Instruction Sheet for the Candidate

Qualification	Blogger **(Mobile App, Web & Game Development)**
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	**To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):** • Research the idea • Create eye caching title • Create content for the idea • Add keywords in Tags
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	**Research the idea** 1. Research for latest and trending topics for blog posts 2. Identify keywords for Title 3. Search keywords for contents 4. Search keywords for tags. **Create eye caching title** 1. Search different titles to attract audience. 2. Identify "focus keywords" that can be used in title. 3. Relate title with the idea of post. **Create content for the idea** 1. Use "focus keyword" in H1 (Heading style). 2. Prepare textual content of the post in effective manners to narrate the whole idea 3. Use textual, images and infographics in the contents of the idea 4. Use ALT keywords in image 5. Relate Latent Semantic Index (LSI) keywords in the contents 6. Design images for the contents. **Add keywords in Tags** 1. Search local competitors within the niche. 2. Search global competitors within the niche. 3. Find out the work of the competitors in local and international market.

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	Blogger **(Mobile App, Web & Game Development)**
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Assessment Task	• Research the idea • Select eye caching title • Create content for the idea • Add keywords in Tags

I can………………

Performance Criteria	Yes	No
1. Research for latest and trending 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. Identify "focus keywords" that can be used in title.	☐	☐
7. Relate title with the idea of post.	☐	☐
8. Use "focus keyword" in H1 (Heading style).	☐	☐
9. Prepare textual content of the post in effective manners to narrate the whole idea	☐	☐
10. Use textual, images and infographics in the contents of the idea	☐	☐
11. Use ALT keywords in image	☐	☐
12. Relate Latent Semantic Index (LSI) keywords in the contents	☐	☐
13. Design images for the contents.	☐	☐
14. Search local competitors within the niche.	☐	☐
15. Search global competitors within the niche.	☐	☐
16. Find out the work of the competitors in local and international market.	☐	☐

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgement Guide

Qualification	Blogger **(Mobile App, Web & Game Development)**
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	**COMPETENT** ☐ **NOT YET COMPETENT** ☐ **Name of the Assessor**_____ **Assessor's code:** _____ **Signature:** _____

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							

Observation Checklist

Assessment Task	• Research the idea • Select eye caching title • Create content for the idea • Add keywords in Tags			
During the practical assessment, candidate demonstrated the following:		**Yes**	**No**	**Remarks**
1.	Research for latest and trending 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.	Identify "focus keywords" that can be used in title.			
7.	Relate title with the idea of post.			
8.	Use "focus keyword" in H1 (Heading style).			
9.	Prepare textual content of the post in effective manners to narrate the whole idea			
10.	Use textual, images and infographics in the contents of the idea			
11.	Use ALT keywords in image			
12.	Relate Latent Semantic Index (LSI) keywords in the contents			
13.	Design images for the contents.			
14.	Search local competitors within the niche.			
15.	Search global competitors within the niche.			
16.	Find out the work of the competitors in local and international market.			
Competent ☐		**Not Yet Competent** ☐		

Knowledge Assessment

Qualification	Blogger **(Mobile App, Web & Game Development)**
Competency Standard	Generate, research, and pitch ideas for posts
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	COMPETENT ☐ NOT YET COMPETENT ☐ Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

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. Name important sections of the content.		
2. Define LSI keywords.		
3. Define Google Keyword Planner.		

Feedback to the Candidate
Candidate's Signature_____ **Assessor's Signature** _____