

Assessment Evidence Guide

For

“Digital Marketing”

Level-5
(Part-II)
(Summative Assessment)

18 Oct 2019



National Vocational & Technical
Training Commission

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer) (Part II)	CS Code:	Level: 5 (Part-II)	Version: 01
Competency Standard Title: <ul style="list-style-type: none"> • Monetize Blog and link Payment methods • Measure Blog performance as per KPIs • Perform YouTube SEO • Manage Facebook and Instagram Ads 	Assessment Date (DD/MM/YY): Assessment Time: 3 hrs.		

Candidate Details	Name: Registration/Roll Number:
Guidance for Candidate	<p>To meet this standard, you are required to complete the following within the given time frame (for practical demonstration & assessment):</p> <p>Assessment Task 1: Candidate is required to measure and monetize website and social media profile performance on the basis of KPIs, according to the given instructions.</p> <p>Assessment Task 2: Candidate is required to set-up and perform YouTube channel and SEO as per the required parameters.</p> <p>And complete:</p> <ol style="list-style-type: none"> 1. Knowledge assessment test (Written or Oral) 2. Portfolios at the time of assessment (if any)
Minimum Evidence Required	<p>During a practical assessment, under observation by an assessor, you will complete:</p> <p>Assessment Task 1</p> <p>Performance criteria 1: Set-up payment methods</p> <p>Performance criteria 2: Integrate payment methods into Blog</p> <p>Performance criteria 3: Promote posts through social media</p> <p>Performance criteria 4: Promote posts through email marketing</p> <p>Performance criteria 5: Comment on other Blogs post including blog URL</p> <p>Performance criteria 6: Give feedback to comments on post</p> <p>Performance criteria 7: Share topics of discussion forum on other social media platforms</p> <p>Performance criteria 8: Measure overall visitors, leads, and subscribers</p> <p>Performance criteria 9: Measure visitors for a specific page/ posts / subject / content</p> <p>Performance criteria 10: Measure average visiting time for specific page/ posts / subject / content</p> <p>Performance criteria 11: Measure overall visiting time</p> <p>Performance criteria 12: Track returning visitors</p> <p>Performance criteria 13: Measure leads to specific post</p> <p>Performance criteria 14: Measure subscription rate for specific duration</p> <p>Performance criteria 15: Measure inbound links to specific blog post</p> <p>Performance criteria 16: Measure outbound links to external blog</p> <p>Performance criteria 17: Track traffic generation (short term) through backlinks for specific post and period</p> <p>Performance criteria 18: Perform monetization of blog using different monetization methods</p> <p>Performance criteria 19: Enable monetization on blog</p> <p>Performance criteria 20: Create account on advertising platforms AdSense,</p>

	<p>Adverts, etc. Performance criteria 21: Link advertising platforms to Blog</p> <p>Assessment Task 2</p> <p>Performance criteria 1: Add YouTube video to channel Performance criteria 2: Optimize YouTube profile Performance criteria 3: Optimize YouTube video title Performance criteria 4: Optimize YouTube video description Performance criteria 5: Add maximum 3 trending hashtags in description Performance criteria 6: Add keywords tags Performance criteria 7: Add subtitles/captions Performance criteria 8: Add custom thumbnails Performance criteria 9: Add credit Screens Performance criteria 10: Adds cards Performance criteria 11: Add suggestions Performance criteria 12: Check and analyze video views and performance Performance criteria 13: Optimize the video mileage/traffic</p> <p>Portfolios required at the time of assessment (if any) for</p> <p>Performance Critria 1: Diary log or any other evidence of work completed on monetize blog and link payment methods Performance Critria 2: Diary log or any other evidence of work completed on measure blog performance as per KPIs Performance Critria 3: Diary log or any other evidence of work completed on perform YouTube SEO Performance Critria 4: Diary log or any other evidence of work completed on manage Facebook and Instagram ads</p>
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Assessors Judgment Guide (to be completed by the Assessor and signed both by the assessor and the candidate after the 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:.....

