

Instruction Sheet for the Candidate

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	<ol style="list-style-type: none"> 1. Conduct Keyword Research and Analysis 2. Perform On-Page SEO 3. Perform Off-Page SEO 4. Perform Advanced Technical SEO 5. Perform Local SEO 6. Analyze Reports and Management 7. Integrate Google Search Console (GSC) 8. Analyze through Google Analytics
Purpose of Assessment	Summative Assessment
Candidate Details	Name _____ Registration/Roll Number _____
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within 05 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Perform SEO of a given website. Also, monitor and analyze the SEO results
Time: 05 Hrs.	During a practical assessment, under observation by an assessor, you are required to:
Minimum Evidence Required	<p>Perform SEO of a given website. Also, monitor and analyze the SEO results.</p> <ol style="list-style-type: none"> 1. Conduct keyword research related to the given website 2. Find competitors 3. Find traffic and ranking of the competitors 4. Check keyword traffic volume 5. Check website navigation 6. Check website structure 7. Optimize Page Title 8. Optimize meta description 9. Analyze keyword density 10. Add keywords in the contents like title, meta description, headings etc. 11. Activate Yoast SEO plugin 12. Activate G Site kit 13. Activate AMP plugin 14. Optimize contents using Yoast 15. Optimize page speed 16. Create robot files 17. Create sitemap 18. Develop anchor text and internal links 19. Create schema 20. Create backlinks

	<ol style="list-style-type: none">21. Submit website to search engines, blogs and directories22. Insert relevant website links to other social media posts and comments23. Analyze page speed through AMP both for mobile and desktop24. Create content friendly URL25. Apply google AdSense26. Check page ranking for google, bing, yahoo27. Install google analytics28. Analyze visitor reports29. Analyze geographic reports30. Analyze traffic resources31. Analyze keyword volume32. Install Google Search Console (GSC)33. Configure Google Search Console (GSC)34. Submit site URL for indexing at GSC35. Analyze traffic on GSC36. Install Google Tag manager37. Add IP address for internal and external traffic38. Analyze traffic on landing page with engaging keyword39. Analyze bounce rate40. Analyze session timeout
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Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	<ol style="list-style-type: none"> 1. Conduct Keyword Research and Analysis 2. Perform On-Page SEO 3. Perform Off-Page SEO 4. Perform Advanced Technical SEO 5. Perform Local SEO 6. Analyze Reports and Management 7. Integrate Google Search Console (GSC) 8. Analyze through Google Analytics
Purpose of Assessment	Summative Assessment
Assessment Task	Perform SEO of a given website. Also, monitor and analyze the SEO results

I can.....

Performance Criteria	Yes	No
1. Conduct keyword research related to the given website	<input type="checkbox"/>	<input type="checkbox"/>
2. Find competitors	<input type="checkbox"/>	<input type="checkbox"/>
3. Find traffic and ranking of the competitors	<input type="checkbox"/>	<input type="checkbox"/>
4. Check keyword traffic volume	<input type="checkbox"/>	<input type="checkbox"/>
5. Check website navigation	<input type="checkbox"/>	<input type="checkbox"/>
6. Check website structure	<input type="checkbox"/>	<input type="checkbox"/>
7. Optimize Page Title	<input type="checkbox"/>	<input type="checkbox"/>
8. Optimize meta description	<input type="checkbox"/>	<input type="checkbox"/>
9. Analyze keyword density	<input type="checkbox"/>	<input type="checkbox"/>
10. Add keywords in the contents like title, meta description, headings etc.	<input type="checkbox"/>	<input type="checkbox"/>
11. Activate Yoast SEO plugin	<input type="checkbox"/>	<input type="checkbox"/>
12. Activate G Site kit	<input type="checkbox"/>	<input type="checkbox"/>
13. Activate AMP plugin	<input type="checkbox"/>	<input type="checkbox"/>
14. Optimize contents using Yoast	<input type="checkbox"/>	<input type="checkbox"/>
15. Optimize page speed	<input type="checkbox"/>	<input type="checkbox"/>
16. Create robot files	<input type="checkbox"/>	<input type="checkbox"/>

