

## Instruction Sheet for the Candidate

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Perform Off-Page SEO
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____
	Registration/Roll Number_____
<b>Guidance for Candidate</b>	<p><b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b></p> <ul style="list-style-type: none"> <li>• Check Backlinks</li> <li>• Create Backlinks</li> <li>• Submit websites to search engines</li> <li>• Submit websites to directories</li> <li>• Submit websites to blogs</li> <li>• Submit websites to forums</li> <li>• Submit to Q&amp;A websites</li> <li>• Conduct social bookmarking</li> <li>• Create articles on blog submission websites</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<p><b>Check backlinks</b></p> <ol style="list-style-type: none"> <li>1. Identify backlink entities</li> <li>2. Link building process</li> </ol> <p><b>Create Backlinks</b></p> <ol style="list-style-type: none"> <li>1. Add relevant outbound links</li> <li>2. Reply to relevant blogs on other websites</li> </ol> <p><b>Submit websites to search engines</b></p> <ol style="list-style-type: none"> <li>1. Create web profile</li> <li>2. Validate confirmation</li> </ol> <p><b>Submit websites to directories</b></p> <ol style="list-style-type: none"> <li>1. Add web profile</li> <li>2. Validate email confirmation</li> </ol> <p><b>Submit websites to blogs</b></p> <ol style="list-style-type: none"> <li>1. Reply on relevant blogs</li> <li>2. Type website URL</li> </ol> <p><b>Submit websites to forums</b></p> <ol style="list-style-type: none"> <li>1. Add relevant discussion topics on forums</li> <li>2. Insert website URL</li> </ol> <p><b>Submit to Q&amp;A websites</b></p> <ol style="list-style-type: none"> <li>1. Create website profile as business entity</li> <li>2. Reply to relevant topics</li> </ol>

	<p><b>Conduct Social Bookmarking</b></p> <ol style="list-style-type: none"> <li>1. Add relevant topics or website pages' links on social media platforms</li> <li>2. Insert relevant website links to other social media posts in comments</li> </ol> <p><b>Create Articles on blog submission websites</b></p> <ol style="list-style-type: none"> <li>1. Create blog profile on blogger</li> <li>2. Write a blog article</li> <li>3. Share it with others and on social media platforms</li> </ol>
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## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
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<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Check Backlinks</li> <li>Create Backlinks</li> <li>Submit websites to search engines</li> <li>Submit websites to directories</li> <li>Submit websites to blogs</li> <li>Submit websites to forums</li> <li>Submit to Q&amp;A websites</li> <li>Conduct social bookmarking</li> <li>Create articles on blog submission websites</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Identify backlink entities	<input type="checkbox"/>	<input type="checkbox"/>
2. Link building process	<input type="checkbox"/>	<input type="checkbox"/>
3. Add relevant outbound links	<input type="checkbox"/>	<input type="checkbox"/>
4. Reply to relevant blogs on other websites	<input type="checkbox"/>	<input type="checkbox"/>
5. Create web profile	<input type="checkbox"/>	<input type="checkbox"/>
6. Validate confirmation	<input type="checkbox"/>	<input type="checkbox"/>
7. Add web profile	<input type="checkbox"/>	<input type="checkbox"/>
8. Validate email confirmation	<input type="checkbox"/>	<input type="checkbox"/>
9. Reply on relevant blogs	<input type="checkbox"/>	<input type="checkbox"/>
10. Type website URL	<input type="checkbox"/>	<input type="checkbox"/>
11. Add relevant discussion topics on forums	<input type="checkbox"/>	<input type="checkbox"/>
12. Insert website URL	<input type="checkbox"/>	<input type="checkbox"/>
13. Create website profile as business entity	<input type="checkbox"/>	<input type="checkbox"/>
14. Reply to relevant topics	<input type="checkbox"/>	<input type="checkbox"/>
15. Add relevant topics or website pages' links on social media platforms	<input type="checkbox"/>	<input type="checkbox"/>
16. Insert relevant website links to other social media posts in comments	<input type="checkbox"/>	<input type="checkbox"/>

17. Create blog profile on blogger	<input type="text"/>	<input type="text"/>
18. Write a blog article	<input type="text"/>	<input type="text"/>
19. Share it with others and on social media platforms	<input type="text"/>	<input type="text"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgment Guide

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Perform Off-Page SEO
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	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

<b>Assessment Task</b>		<ul style="list-style-type: none"><li>• Check Backlinks</li><li>• Create Backlinks</li><li>• Submit websites to search engines</li><li>• Submit websites to directories</li><li>• Submit websites to blogs</li><li>• Submit websites to forums</li><li>• Submit to Q&amp;A websites</li><li>• Conduct social bookmarking</li><li>• Create articles on blog submission websites</li></ul>		
During the practical assessment, candidate demonstrated the following:		Yes	No	Remarks
1.	Identify backlink entities			
2.	Link building process			
3.	Add relevant outbound links			
4.	Reply to relevant blogs on other websites			
5.	Create web profile			
6.	Validate confirmation			
7.	Add web profile			
8.	Validate email confirmation			
9.	Reply on relevant blogs			
10.	Type website URL			
11.	Add relevant discussion topics on forums			
12.	Insert website URL			
13.	Create website profile as business entity			
14.	Reply to relevant topics			
15.	Add relevant topics or website pages' links on social media platforms			
16.	Insert relevant website links to other social media posts in comments			
17.	Create blog profile on blogger			

18.	Write a blog article			
19.	Share it with others and on social media platforms			
Competent <input type="checkbox"/>		Not Yet Competent <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
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<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<div style="display: flex; justify-content: space-around; align-items: center;"> <span><b>COMPETENT</b> <input type="checkbox"/></span> <span><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> </div> 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.	Define Blog		
2.	What is Backlink?		
3.	Name any two directory names to submit backlinks.		
4.	Define Social Bookmarking.		



<b>Feedback to the Candidate</b>
<b>Candidate's Signature</b> _____ <b>Assessor's Signature</b> _____