment Task 3: Candidate is required to demonstrate the steps involved in creating the twitter account/handle from respective URLs/mobile apps, assigned by assessor</p> <p>Assessment Task 4: Candidate is required to demonstrate about steps involved in creating YouTube account from respective URLs/mobile apps, assigned by assessor</p> <p>Assessment Task 5: Candidate is required to demonstrate the steps involved in creating the LinkedIn account from respective URLs/mobile apps, assigned by assessor</p> <p>(NOTE: Candidate is required to submit printouts/softcopies at the end of each TASK as per given instructions)</p> <p>And complete:</p> <ol style="list-style-type: none"> 1. Knowledge assessment test (Written or Oral) 2. 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: Open Facebook signup page Performance criteria 2: Fill up the signup form and submit Performance criteria 3: Configure the account setting</p> <p>Assessment Task 2</p> <p>Performance criteria 4: Open Instagram signup page Performance criteria 5: Fill up the signup form and submit Performance criteria 6: Configure the account setting</p> <p>Assessment Task 3</p> <p>Performance criteria 7: Open twitter signup page Performance criteria 8: Fill up the signup form and submit Performance criteria 9: Configure the account setting</p> <p>Assessment Task 4</p> <p>Performance criteria 10: Open YouTube signup page Performance criteria 11: Fill up the signup form and submit Performance criteria 12: Configure the account setting</p> <p>Assessment Task 5</p> <p>Performance criteria 13: Open Linkedin signup page Performance criteria 14: Fill up the signup form and submit Performance criteria 15: Configure the account setting</p> <hr/> <p>Portfolios required at the time of assessment (if any) for</p>
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Continued on following page

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 demonstrate the steps involved in creating the Facebook account from respective URLs/mobile apps, assigned by assessor		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Open Facebook signup page			
2	Fill up the signup form and submit			
3	Configure the account setting			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2 Candidate is required to demonstrate the steps involved in creating the Instagram account from respective URLs/mobile apps, assigned by assessor		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Open Instagram signup page			
2	Fill up the signup form and submit			
3	Configure the account setting			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 3		Description of assessment task 3 Candidate is required to demonstrate the steps involved in creating the twitter account from respective URLs/mobile apps, assigned by assessor		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Open twitter signup page			
2	Fill up the signup form and submit			
3	Configure the account setting			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 4		Description of assessment task 4 Candidate is required to demonstrate the steps involved in creating the YouTube account from respective URLs/mobile apps, assigned by assessor		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Open YouTube signup page			
2	Fill up the signup form and submit			
3	Configure the account setting			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 5		Description of assessment task 5 Candidate is required to demonstrate the steps involved in creating the LinkedIn account from respective URLs/mobile apps, assigned by assessor		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Open LinkedIn signup page			
2	Fill up the signup form and submit			
3	Configure the account setting			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in	CS Code:	Level: 3	Version: 01
Competency Standard Title: Establish Social Media Platform Profile	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What platforms should a brand be present on?	
2. "Being present on all the channels" What is it called?	
3. What would you name your social profiles?	
4. Name any four social media platforms?	
5. Name any two of the video based social media platform?	
6. Can we download Instagram content?	
7. Can we see the content of private account?	

ANSWER KEY

Sr.	Answers
1.	Depends on the nature of business. But generally speaking, it should be present on all the major and popular platforms
2.	Omni-channel
3.	After the brand name
4.	<ul style="list-style-type: none">• Facebook• Instagram• Twitter• LinkedIn• YouTube• Tumblr
5.	<ul style="list-style-type: none">• YouTube• Vimeo• Dailymotion
6.	No
7.	No

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Manage Facebook Page Basic Configuration
(Formative Assessment)

15-19 September 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage Facebook Page Basic Configuration	Assessment Date (DD/MM/YY): Assessment Time:		

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 setup a Facebook page with basic settings.</p> <p>Assessment Task 2: Candidate is required to manage Facebook page post.</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 page using prescribed process</p> <p>Performance criteria 2: Select Page Category</p> <p>Performance criteria 3: Write Page Name, and description</p> <p>Performance criteria 4: Upload profile image, cover image and submit profile</p> <p>Performance criteria 5: Set Facebook page visibility</p> <p>Performance criteria 6: Set Facebook page visitors posting controls</p> <p>Performance criteria 7: Set Facebook page post and story sharing controls</p> <p>Performance criteria 8: Set Facebook page country and age restrictions</p> <p>Assessment Task 2</p> <p>Performance criteria 1: Create & publish Facebook Page Post</p> <p>Performance criteria 2: Edit Facebook Page Post</p> <p>Performance criteria 3: Delete Facebook Page Post</p> <p>Performance criteria 4: Like, Post Comment & Share Facebook Page Post</p> <p>Portfolios required at the time of assessment (if any) for</p>