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				✓			

Each Assessment Task (with performance criteria)				
Assessment Task 1		Description of assessment task 1		
		Candidate is required to measure and monetize website and social media profile performance on the basis of KPIs, according to the given instructions.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Set-up payment methods			
2	Integrate payment methods into Blog			
3	Promote posts through social media			
4	Promote posts through email marketing			
5	Comment on other Blogs post including blog URL			
6	Give feedback to comments on post			
7	Share topics of discussion forum on other social media platforms			
8	Measure overall visitors, leads, and subscribers			
9	Measure visitors for a specific page/ posts / subject / content			
10	Measure average visiting time for specific page/ posts / subject / content			
11	Measure overall visiting time			
12	Track returning visitors			
13	Measure leads to specific post			
14	Measure subscription rate for specific duration			
15	Measure inbound links to specific blog post			
16	Measure outbound links to external blog			
17	Track traffic generation (short term) through backlinks for specific post and period			
18	Perform monetization of blog using different monetization methods			
19	Enable monetization on blog			
20	Create account on advertising platforms AdSense, Adverts, etc.			
21	Link advertising platforms to Blog			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Assessment Task 2		Description of assessment task 2 Candidate is required to set-up and perform YouTube channel and SEO as per the required parameters.		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1	Add YouTube video to channel			
2	Optimize YouTube profile			
3	Optimize YouTube video title			
4	Optimize YouTube video description			
5	Add maximum 3 trending hashtags in description			
6	Add keywords tags			
7	Add subtitles/captions			
8	Add custom thumbnails			
9	Add credit Screens			
10	Adds cards			
11	Add suggestions			
12	Check and analyse video views and performance			
13	Optimize the video mileage/traffic			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Portfolio		Description of Portfolio Candidate is required to present a portfolio including:		
Current <input type="checkbox"/>	Sufficient <input type="checkbox"/>	Authentic <input type="checkbox"/>	Valid <input type="checkbox"/>	Reliable <input type="checkbox"/>
Portfolio meet the following performance standards:		Yes	No	Remarks
1	Diary log or any other evidence of work completed on monetize blog and link payment methods			
2	Diary log or any other evidence of work completed on measure blog performance as per KPIs			
3	Diary log or any other evidence of work completed on perform YouTube SEO			
4	Diary log or any other evidence of work completed on manage Facebook and Instagram ads			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

Title of Qualification: National Vocational qualification Level-5 in Digital Marketing (Expert Digital Marketer) (Part II)	CS Code:	Level: 5	Version:01
Competency Standard Title: <ul style="list-style-type: none"> • Monetize Blog and link Payment methods • Measure Blog performance as per KPIs • Perform YouTube SEO • Manage Facebook and Instagram Ads 	Assessment Date (DD/MM/YY): Assessment Time: 30 min		

WRITTEN ASSESSMENT

Question	Candidate's answer
1. Which menu in the WordPress Dashboard is used to select Theme for blog?	Using the Themes option from Appearance Menu
2. List any 2 Domain providing companies?	Godaddy.com, bluehost.com
3. List some of the SEO factors for a successful blog?	<ul style="list-style-type: none"> • Reader-Friendly Content • Descriptive Urls • Domain Authority
4. List some of the Mobile marketing platforms for promoting a blog?	Google Ads Facebook Instagram
5. List some of the popular ways to generate revenue from a blog or website	By displaying Ads of different companies on our website / blog Through paid campaigns Through Affiliate Marketing
6. List any two advertising platforms.	Google AdSense, Google Adwords
7. Enlist different Blog performance measuring platforms?	Google Analytics, Google Search Console
8. Describe the two types of Traffic/Links?	Inbound, Outbound

Question	Candidate's answer
9. How to download insights for Facebook?	From export data
10. Can we create carousel posts?	Yes
11. From where we can add multiple locations?	Business Manager
12. How we can create audience?	Audience Section in Business Manager