

Assessment Evidence Guide
For
“Digital Marketing”

Level-3
(Summative Assessment)

18 Oct 2019



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-3 in Junior Digital Marketer	CS Code:	Level: 3	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> • Select Niche for Blog and Affiliate Marketing • Publish Blog Content • Create content for affiliate marketing product • Develop video Marketing Content • Perform On-Page Search Engine Optimization (SEO) • Perform Off-Page Search Engine Optimization (SEO) • Establish Social Media Platform Profiles • Manage Facebook Basics • Manage Instagram Basics • Manage Twitter Basic Posting (Tweet) • Manage YouTube Basic Video Posting • Manage LinkedIn Page Basic Post 	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 identify a niche (classified market segment) using appropriate keyword research tools and techniques and create a Blog post assigned by assessor.</p> <p>Assessment Task 2: Candidate is required to perform on-page and off-page SEO of a website page assigned by assessor.</p> <p>Assessment Task 3: Candidate is required to Set-up and operate professional page an account on a Facebook according to the given instructions, including:</p> <ul style="list-style-type: none"> ○ Page description, profile and cover image/video ○ Page category ○ Page contact details ○ Product/services details ○ Managing Face book page posting via page wall ○ Edit Face book page according to the requirements <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> Performance criteria 1: Perform research on the available platforms for topic/product

	<p>Performance criteria 2: Analyze competitor's working according to the 4 Ps.</p> <p>Performance criteria 3: Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner</p> <p>Performance criteria 4: Prepare textual content of the post in effective manners to narrate the whole idea</p> <p>Performance criteria 5: Use textual, images and infographics in the contents of the idea</p> <p>Performance criteria 6: Use ALT (alternate) keywords in image</p> <p>Performance criteria 7: Relate Latent Semantic Index (LSI) keywords in the contents</p> <p>Performance criteria 8: Add best suitable tag to the content as per niche</p> <p>Performance criteria 9: Compile content for Blog post</p> <p>Performance criteria 10: Publish the post</p> <p>Performance criteria 11: Troubleshoot and make report</p>
	<p>Assessment Task 2</p> <p>Performance criteria 1: Find the flaws by checking website navigation and meta elements</p> <p>Performance criteria 2: Generate report of on-page SEO flaws</p> <p>Performance criteria 3: Check domain length and type as per standards</p> <p>Performance criteria 4: Optimize page title</p> <p>Performance criteria 5: Optimize meta description</p> <p>Performance criteria 6: Maintain ideal keyword density</p> <p>Performance criteria 7: Maintain keyword proximity</p> <p>Performance criteria 8: Maintain max keyword prominence</p> <p>Performance criteria 9: Install plugins for SEO (Yoast, GKit, AMP)</p> <p>Performance criteria 10: Configure SEO plugins</p> <p>Performance criteria 11: Optimize content with Yoast SEO guidelines</p> <p>Performance criteria 12: Create primary menu in header</p> <p>Performance criteria 13: Create at least one page in for each menu section</p> <p>Performance criteria 14: Minify code and mark-up files using various tools</p> <p>Performance criteria 15: Resolve the issues guidelines by Google page speed insights</p> <p>Performance criteria 16: Search 301 redirections in plugins section</p> <p>Performance criteria 17: Create redirect links for updated page links</p> <p>Performance criteria 18: Create and submit robots.txt files</p> <p>Performance criteria 19: Generate sitemap</p> <p>Performance criteria 20: Develop anchor text and internal links</p> <p>Performance criteria 21: Install and configure Schema plug-in</p> <p>Performance criteria 22: Inspect schema of a given URL using Google Structured Data Testing Tool</p> <p>Performance criteria 23: Check backlink of other websites using any available backlink checker tool</p> <p>Performance criteria 24: Create link building process</p> <p>Performance criteria 25: Add relevant discussion topics on forums</p> <p>Performance criteria 26: Insert website URL</p> <p>Performance criteria 27: Add relevant topics or website pages' links on social media platforms</p> <p>Performance criteria 28: Insert relevant website links to other social media posts in comments</p>
	<p>Assessment Task 3</p> <p>Performance criteria 1: Fill the signup form and submit</p> <p>Performance criteria 2: Configure the account setting</p> <p>Performance criteria 3: Create page</p> <p>Performance criteria 4: Select Page Category</p> <p>Performance criteria 5: Write Page Name, and description</p> <p>Performance criteria 6: Upload profile image, cover image and submit profile</p> <p>Performance criteria 7: Write product and services details in the respective sections</p>