Continued on following page

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 setup a Facebook page with basic settings		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create page using prescribed process			
2	Select Page Category			
3	Write Page Name, and description			
4	Upload profile image, cover image and submit profile			
5	Set Facebook page visibility			
6	Set Facebook page visitors posting controls			
7	Set Facebook page post and story sharing controls			
8	Set Facebook page country and age restrictions			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1 Candidate is required to manage Facebook page post.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create & publish Facebook Page Post			
2	Edit Facebook Page Post			
3	Delete Facebook Page Post			
4	Like, Post Comment & Share Facebook Page Post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage Facebook Page Basic Posting	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What is the word count Facebook page info?	
2. What are the main elements of Facebook info?	
3. How many types Facebook posts are there?	
4. What is standard character count?	
5. What is the standard image dimension for Facebook page?	
6. What is the standard of video maximum length/timeline?	
7. What is the standard image for event posting?	

ANSWER KEY

Sr.	Answers
1.	101 characters
2.	<ul style="list-style-type: none">• Username• Page title• Page description
3.	Informational Engaging Entertaining Infographics Images Videos Gifs Polls Boomerangs Contests
4.	63206 characters
5.	1200x630
6.	240 minutes maximum
7.	1920x1080

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Manage Instagram Account Basic Configuration

(Formative Assessment)

15-19 September 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage Instagram Account Basic Configuration	Assessment Date (DD/MM/YY): Assessment Time:		

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>1. Assessment Task 1: Candidate is required to create an Instagram profile with basic settings and manage post, story and live as per given instructions.</p> <p>And complete:</p> <p>2. Knowledge assessment test (Written or Oral)</p> <p>3. Portfolios at the time of assessment (if any)</p>
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: Select account category</p> <p>Performance criteria 2: Write page name, and description</p> <p>Performance criteria 3: Upload profile image and submit</p> <p>Performance criteria 4: Publish post</p> <p>Performance criteria 5: Edit Instagram post</p> <p>Performance criteria 6: Delete Instagram Post</p> <p>Performance criteria 7: Like, share and comment Instagram post</p>
	<p>Portfolios required at the time of assessment (if any) for</p>

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 create an Instagram profile with basic settings and manage post, story and live as per given instructions		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Select account category			
2	Write page name, and description			
3	Upload profile image and submit			
4	Publish post			
5	Edit Instagram post			
6	Delete Instagram Post			
7	Like, share and comment Instagram post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Instagram Basic Posting	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How to create an Instagram post?	
2. What is Instagram story?	
3. What are highlights?	
4. What are the types of Instagram post with respect to dimension?	
5. What is the standard image dimension of Instagram page?	

ANSWER KEY

Sr.	Answers
1.	Click on the "+" icon and choose the picture/s you want to post

2.	Story is a type of post which vanishes after 24 hours , and it is more like switching channels on the T.V
3.	Highlights are selected stories displayed on your profile to showcase whatever you would want
4.	Standard Portrait Landscape
5.	Standard 1080x1080 Portrait 1080x1350 Landscape 1080x608

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Manage Twitter Tweets
(Formative Assessment)

15-19 September 2020



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage Twitter Tweets	Assessment Date (DD/MM/YY): Assessment Time:		

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 demonstrate publishing tweets and retweets with respect to its type, assigned by the assessor. Furthermore, candidate is required to manage basic settings of twitter handle.</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: Write tweet as per procedures Performance criteria 2: Publish tweet Performance criteria 3: Edit tweet Performance criteria 4: Delete the undesired tweet Performance criteria 5: Like, share and comment tweet Performance criteria 6: Send direct messages to followers Performance criteria 7: Click on tweet profile icon Performance criteria 8: Select required tweet content & Retweet as per procedure Performance criteria 9: Pin required tweet</p> <p>Portfolios required at the time of assessment (if any) for</p>

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 demonstrate publishing tweets and retweets with respect to its type, assigned by the assessor. Furthermore, candidate is required to manage basic settings of twitter handle.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Write tweet as per procedures			
2	Publish tweet			
3	Edit tweet			
4	Delete the undesired tweet			
5	Like, share and comment tweet			
6	Send direct messages to followers			
7	Click on tweet profile icon			
8	Select required tweet content & Retweet as per procedure			
9	Pin required tweet			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version:01
Competency Standard Title: Twitter Page Basic Posting	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How many types of tweets are there	
2. What is a twitter thread or tweetstorm?	
3. What is the standard character count of tweet?	
4. Can we see the trending tweets in the specific region?	
5. What is meant by retweet?	

