

Instruction Sheet for the Candidate

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Local SEO
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"> • Submit websites to local business • Submit websites to local directories • Submit websites to free classifieds • Generate website profile at google my business • Analyze website trend on google my business • Maintain consistent strategy for business • Engage with users
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Submit websites to local business</p> <ol style="list-style-type: none"> 1. Create web profile on local business web 2. Confirm the email <p>Submit websites to local directories</p> <ol style="list-style-type: none"> 1. Sign up with web URL on online local directories 2. Confirm the validation email <p>Submit websites to local free classifieds</p> <ol style="list-style-type: none"> 1. Create posts on classified website 2. Response to other relevant classified posts <p>Generate website profile at google my business</p> <ol style="list-style-type: none"> 1. Sign up on google my business 2. Confirm the validation email <p>Analyze website trends at google my business</p> <ol style="list-style-type: none"> 1. Check web traffic on google my business 2. Check click through rate keyword queries <p>Maintain consistent strategy for business</p> <ol style="list-style-type: none"> 1. Reply to reviews 2. Reply to comments on posts 3. Resolve issues with users <p>Engage with users</p> <ol style="list-style-type: none"> 1. Post images of business environment 2. Post value offers 3. Compliment users in replies

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Local SEO
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Submit websites to local business • Submit websites to local directories • Submit websites to free classifieds • Generate website profile at google my business • Analyze website trend on google my business • Maintain consistent strategy for business • Engage with users

I can.....

Performance Criteria	Yes	No
1. Create web profile on local business web	<input type="checkbox"/>	<input type="checkbox"/>
2. Confirm the email	<input type="checkbox"/>	<input type="checkbox"/>
3. Sign up with web URL on online local directories	<input type="checkbox"/>	<input type="checkbox"/>
4. Confirm the validation email	<input type="checkbox"/>	<input type="checkbox"/>
5. Create posts on classified website	<input type="checkbox"/>	<input type="checkbox"/>
6. Response to other relevant classified posts	<input type="checkbox"/>	<input type="checkbox"/>
7. Sign up on google my business	<input type="checkbox"/>	<input type="checkbox"/>
8. Confirm the validation email	<input type="checkbox"/>	<input type="checkbox"/>
9. Check web traffic on google my business	<input type="checkbox"/>	<input type="checkbox"/>
10. Check click through rate keyword queries	<input type="checkbox"/>	<input type="checkbox"/>
11. Reply to reviews	<input type="checkbox"/>	<input type="checkbox"/>
12. Reply to comments on posts	<input type="checkbox"/>	<input type="checkbox"/>
13. Resolve issues with users	<input type="checkbox"/>	<input type="checkbox"/>
14. Post images of business environment	<input type="checkbox"/>	<input type="checkbox"/>
15. Post value offers	<input type="checkbox"/>	<input type="checkbox"/>
16. Compliment users in replies	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> Submit websites to local business Submit websites to local directories Submit websites to free classifieds Generate website profile at google my business Analyze website trend on google my business Maintain consistent strategy for business Engage with users 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Create web profile on local business web			
2.	Confirm the email			
3.	Sign up with web URL on online local directories			
4.	Confirm the validation email			
5.	Create posts on classified website			
6.	Response to other relevant classified posts			
7.	Sign up on google my business			
8.	Confirm the validation email			
9.	Check web traffic on google my business			
10.	Check click through rate keyword queries			
11.	Reply to reviews			
12.	Reply to comments on posts			
13.	Resolve issues with users			
14.	Post images of business environment			
15.	Post value offers			
16.	Compliment users in replies			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Knowledge Assessment

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform Local SEO
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.	How to submit website on local directory? _____		
2.	How to submit website on free classified? _____		
3.	How to use google my business? _____		
4.	How to check business trends? _____		

5.	Name any two local directories used for websites submission		

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