

Instruction Sheet for the Candidate

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Analyze Reports and Management
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____
	Registration/Roll Number_____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Analyze website ranking on different search engines • Install google analytics • Analyze visitor reports • Analyze geographic reports • Analyze traffic resources reports • Analyze keyword reports
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Analyze website ranking on different search engines</p> <ol style="list-style-type: none"> 1. Check page ranking for google 2. Check page ranking for Bing 3. Check page ranking for yahoo <p>Install google analytics</p> <ol style="list-style-type: none"> 1. Sign up for google analytics with web URL 2. Add tracking code in web header 3. Confirm the email connected with website hosting <p>Analyze visitor reports</p> <ol style="list-style-type: none"> 1. Check user traffic in visitor section 2. Check user timings 3. Check user devices <p>Analyze geographic reports</p> <ol style="list-style-type: none"> 1. Check user location 2. Check target audience traffic <p>Analyze traffic resources reports</p> <ol style="list-style-type: none"> 1. Check traffic medium 2. Check traffic keywords 3. Check traffic links <p>Analyze keyword reports</p> <ol style="list-style-type: none"> 1. Check potential keyword searches 2. Monitor keyword volume

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Analyze Reports and Management
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Analyze website ranking on different search engines • Install google analytics • Analyze visitor reports • Analyze geographic reports • Analyze traffic resources reports • Analyze keyword reports

I can.....

Performance Criteria	Yes	No
1. Check page ranking for google	<input type="checkbox"/>	<input type="checkbox"/>
2. Check page ranking for Bing	<input type="checkbox"/>	<input type="checkbox"/>
3. Check page ranking for yahoo	<input type="checkbox"/>	<input type="checkbox"/>
4. Sign up for google analytics with web URL	<input type="checkbox"/>	<input type="checkbox"/>
5. Add tracking code in web header	<input type="checkbox"/>	<input type="checkbox"/>
6. Confirm the email connected with website hosting	<input type="checkbox"/>	<input type="checkbox"/>
7. Check user traffic in visitor section	<input type="checkbox"/>	<input type="checkbox"/>
8. Check user timings	<input type="checkbox"/>	<input type="checkbox"/>
9. Check user devices	<input type="checkbox"/>	<input type="checkbox"/>
10. Check user location	<input type="checkbox"/>	<input type="checkbox"/>
11. Check target audience traffic	<input type="checkbox"/>	<input type="checkbox"/>
12. Check traffic medium	<input type="checkbox"/>	<input type="checkbox"/>
13. Check traffic keywords	<input type="checkbox"/>	<input type="checkbox"/>
14. Check traffic links	<input type="checkbox"/>	<input type="checkbox"/>
15. Check potential keyword searches	<input type="checkbox"/>	<input type="checkbox"/>
16. Monitor keyword volume	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Assessors Judgment Guide

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

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	<ul style="list-style-type: none"> Analyze website ranking on different search engines Install google analytics Analyze visitor reports Analyze geographic reports Analyze traffic resources reports Analyze keyword reports 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Check page ranking for google			
2.	Check page ranking for Bing			
3.	Check page ranking for yahoo			
4.	Sign up for google analytics with web URL			
5.	Add tracking code in web header			
6.	Confirm the email connected with website hosting			
7.	Check user traffic in visitor section			
8.	Check user timings			
9.	Check user devices			
10.	Check user location			
11.	Check target audience traffic			
12.	Check traffic medium			
13.	Check traffic keywords			
14.	Check traffic links			
15.	Check potential keyword searches			
16.	Monitor keyword volume			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Analyze Reports and Management
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	<p>COMPETENT <input type="checkbox"/> NOT YET COMPETENT <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 Analytics 		
2.	What is meant by bounce rate? 		
3.	Define user session 		
4.	Name any three purposes of google analytics. 		