	<p>Performance criteria 8: Select price range of product or services</p> <p>Performance criteria 9: Create & publish Facebook Page Post</p> <p>Performance criteria 10: Like, Comment & Share Facebook Page Post</p> <p>Performance criteria 11: Set Facebook page visibility</p> <p>Performance criteria 12: Set Facebook page post and story sharing controls</p> <p>Performance criteria 13: Set Facebook page country and age restrictions</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 select niche for blog and affiliate marketing</p> <p>Performance criteria 2: Diary log or any other evidence of work completed on publish blog content</p> <p>Performance criteria 3: Diary log or any other evidence of work completed on create content for affiliate marketing product</p> <p>Performance criteria 4: Diary log or any other evidence of work completed on develop video marketing content</p> <p>Performance criteria 5: Diary log or any other evidence of work completed on perform on-page search engine optimization (SEO)</p> <p>Performance criteria 6: Diary log or any other evidence of work completed on perform off-page search engine optimization (SEO)</p> <p>Performance criteria 7: Diary log or any other evidence of work completed on establish social media platform profiles</p> <p>Performance criteria 8: Diary log or any other evidence of work completed on manage Facebook basics</p> <p>Performance criteria 9: Diary log or any other evidence of work completed on manage Instagram basics</p> <p>Performance criteria 10: Diary log or any other evidence of work completed on manage twitter basic posting (tweet)</p> <p>Performance criteria 11: Diary log or any other evidence of work completed on manage YouTube basic video posting</p> <p>Performance criteria 12: Diary log or any other evidence of work completed on manage LinkedIn page basic post.</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	
	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Nature of Activity							
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 a niche using appropriate keyword research tools and techniques and create a Blog post 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	Analyze competitor's working according to the 4 Ps.			
3	Find Keyword Difficulty (KD) level using keyword planner like Google Keyword Planner			
4	Prepare textual content of the post in effective manners to narrate the whole idea			
5	Use textual, images and infographics in the contents of the idea			
6	Use ALT (alternate) keywords in image			
7	Relate Latent Semantic Index (LSI) keywords in the contents			
8	Add best suitable tag to the content as per niche			
9	Compile content for Blog post			
10	Publish the post			
11	Troubleshoot and make report			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2		
		Candidate is required to perform on-page and off-page SEO of a website page assigned 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	Generate report of on-page SEO flaws			
3	Check domain length and type as per standards			
4	Optimize page title			
5	Optimize meta description			
6	Maintain ideal keyword density			
7	Maintain keyword proximity			
8	Maintain max keyword prominence			
9	Install plugins for SEO (Yoast, GKit, AMP)			
10	Configure SEO plugins			
11	Optimize content with Yoast SEO guidelines			
12	Create primary menu in header			
13	Create at least one page in for each menu section			
14	Minify code and mark-up files using various tools			
15	Resolve the issues guidelines by Google page speed insights			
16	Search 301 redirections in plugins section			
17	Create redirect links for updated page links			
18	Create and submit robots.txt files			
19	Generate sitemap			
20	Develop anchor text and internal links			
21	Install and configure Schema plug-in			
22	Inspect schema of a given URL using Google Structured Data Testing Tool			
23	Check backlink of other websites using any available backlink checker tool			
24	Create link building process			
25	Add relevant discussion topics on forums			
26	Insert website URL			
27	Add relevant topics or website pages' links on social media platforms			
28	Insert relevant website links to other social media posts in comments			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 3		Description of assessment task 3		
		Candidate is required to Set-up and operate professional page an account on a Facebook according to the given instructions, including: <ul style="list-style-type: none"> ○ Page description, profile and cover image/video ○ Page category ○ Page contact details ○ Product/services details ○ Managing Face book page posting via page wall ○ Edit Face book page according to the requirements 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Fill the signup form and submit			
2	Configure the account setting			
3	Create page			
4	Select Page Category			
5	Write Page Name, and description			
6	Upload profile image, cover image and submit profile			
7	Write product and services details in the respective sections			
8	Select price range of product or services			
9	Create & publish Facebook Page Post			
10	Like, Comment & Share Facebook Page Post			
11	Set Facebook page visibility			
12	Set Facebook page post and story sharing controls			
13	Set Facebook page country and age restrictions			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 4	Description of assessment task 4 Candidate is required to Set-up and operate an account on a Instagram according to the given instructions, including: <ul style="list-style-type: none"> ○ Account user name and profile image ○ Account category (Personal/business) ○ Account contact details ○ Managing Instagram posting via page wall 			
During the practical assessment, candidate demonstrated the following:	Yes	No	Remarks	
1	Open / Sign into Instagram Account			
2	Publish the post as per procedure			
3	Open the required post to edit			
4	Click on the 3 dots and click edit to make changes in the description and then publish it			
5	Click on the comment button to see the comments or write & submit comment on that post			
6	Click on the share button to share the post			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 5		Description of assessment task 5 Candidate is required to Set-up and operate YouTube account according to the given instructions, including: <ul style="list-style-type: none"> ○ Account/channel set-up ○ Creating, editing and deleting video Post 		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Sign into YouTube account			
2	Seek video, upload the video, write post title and description, add tags, as per the YouTube posting standards			
3	Click Publish			
4	Click on the Profile iconP3.			
5	Click “videos” and identify relevant video post to edit			
6	Click on 3 dots, click edit from the drop-down option and edit post title, description, and tags			
7	Click Save to save the edited post			
8	Click “videos” and identify relevant video post to delete			
9	Click “videos” and identify relevant video post to like, comment on and share			
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	Remarks
1	Diary log or any other evidence of work completed on select niche for blog and affiliate marketing			
2	Diary log or any other evidence of work completed on publish blog content			
3	Diary log or any other evidence of work completed on create content for affiliate marketing product			
4	Diary log or any other evidence of work completed on develop video marketing content			
5	Diary log or any other evidence of work completed on perform on-page search engine optimization (SEO)			
6	Diary log or any other evidence of work completed on perform off-page search engine optimization (SEO)			
7	Diary log or any other evidence of work completed on establish social media platform profiles			
8	Diary log or any other evidence of work completed on manage Facebook basics			
9	Diary log or any other evidence of work completed on manage Instagram basics			
10	Diary log or any other evidence of work completed on manage twitter basic posting (tweet)			
11	Diary log or any other evidence of work completed on manage YouTube basic video posting			
12	Diary log or any other evidence of work completed on manage LinkedIn page basic post.			
13	Diary log or any other evidence of work completed on select niche for blog and affiliate marketing			
14	Diary log or any other evidence of work completed on publish blog content			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Question	Candidate's answer
3. What tools can you use to validate the niche?	Quantcast Clickbank
4. How can the performance of competitor be validated?	Checking its Traffic And assuming at least 2% conversion rate
5. How can content be created to sell products?	There can be numerous ways to go about it. Ad/teaser for Direct selling, Reviews, Testimonials, educating the market
6. What is royalty free music?	The music which does not have copyrights on them
7. What are some good tools for video editing?	Adobe Premiere Adobe After effects Canva
8. What does proofreading mean?	To check your content for mistakes and correcting it
9. What are the major tactics for on-page SEO?	Keywords Metatags, meta description, meta keywords, meta title Page speed
10. Name few WordPress plugins for SEO	Yoast, all in one SEO
11. What is the difference between On-page and off-page SEO?	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.

