

Instruction Sheet for the Candidate

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform On-Page 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 04 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Check On-Page SEO • Optimize on-page factors • Analyze keyword density • Develop keyword proximity and prominence • Conduct keyword placement • Analyze domain selection and value • Optimize file name and title tag • Install Yoast SEO plugin • Install G Site kit plugin • Install AMP plugin • Optimize content with Yoast SEO • Optimize Header and Footer • Optimize Page Speed • Develop URL Redirection • Select Hosting • Create Robot.txt files • Create sitemaps • Develop anchor text and internal links • Create schema
Time: 04 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	<p>Check On-Page SEO</p> <ol style="list-style-type: none"> 1. Check website navigation 2. Check website structure <p>Optimize on-page factors</p> <ol style="list-style-type: none"> 1. Check domain length and type 2. Optimize page title 3. Optimize meta description <p>Analyse keyword density</p> <ol style="list-style-type: none"> 1. Check current keyword description 2. Maintain ideal keyword density

	<p>Develop keyword proximity and prominence</p> <ol style="list-style-type: none"> 1. Maintain keyword proximity 2. Maintain max keyword prominence <p>Conduct keyword placement</p> <ol style="list-style-type: none"> 1. Add keyword in title 2. Add keyword in meta description 3. Add keyword in headings 4. Add keyword in subheadings 5. Add keyword in image name 6. Add keyword in alt tags <p>Analyse domain selection and value</p> <ol style="list-style-type: none"> 1. Select minimum character domain name 2. Check domain pricing 3. Include keyword in domain name <p>Optimize file name and title tag</p> <ol style="list-style-type: none"> 1. Include keyword in page title 2. Include keyword page URLs <p>Install Yoast SEO plugin</p> <ol style="list-style-type: none"> 1. Search Yoast SEO in plugins section 2. Activate Yoast SEO plugin <p>Install G Site kit plugin</p> <ol style="list-style-type: none"> 1. Search G Site Kit in plugins section 2. Activate G Site Kit plugin <p>Install AMP plugin</p> <ol style="list-style-type: none"> 1. Search AMP in plugins section 2. Activate AMP plugin <p>Optimize content with Yoast SEO</p> <ol style="list-style-type: none"> 1. Optimize content with Yoast SEO guidelines 2. Resolve warning issues <p>Optimize Header and Footer</p> <ol style="list-style-type: none"> 1. Create primary menu in header 2. Create at least one page in for each menu section 3. Add resourceful links in footer 4. Add widgets in footer 5. Add social icons in footer 6. Add business description in footer <p>Optimize Page Speed</p> <ol style="list-style-type: none"> 1. Check website speed with google page speed insights 2. Check image rendering issues 3. Check server response time 4. Implement less code for smooth functioning 5. Resolve the issues guidelines by google page speed insights <p>Develop URL Redirection</p> <ol style="list-style-type: none"> 1. Search 301 redirections in plugins section 2. Install and activate the plugin 3. Create redirect links for updated page links <p>Select Hosting</p> <ol style="list-style-type: none"> 1. Check server downtime 2. Check hosting backup 3. Check https hosting 4. Check real time support 5. Compare pricing between other hosting services 6. Check server location <p>Create Robot.txt files</p>
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	<ol style="list-style-type: none"> 1. Open Yoast SEO plugin dashboard 2. Generate robots.txt file by clicking generate file tab <p>Create sitemaps</p> <ol style="list-style-type: none"> 1. Go to sitemap generator 2. Type website URL 3. Generate sitemap 4. Download the sitemap file <p>Develop anchor text and internal links</p> <ol style="list-style-type: none"> 1. Develop anchor text and internal links 2. Choose anchor text for hyperlink 3. Paste link on the keyword 4. Add relevant internal links <p>Create schema</p> <ol style="list-style-type: none"> 1. Search Schema in plugins section 2. Activate Schema plugin 3. Click on Schema Setting 4. Configure Schema Plugin according to your website like title, description, address, home url, category etc. 5. Open Google Structured Data Testing Tool and fetch URL and check all data schema proper configured
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Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform On-Page SEO
Purpose of Assessment	Formative Assessment
Assessment Task	<ul style="list-style-type: none"> Check On-Page SEO Optimize on-page factors Analyze keyword density Develop keyword proximity and prominence Conduct keyword placement Analyze domain selection and value Optimize file name and title tag Install Yoast SEO plugin Install G Site kit plugin Install AMP plugin Optimize content with Yoast SEO Optimize Header and Footer Optimize Page Speed Develop URL Redirection Select Hosting Create Robot.txt files Create sitemaps Develop anchor text and internal links Create schema

I can.....

