

Instruction Sheet for the Candidate

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Integrate Google Search Console (GSC)
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"> • Install Google Search Console • Configure Google Search Console • Add website URL as property • Submit sitemaps • Submit site URLs • Resolve crawl/validations errors • Remove URLs • Analyze Traffic on Google Search Console
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Install Google Search Console</p> <ol style="list-style-type: none"> 1. Sign up for website on google search console 2. Add the tracking code in web header to confirm the website <p>Configure Google Search Console</p> <ol style="list-style-type: none"> 1. Check the real time traffic performance 2. Check coverage on dashboard <p>Add website URL as property</p> <ol style="list-style-type: none"> 1. Type website URL as property 2. Confirm the validation email for property <p>Submit sitemaps</p> <ol style="list-style-type: none"> 1. Upload sitemap file on google search console 2. Write the sitemap URL in sitemap bar <p>Submit site URLs</p> <ol style="list-style-type: none"> 1. Add page and post URLs for indexing 2. Check if the indexing can be done in real-time 3. Check live testing <p>Resolve Crawl/Validations errors</p> <ol style="list-style-type: none"> 1. Check crawling issues 2. Validate and fix the errors <p>Remove URLs</p> <ol style="list-style-type: none"> 1. Add URLs to remove from the indexed database 2. Search on google for confirmation <p>Analyze traffic on Google Search Console</p>

	<ol style="list-style-type: none">1. Check the performance dashboard2. Check AMP dashboard3. Check potential page URLs
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Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Integrate Google Search Console (GSC)
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> • Install Google Search Console • Configure Google Search Console • Add website URL as property • Submit sitemaps • Submit site URLs • Resolve crawl/validations errors • Remove URLs • Analyze Traffic on Google Search Console

I can.....

Performance Criteria	Yes	No
1. Sign up for website on google search console	<input type="checkbox"/>	<input type="checkbox"/>
2. Add the tracking code in web header to confirm the website	<input type="checkbox"/>	<input type="checkbox"/>
3. Check the real time traffic performance	<input type="checkbox"/>	<input type="checkbox"/>
4. Check coverage on dashboard	<input type="checkbox"/>	<input type="checkbox"/>
5. Type website URL as property	<input type="checkbox"/>	<input type="checkbox"/>
6. Confirm the validation email for property	<input type="checkbox"/>	<input type="checkbox"/>
7. Upload sitemap file on google search console	<input type="checkbox"/>	<input type="checkbox"/>
8. Write the sitemap URL in sitemap bar	<input type="checkbox"/>	<input type="checkbox"/>
9. Add page and post URLs for indexing	<input type="checkbox"/>	<input type="checkbox"/>
10. Check if the indexing can be done in real-time	<input type="checkbox"/>	<input type="checkbox"/>
11. Check live testing	<input type="checkbox"/>	<input type="checkbox"/>
12. Check crawling issues	<input type="checkbox"/>	<input type="checkbox"/>
13. Validate and fix the errors	<input type="checkbox"/>	<input type="checkbox"/>
14. Add URLs to remove from the indexed database	<input type="checkbox"/>	<input type="checkbox"/>
15. Search on google for confirmation	<input type="checkbox"/>	<input type="checkbox"/>
16. Check the performance dashboard	<input type="checkbox"/>	<input type="checkbox"/>
17. Check amp dashboard	<input type="checkbox"/>	<input type="checkbox"/>

18. Check potential page URLs

Candidate's Signature _____ Assessor's Signature _____

Date: _____

Observation Checklist

Assessment Task	<ul style="list-style-type: none"> • Install Google Search Console • Configure Google Search Console • Add website URL as property • Submit sitemaps • Submit site URLs • Resolve crawl/validations errors • Remove URLs • Analyze Traffic on Google Search Console 			
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Sign up for website on google search console			
2.	Add the tracking code in web header to confirm the website			
3.	Check the real time traffic performance			
4.	Check coverage on dashboard			
5.	Type website URL as property			
6.	Confirm the validation email for property			
7.	Upload sitemap file on google search console			
8.	Write the sitemap URL in sitemap bar			
9.	Add page and post URLs for indexing			
10.	Check if the indexing can be done in real-time			
11.	Check live testing			
12.	Check crawling issues			
13.	Validate and fix the errors			
14.	Add URLs to remove from the indexed database			
15.	Search on google for confirmation			
16.	Check the performance dashboard			
17.	Check amp dashboard			
18.	Check potential page URLs			

Competent <input type="checkbox"/>	Not Yet Competent <input type="checkbox"/>
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Knowledge Assessment

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Integrate Google Search Console (GSC)
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 Search Console _____		
2.	Define index _____		
3.	What is Inspector Tool? _____		
4.	What is the purpose of coverage report? _____		