17. Create sitemap	<input type="checkbox"/>	<input type="checkbox"/>
18. Develop anchor text and internal links	<input type="checkbox"/>	<input type="checkbox"/>
19. Create schema	<input type="checkbox"/>	<input type="checkbox"/>
20. Create backlinks	<input type="checkbox"/>	<input type="checkbox"/>
21. Submit website to search engines, blogs and directories	<input type="checkbox"/>	<input type="checkbox"/>
22. Insert relevant website links to other social media posts and comments	<input type="checkbox"/>	<input type="checkbox"/>
23. Analyze page speed through AMP both for mobile and desktop	<input type="checkbox"/>	<input type="checkbox"/>
24. Create content friendly URL	<input type="checkbox"/>	<input type="checkbox"/>
25. Apply google AdSense	<input type="checkbox"/>	<input type="checkbox"/>
26. Check page ranking for google, bing, yahoo	<input type="checkbox"/>	<input type="checkbox"/>
27. Install google analytics	<input type="checkbox"/>	<input type="checkbox"/>
28. Analyze visitor reports	<input type="checkbox"/>	<input type="checkbox"/>
29. Analyze geographic reports	<input type="checkbox"/>	<input type="checkbox"/>
30. Analyze traffic resources	<input type="checkbox"/>	<input type="checkbox"/>
31. Analyze keyword volume	<input type="checkbox"/>	<input type="checkbox"/>
32. Install Google Search Console (GSC)	<input type="checkbox"/>	<input type="checkbox"/>
33. Configure Google Search Console (GSC)	<input type="checkbox"/>	<input type="checkbox"/>
34. Submit site URL for indexing at GSC	<input type="checkbox"/>	<input type="checkbox"/>
35. Analyze traffic on GSC	<input type="checkbox"/>	<input type="checkbox"/>
36. Install Google Tag manager	<input type="checkbox"/>	<input type="checkbox"/>
37. Add IP address for internal and external traffic	<input type="checkbox"/>	<input type="checkbox"/>
38. Analyze traffic on landing page with engaging keyword	<input type="checkbox"/>	<input type="checkbox"/>
39. Analyze bounce rate	<input type="checkbox"/>	<input type="checkbox"/>
40. Analyze session timeout	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Observation Checklist

Assessment Task		Perform SEO of a given website. Also, monitor and analyze the SEO results		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Conduct keyword research related to the given website			
2.	Find competitors			
3.	Find traffic and ranking of the competitors			
4.	Check keyword traffic volume			
5.	Check website navigation			
6.	Check website structure			
7.	Optimize Page Title			
8.	Optimize meta description			
9.	Analyze keyword density			
10.	Add keywords in the contents like title, meta description, headings etc.			
11.	Activate Yoast SEO plugin			
12.	Activate G Site kit			
13.	Activate AMP plugin			
14.	Optimize contents using Yoast			
15.	Optimize page speed			
16.	Create robot files			
17.	Create sitemap			
18.	Develop anchor text and internal links			

19.	Create schema			
20.	Create backlinks			
21.	Submit website to search engines, blogs and directories			
22.	Insert relevant website links to other social media posts and comments			
23.	Analyze page speed through AMP both for mobile and desktop			
24.	Create content friendly URL			
25.	Apply google AdSense			
26.	Check page ranking for google, bing, yahoo			
27.	Install google analytics			
28.	Analyze visitor reports			
29.	Analyze geographic reports			
30.	Analyze traffic resources			
31.	Analyze keyword volume			
32.	Install Google Search Console (GSC)			
33.	Configure Google Search Console (GSC)			
34.	Submit site URL for indexing at GSC			
35.	Analyze traffic on GSC			
36.	Install Google Tag manager			
37.	Add IP address for internal and external traffic			
38.	Analyze traffic on landing page with engaging keyword			
39.	Analyze bounce rate			
40.	Analyze session timeout			

Competent

Not Yet Competent

Knowledge Assessment

Qualification	SEO Professional (Mobile App, Web & Game Development)
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Purpose of Assessment	Summative 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: _____

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 keyword planning?		
4.	Define Keyword Strategy.		
5.	Define keyword prominence		
6.	Define Sitemap		
7.	Name any two directory names to submit backlinks.		
8.	Define Social Bookmarking.		

Feedback to the Candidate

Candidate's Signature _____ **Assessor's Signature** _____