Performance Criteria	Yes	No
1. Check website navigation	<input type="checkbox"/>	<input type="checkbox"/>
2. Check website structure	<input type="checkbox"/>	<input type="checkbox"/>
3. Check domain length and type	<input type="checkbox"/>	<input type="checkbox"/>
4. Optimize page title	<input type="checkbox"/>	<input type="checkbox"/>
5. Optimize meta description	<input type="checkbox"/>	<input type="checkbox"/>
6. Check current keyword description	<input type="checkbox"/>	<input type="checkbox"/>
7. Maintain ideal keyword density	<input type="checkbox"/>	<input type="checkbox"/>
8. Maintain keyword proximity	<input type="checkbox"/>	<input type="checkbox"/>
9. Maintain max keyword prominence	<input type="checkbox"/>	<input type="checkbox"/>
10. Add keyword in title	<input type="checkbox"/>	<input type="checkbox"/>

11. Add keyword in meta description	<input type="checkbox"/>	<input type="checkbox"/>
12. Add keyword in headings	<input type="checkbox"/>	<input type="checkbox"/>
13. Add keyword in subheadings	<input type="checkbox"/>	<input type="checkbox"/>
14. Add keyword in image name	<input type="checkbox"/>	<input type="checkbox"/>
15. Add keyword in alt tags	<input type="checkbox"/>	<input type="checkbox"/>
16. Select minimum character domain name	<input type="checkbox"/>	<input type="checkbox"/>
17. Check domain pricing	<input type="checkbox"/>	<input type="checkbox"/>
18. Include keyword in domain name	<input type="checkbox"/>	<input type="checkbox"/>
19. Include keyword in page title	<input type="checkbox"/>	<input type="checkbox"/>
20. Include keyword page URLs	<input type="checkbox"/>	<input type="checkbox"/>
21. Search Yoast SEO in plugins section	<input type="checkbox"/>	<input type="checkbox"/>
22. Activate Yoast SEO plugin	<input type="checkbox"/>	<input type="checkbox"/>
23. Search G Site Kit in plugins section	<input type="checkbox"/>	<input type="checkbox"/>
24. Activate G Site Kit plugin	<input type="checkbox"/>	<input type="checkbox"/>
25. Search AMP in plugins section	<input type="checkbox"/>	<input type="checkbox"/>
26. Activate AMP plugin	<input type="checkbox"/>	<input type="checkbox"/>
27. Optimize content with Yoast SEO guidelines	<input type="checkbox"/>	<input type="checkbox"/>
28. Resolve warning issues	<input type="checkbox"/>	<input type="checkbox"/>
29. Search 301 redirections in plugins section	<input type="checkbox"/>	<input type="checkbox"/>
30. Install and activate the plugin	<input type="checkbox"/>	<input type="checkbox"/>
31. Create redirect links for updated page links	<input type="checkbox"/>	<input type="checkbox"/>
32. Check server downtime	<input type="checkbox"/>	<input type="checkbox"/>
33. Check hosting backup	<input type="checkbox"/>	<input type="checkbox"/>
34. Check https hosting	<input type="checkbox"/>	<input type="checkbox"/>
35. Check real time support	<input type="checkbox"/>	<input type="checkbox"/>
36. Compare pricing between other hosting services	<input type="checkbox"/>	<input type="checkbox"/>
37. Check server location	<input type="checkbox"/>	<input type="checkbox"/>
38. Open Yoast SEO plugin dashboard	<input type="checkbox"/>	<input type="checkbox"/>
39. Generate robots.txt file by clicking generate file tab	<input type="checkbox"/>	<input type="checkbox"/>
40. Go to sitemap generator	<input type="checkbox"/>	<input type="checkbox"/>
41. Type website URL	<input type="checkbox"/>	<input type="checkbox"/>
42. Generate sitemap	<input type="checkbox"/>	<input type="checkbox"/>
43. Download the sitemap file	<input type="checkbox"/>	<input type="checkbox"/>
44. Develop anchor text and internal links	<input type="checkbox"/>	<input type="checkbox"/>

