

## Instruction Sheet for the Candidate

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Analyze through Google Analytics
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Add properties</li> <li>• Add views</li> <li>• Setup goals and conversions</li> <li>• Install google tag manager</li> <li>• Integrate filters</li> <li>• Track landing page</li> <li>• Track visitor location</li> <li>• Track visitor conversion</li> <li>• Monitor website performance</li> <li>• Check website bounce rate</li> <li>• Monitor visitor behavior</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Add properties</b></p> <ol style="list-style-type: none"> <li>1. Add web URL as property</li> <li>2. Confirm with email validation</li> </ol> <p><b>Add views</b></p> <ol style="list-style-type: none"> <li>1. Create master view</li> <li>2. Create raw data view</li> </ol> <p><b>Setup goals and conversions</b></p> <ol style="list-style-type: none"> <li>1. Add checkout page links</li> <li>2. Add checkout link as conversion</li> </ol> <p><b>Install google tag manager</b></p> <ol style="list-style-type: none"> <li>1. Copy the code and paste it on website header</li> <li>2. Confirm it by email confirmation</li> </ol> <p><b>Integrate filters</b></p> <ol style="list-style-type: none"> <li>1. Add IP addresses for internal traffic</li> <li>2. Add IP addresses for external traffic</li> </ol> <p><b>Track landing page</b></p> <ol style="list-style-type: none"> <li>1. Check the traffic on landing page</li> <li>2. Analyze engaging keywords</li> </ol> <p><b>Track visitor location</b></p> <ol style="list-style-type: none"> <li>1. Check the visitor stats in visitor reports</li> </ol>

	<ul style="list-style-type: none"><li>2. Check visitor timings</li></ul> <p><b>Track visitor conversion</b></p> <ul style="list-style-type: none"><li>1. Click on conversion section</li><li>2. Check for the conversions</li></ul> <p><b>Monitor website performance</b></p> <ul style="list-style-type: none"><li>1. Check engaging page links</li><li>2. Check engaging post links</li><li>3. Check overall traffic of website</li></ul> <p><b>Check website bounce rate</b></p> <ul style="list-style-type: none"><li>1. Analyze bounce rate from dashboard</li><li>2. Analyze session timeout rate</li></ul> <p><b>Monitor visitor behavior</b></p> <ul style="list-style-type: none"><li>1. Check user device, and demographics</li><li>2. Check user sources and mediums</li></ul>
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## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Analyze through Google Analytics
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Add properties</li> <li>• Add views</li> <li>• Setup goals and conversions</li> <li>• Install google tag manager</li> <li>• Integrate filters</li> <li>• Track landing page</li> <li>• Track visitor location</li> <li>• Track visitor conversion</li> <li>• Monitor website performance</li> <li>• Check website bounce rate</li> <li>• Monitor visitor behavior</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Add web URL as property	<input type="checkbox"/>	<input type="checkbox"/>
2. Confirm with email validation	<input type="checkbox"/>	<input type="checkbox"/>
3. Create master view	<input type="checkbox"/>	<input type="checkbox"/>
4. Create raw data view	<input type="checkbox"/>	<input type="checkbox"/>
5. Add checkout page links	<input type="checkbox"/>	<input type="checkbox"/>
6. Add checkout link as conversion	<input type="checkbox"/>	<input type="checkbox"/>
7. Copy the code and paste it on website header	<input type="checkbox"/>	<input type="checkbox"/>
8. Confirm it by email confirmation	<input type="checkbox"/>	<input type="checkbox"/>
9. Add IP addresses for internal traffic	<input type="checkbox"/>	<input type="checkbox"/>
10. Add IP addresses for external traffic	<input type="checkbox"/>	<input type="checkbox"/>
11. Check the traffic on landing page	<input type="checkbox"/>	<input type="checkbox"/>
12. analyze engaging keywords	<input type="checkbox"/>	<input type="checkbox"/>
13. Check the visitor stats in visitor reports	<input type="checkbox"/>	<input type="checkbox"/>
14. Check visitor timings	<input type="checkbox"/>	<input type="checkbox"/>
15. Click on conversion section	<input type="checkbox"/>	<input type="checkbox"/>

16. Check for the conversions	<input type="checkbox"/>	<input type="checkbox"/>
17. Check engaging page links	<input type="checkbox"/>	<input type="checkbox"/>
18. Check engaging post links	<input type="checkbox"/>	<input type="checkbox"/>
19. Check overall traffic of website		
20. Analyze bounce rate from dashboard		
21. Analyze session timeout rate		
22. Check user device, and demographics		
23. Check user sources and mediums		

Candidate's Signature \_\_\_\_\_ Assessor's Signature \_\_\_\_\_

Date: \_\_\_\_\_



## Observation Checklist

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Add properties</li> <li>• Add views</li> <li>• Setup goals and conversions</li> <li>• Install google tag manager</li> <li>• Integrate filters</li> <li>• Track landing page</li> <li>• Track visitor location</li> <li>• Track visitor conversion</li> <li>• Monitor website performance</li> <li>• Check website bounce rate</li> <li>• Monitor visitor behaviour</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Add web URL as property			
2.	Confirm with email validation			
3.	Create master view			
4.	Create raw data view			
5.	Add checkout page links			
6.	Add checkout link as conversion			
7.	Copy the code and paste it on website header			
8.	Confirm it by email confirmation			
9.	Add IP addresses for internal traffic			
10.	Add IP addresses for external traffic			
11.	Check the traffic on landing page			
12.	analyze engaging keywords			
13.	Check the visitor stats in visitor reports			
14.	Check visitor timings			
15.	Click on conversion section			
16.	Check for the conversions			

17.	Check engaging page links			
18.	Check engaging post links			
19.	Check overall traffic of website			
20.	Analyze bounce rate from dashboard			
21.	Analyze session timeout rate			
22.	Check user device, and demographics			
23.	Check user sources and mediums			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Analyze through Google Analytics
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<p><b>COMPETENT</b> <input type="checkbox"/>                      <b>NOT YET COMPETENT</b> <input type="checkbox"/></p> <p>Name of the Assessor: _____</p> <p>Assessor's code: _____</p> <p>Signature of the Assessor: _____</p>

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

	Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)	Satisfactory	Not Satisfactory
1.	Define Google Tag Manager.  _____		
	_____		
2.	What is audience segmentation?  _____		
	_____		
3.	What is conversion funneling?  _____		
	_____		
4.	Define Audience retargeting.  _____		
	_____		

