Instruction Sheet for the Candidate

Qualification	SEO Professional **(Mobile App, Web & Game Development)**
Competency Standard	Conduct Keyword Research and Analysis
Purpose of Assessment	Formative Assessment
Candidate Details	Name_____ Registration/Roll Number_____
Guidance for Candidate	**To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration & assessment):** • Develop Business Analysis • Competitor Analysis • Integrate keyword research tools with website • Conduct Keyword Analysis • Conduct keyword mapping • Integrate Keyword strategy
Time: 03 Hrs.	During a practical assessment, under observation by an assessor, you are required to
Minimum Evidence Required	**Develop Business Analysis** 1. Analyze target audience 2. Choose business scalability 3. Choose business Integration **Competitor Analysis** 1. Check competitor domain 2. Check competitor ranking on Alexa ranking 3. Check competitor traffic 4. Check competitor domain authority and value 5. Check competitor visibility on digital platforms **Integrate keyword research tools with website** 1. Create Google Keyword Planner Profile 2. Generate Keyword Ideas **Conduct Keyword Analysis** 1. Check Keyword Competition 2. Check Keyword Traffic Volume 3. Check Keyword Relevancy **Conduct Keyword Mapping** 1. Generate and Download Keyword List 2. Group Relevant Keywords 3. Generate Potential Keyword URLs 4. Integrate Potential URLs into Website

	Integrate Keyword strategy 1. Implement relevant keywords in content 2. Generate SEO title 3. Generate meta description	

Self-Assessment Checklist

Candidate Name	
Registration No.	
Qualification	SEO Professional **(Mobile App, Web & Game Development)**
Competency Standard	Conduct Keyword Research and Analysis
Purpose of Assessment	Formative Assessment
Assessment Task	- Develop Business Analysis - Competitor Analysis - Integrate keyword research tools with website - Conduct Keyword Analysis - Conduct keyword mapping - Integrate Keyword strategy

I can………………

Performance Criteria	Yes	No
1. Analyze target audience		
2. Choose business scalability		
3. Choose business Integration		
4. Check competitor domain		
5. Check competitor ranking on Alexa ranking		
6. Check competitor traffic		
7. Check competitor domain authority and value		
8. Check competitor visibility on digital platforms		
9. Create Google Keyword Planner Profile		
10. Generate Keyword Ideas		
11. Check Keyword Competition		
12. Check Keyword Traffic Volume		
13. Check Keyword Relevancy		
14. Generate and Download Keyword List		
15. Group Relevant Keywords		
16. Generate Potential Keyword URLs		
17. Integrate Potential URLs into Website		
18. Implement relevant keywords in content		
19. Generate SEO title		

20. Generate meta description		

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgment Guide

Qualification	SEO Professional **(Mobile App, Web & Game Development)**
Competency Standard	Conduct Keyword Research and Analysis
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Signature: _____
Assessment Outcome	**COMPETENT** ☐　　　　　　**NOT YET COMPETENT** ☐ **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	• Develop Business Analysis • Competitor Analysis • Integrate keyword research tools with website • Conduct Keyword Analysis • Conduct keyword mapping • Integrate Keyword strategy			
During the practical assessment, candidate demonstrated the following:		**Yes**	**No**	**Remarks**
1.	Analyze target audience			
2.	Choose business scalability			
3.	Choose business Integration			
4.	Check competitor domain			
5.	Check competitor ranking on Alexa ranking			
6.	Check competitor traffic			
7.	Check competitor domain authority and value			
8.	Check competitor visibility on digital platforms			
9.	Create Google Keyword Planner Profile			
10.	Generate Keyword Ideas			
11.	Check Keyword Competition			
12.	Check Keyword Traffic Volume			
13.	Check Keyword Relevancy			
14.	Generate and Download Keyword List			
15.	Group Relevant Keywords			
16.	Generate Potential Keyword URLs			
17.	Integrate Potential URLs into Website			
18.	Implement relevant keywords in content			
19.	Generate SEO title			

20.	Generate meta description			
Competent ☐		**Not Yet Competent** ☐		

Knowledge Assessment

Qualification	SEO Professional **(Mobile App, Web & Game Development)**
Competency Standard	Conduct Keyword Research and Analysis
Purpose of Assessment	Formative Assessment
Candidate Details	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
Assessment Outcome	**COMPETENT** ☐ **NOT YET COMPETENT** ☐ 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 activities in keyword planning		
2. Define Google Keyword planner tool.		
3. Define Keyword Strategy		

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