ANSWER KEY

Sr.	Answers
1.	Normal Tweet Reply Tweet

	Retweet Twitter thread
2.	It is a series of tweets in the same topic connected in a form of thread.
3.	280 characters
4.	Yes
5.	Reposting of anyone's tweet

Assessment Evidence Guide

For

“Digital Marketing”

Level-3

Manage YouTube Basic Video Posting
(Formative Assessment)

15-19 September 2020



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage YouTube Basic Video Posting	Assessment Date (DD/MM/YY): Assessment Time:		

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 create and publish YouTube video, assigned by the assessor.</p> <p>And complete:</p> <p>3. Knowledge assessment test (Written or Oral)</p> <p>4. Portfolios at the time of assessment (if any)</p>
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 video</p> <p>Performance criteria 2: Write title and description</p> <p>Performance criteria 3: Publish video</p> <p>Performance criteria 4: Edit Video Post</p> <p>Performance criteria 5: Delete Video Post</p> <p>Performance criteria 6: Like, share and comment YouTube video post</p>
	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 <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 create and publish YouTube video, assigned by the assessor.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create video			
2	Write title and description			
3	Publish video			
4	Edit Video Post			
5	Delete Video Post			
6	Like, share and comment YouTube video post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage YouTube Basic Video Posting	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. What types of posts are on YouTube?	
2. How to get more views on YouTube?	
3. How to make sure you don't get copyrights strike?	
4. What is the by default YouTube video length without verification?	
5. Can we do text posting on YouTube?	

ANSWER KEY

Sr.	Answers
1.	Basic Video upload Livestream

	Community Posts
2.	Make good content Make sure you use proper hashtags relevant to your content Collaborate with other influencers for cross promotion
3.	Make sure you are making original content Make sure that the images, videos and music used are royalty free. YouTube has its own library for it
4.	15 minutes for standard account
5.	Yes

Assessment Evidence Guide

For

“Digital Marketing”

Level-5

Manage LinkedIn Page

(Formative Assessment)

15-19 September 2020



**National Vocational & Technical
Training Commission**

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage LinkedIn Page	Assessment Date (DD/MM/YY): Assessment Time:		

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 create LinkedIn company page with basic settings as per the given parameters.</p> <p>Assessment Task 2: Candidate is required to manage (create, edit, delete and engagement functions) LinkedIn post, as per given parameters.</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 page Performance criteria 2: Select company size Performance criteria 3: Type page identity Performance criteria 4: Select company details Performance criteria 5: Upload profile image and tagline</p> <p>Assessment Task 2</p> <p>Performance criteria 1: Write content of LinkedIn post Performance criteria 2: Select a file from library or create a new photo or video Performance criteria 3: Write hashtag Performance criteria 4: Publish post Performance criteria 5: Edit post Performance criteria 6: Delete post Performance criteria 7: Like, share and comment LinkedIn post</p> <p>Portfolios required at the time of assessment (if any) for</p>

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 create LinkedIn company page with basic settings as per the given parameters.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Create page			
2	Select company size			
3	Type page identity			
4	Select company details			
5	Upload profile image and tagline			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Each Assessment Task (with performance criteria)				
Assessment Task 2		Description of assessment task 2 Candidate is required to manage (create, edit, delete and engagement functions) LinkedIn post, as per given parameters.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Write content of LinkedIn post			
2	Select a file from library or create a new photo or video			
3	Write hashtag			
4	Publish post			
5	Edit post			
6	Delete post			
7	Like, share and comment LinkedIn post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Title of Qualification: National Vocational qualification Level-3 in Digital Marketing (Junior Digital Marketer)	CS Code:	Level: 3	Version: 01
Competency Standard Title: Manage LinkedIn Page Basic Posting	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	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor: Assessor's code: Signature of the Assessor:.....

WRITTEN ASSESSMENT

Question	Candidate's answer
1. How to get more reach on LinkedIn	
2. How to Create and Publish LinkedIn post?	
3. What is the LinkedIn specialized for?	
4. Can you develop a group on LinkedIn?	

ANSWER KEY

Sr.	Answers
1.	<ul style="list-style-type: none"> Have more people in your network Tag relevant people Use relevant hashtags, ideally not more than 3
2.	<ul style="list-style-type: none"> Click "Write a post " > correct LinkedIn or Showcase Page

	<ul style="list-style-type: none"> • Type post body text • Click Camera, Video, Image, or Add a document • Select a file from library or create a new photo or video • Click Add hashtag and type text • Click Post
3.	LinkedIn is majorly used by job seekers and employers.
4.	Yes