45. Choose anchor text for hyperlink	<input type="checkbox"/>	<input type="checkbox"/>
46. Paste link on the keyword	<input type="checkbox"/>	<input type="checkbox"/>
47. Add relevant internal links	<input type="checkbox"/>	<input type="checkbox"/>
48. Search Schema in plugins section	<input type="checkbox"/>	<input type="checkbox"/>
49. Activate Schema plugin	<input type="checkbox"/>	<input type="checkbox"/>
50. Click on Schema Setting	<input type="checkbox"/>	<input type="checkbox"/>
51. Configure Schema Plugin according to your website like title, description, address, home url, category etc.	<input type="checkbox"/>	<input type="checkbox"/>
52. Open Google Structured Data Testing Tool and fetch URL and check all data schema proper configured	<input type="checkbox"/>	<input type="checkbox"/>
53. Check website navigation	<input type="checkbox"/>	<input type="checkbox"/>
54. Check website structure	<input type="checkbox"/>	<input type="checkbox"/>
55. Check domain length and type	<input type="checkbox"/>	<input type="checkbox"/>
56. Optimize page title	<input type="checkbox"/>	<input type="checkbox"/>
57. Optimize meta description	<input type="checkbox"/>	<input type="checkbox"/>
58. Check current keyword description	<input type="checkbox"/>	<input type="checkbox"/>
59. Maintain ideal keyword density	<input type="checkbox"/>	<input type="checkbox"/>
60. Maintain keyword proximity	<input type="checkbox"/>	<input type="checkbox"/>
61. Maintain max keyword prominence	<input type="checkbox"/>	<input type="checkbox"/>
62. Add keyword in title	<input type="checkbox"/>	<input type="checkbox"/>
63. Add keyword in meta description	<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	Perform On-Page SEO
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> 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	<ul style="list-style-type: none">• Check On-Page SEO• Optimize on-page factors• Analyze keyword density• Develop keyword proximity and prominence• Conduct keyword placement• Analyze domain selection and value• Optimize file name and title tag• Install Yoast SEO plugin• Install G Site kit plugin• Install AMP plugin• Optimize content with Yoast SEO• Optimize Header and Footer• Optimize Page Speed• Develop URL Redirection• Select Hosting• Create Robot.txt files• Create sitemaps• Develop anchor text and internal links• Create schema											
	During the practical assessment, candidate demonstrated the following:											
	1.		Check website navigation		Yes	No	Remarks					
	2.		Check website structure		Yes	No						
	3.		Check domain length and type		Yes	No						
	4.		Optimize page title		Yes	No						
	5.		Optimize meta description		Yes	No						
	6.		Check current keyword description		Yes	No						
	7.		Maintain ideal keyword density		Yes	No						
	8.		Maintain keyword proximity		Yes	No						
	9.		Maintain max keyword prominence		Yes	No						
	10.		Add keyword in title		Yes	No						
	11.		Add keyword in meta description		Yes	No						
12.		Add keyword in headings		Yes	No							

13.	Add keyword in subheadings			
14.	Add keyword in image name			
15.	Add keyword in alt tags			
16.	Select minimum character domain name			
17.	Check domain pricing			
18.	Include keyword in domain name			
19.	Include keyword in page title			
20.	Include keyword page URLs			
21.	Search Yoast SEO in plugins section			
22.	Activate Yoast SEO plugin			
23.	Search G Site Kit in plugins section			
24.	Activate G Site Kit plugin			
25.	Search AMP in plugins section			
26.	Activate AMP plugin			
27.	Optimize content with Yoast SEO guidelines			
28.	Resolve warning issues			
29.	Search 301 redirections in plugins section			
30.	Install and activate the plugin			
31.	Create redirect links for updated page links			
32.	Check server downtime			
33.	Check hosting backup			
34.	Check https hosting			
35.	Check real time support			
36.	Compare pricing between other hosting services			
37.	Check server location			
38.	Open Yoast SEO plugin dashboard			

39.	Generate robots.txt file by clicking generate file tab			
40.	Go to sitemap generator			
41.	Type website URL			
42.	Generate sitemap			
43.	Download the sitemap file			
44.	Develop anchor text and internal links			
45.	Choose anchor text for hyperlink			
46.	Paste link on the keyword			
47.	Add relevant internal links			
48.	Search Schema in plugins section			
49.	Activate Schema plugin			
50.	Click on Schema Setting			
51.	Configure Schema Plugin according to your website like title, description, address, home url, category etc.			
52.	Open Google Structured Data Testing Tool and fetch URL and check all data schema proper configured			
53.	Check website navigation			
54.	Check website structure			
55.	Check domain length and type			
56.	Optimize page title			
57.	Optimize meta description			
58.	Check current keyword description			
59.	Maintain ideal keyword density			
60.	Maintain keyword proximity			
61.	Maintain max keyword prominence			
62.	Add keyword in title			
63.	Add keyword in meta description			

Competent

☐

Not Yet Competent

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Knowledge Assessment

Qualification	SEO Professional (Mobile App, Web & Game Development)
Competency Standard	Perform On-Page SEO
Purpose of Assessment	Formative 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.	Name any two main aspects of on-page SEO		
2.	Define keyword proximity		
3.	Define keyword prominence		
4.	What is internal link strategy?		

5.	Define Canonical tags		
6.	Define Sitemap		

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