Question	Candidate's answer
12. What are backlinks?	Backlinks are the links of your parent website listed on another website. It helps in ranking of the website.
13. Name any four social media platforms?	<ul style="list-style-type: none"> • Facebook • Instagram • Twitter • LinkedIn • YouTube • Tumbler
14. Name any two of the video based social media platform?	<ul style="list-style-type: none"> • YouTube • Vimeo • Dailymotion
15. What are the main elements of Facebook info?	<ul style="list-style-type: none"> • Username • Page title • Page description
16. How many types Facebook posts are there?	<ul style="list-style-type: none"> • Informational • Engaging • Entertaining • Infographics • Images • Videos • Gifs • Polls • Boomerangs • Contests
17. What is Instagram story?	<ul style="list-style-type: none"> • Story is a type of post which vanishes after 24 hours , and it is more like switching channels on the T.V
18. How many types of tweets are there	<ul style="list-style-type: none"> • Normal Tweet • Reply Tweet • Retweet • Twitter thread
19. What types of posts are on YouTube?	<ul style="list-style-type: none"> • Basic Video upload • Livestream • Community Posts

Question	Candidate's answer
20. How to Create and Publish LinkedIn post?	<ul style="list-style-type: none"> ● Click "Write a post " > correct LinkedIn or Showcase Page ● 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
21. How can you enable the ecommerce functionality on your page?	By enabling Shop function in the page