

Instruction Sheet for the Candidate

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|----------------------------------|--|
| Qualification | SEO Professional (Mobile App, Web & Game Development) |
| Competency Standard | <ol style="list-style-type: none"> 1. Conduct Keyword Research and Analysis 2. Perform On-Page SEO 3. Perform Off-Page SEO 4. Perform Advanced Technical SEO 5. Perform Local SEO 6. Analyze Reports and Management 7. Integrate Google Search Console (GSC) 8. Analyze through Google Analytics |
| Purpose of Assessment | Summative Assessment |
| Candidate Details | Name_____ Registration/Roll Number_____ |
| Guidance for Candidate | <p>To meet this standard, you are required to complete the following within 05 Hrs. time frame (for practical demonstration & assessment):</p> <ul style="list-style-type: none"> • Perform SEO of a given website. Also, monitor and analyze the SEO results |
| Time: 05 Hrs. | During a practical assessment, under observation by an assessor, you are required to: |
| Minimum Evidence Required | <p>Perform SEO of a given website. Also, monitor and analyze the SEO results.</p> <ol style="list-style-type: none"> 1. Conduct keyword research related to the given website 2. Find competitors 3. Find traffic and ranking of the competitors 4. Check keyword traffic volume 5. Check website navigation 6. Check website structure 7. Optimize Page Title 8. Optimize meta description 9. Analyze keyword density 10. Add keywords in the contents like title, meta description, headings etc. 11. Activate Yoast SEO plugin 12. Activate G Site kit 13. Activate AMP plugin 14. Optimize contents using Yoast 15. Optimize page speed 16. Create robot files 17. Create sitemap 18. Develop anchor text and internal links 19. Create schema 20. Create backlinks |

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|--|--|
| | <ul style="list-style-type: none"> 21. Submit website to search engines, blogs and directories 22. Insert relevant website links to other social media posts and comments 23. Analyze page speed through AMP both for mobile and desktop 24. Create content friendly URL 25. Apply google AdSense 26. Check page ranking for google, bing, yahoo 27. Install google analytics 28. Analyze visitor reports 29. Analyze geographic reports 30. Analyze traffic resources 31. Analyze keyword volume 32. Install Google Search Console (GSC) 33. Configure Google Search Console (GSC) 34. Submit site URL for indexing at GSC 35. Analyze traffic on GSC 36. Install Google Tag manager 37. Add IP address for internal and external traffic 38. Analyze traffic on landing page with engaging keyword 39. Analyze bounce rate 40. Analyze session timeout |
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Self-Assessment Checklist

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|------------------------------|--|
| Candidate Name | |
| Registration No. | |
| Qualification | SEO Professional (Mobile App, Web & Game Development) |
| Competency Standard | 1. Conduct Keyword Research and Analysis 2. Perform On-Page SEO 3. Perform Off-Page SEO 4. Perform Advanced Technical SEO 5. Perform Local SEO 6. Analyze Reports and Management 7. Integrate Google Search Console (GSC) 8. Analyze through Google Analytics |
| Purpose of Assessment | Summative Assessment |
| Assessment Task | Perform SEO of a given website. Also, monitor and analyze the SEO results |

I can.....

| Performance Criteria | Yes | No |
|--|--------------------------|--------------------------|
| 1. Conduct keyword research related to the given website | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Find competitors | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Find traffic and ranking of the competitors | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Check keyword traffic volume | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Check website navigation | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Check website structure | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Optimize Page Title | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Optimize meta description | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Analyze keyword density | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Add keywords in the contents like title, meta description, headings etc. | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Activate Yoast SEO plugin | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Activate G Site kit | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Activate AMP plugin | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Optimize contents using Yoast | <input type="checkbox"/> | <input type="checkbox"/> |
| 15. Optimize page speed | <input type="checkbox"/> | <input type="checkbox"/> |
| 16. Create robot files | <input type="checkbox"/> | <input type="checkbox"/> |

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|--|--------------------------|--------------------------|
| 17. Create sitemap | <input type="checkbox"/> | <input type="checkbox"/> |
| 18. Develop anchor text and internal links | <input type="checkbox"/> | <input type="checkbox"/> |
| 19. Create schema | <input type="checkbox"/> | <input type="checkbox"/> |
| 20. Create backlinks | <input type="checkbox"/> | <input type="checkbox"/> |
| 21. Submit website to search engines, blogs and directories | <input type="checkbox"/> | <input type="checkbox"/> |
| 22. Insert relevant website links to other social media posts and comments | <input type="checkbox"/> | <input type="checkbox"/> |
| 23. Analyze page speed through AMP both for mobile and desktop | <input type="checkbox"/> | <input type="checkbox"/> |
| 24. Create content friendly URL | <input type="checkbox"/> | <input type="checkbox"/> |
| 25. Apply google AdSense | <input type="checkbox"/> | <input type="checkbox"/> |
| 26. Check page ranking for google, bing, yahoo | <input type="checkbox"/> | <input type="checkbox"/> |
| 27. Install google analytics | <input type="checkbox"/> | <input type="checkbox"/> |
| 28. Analyze visitor reports | <input type="checkbox"/> | <input type="checkbox"/> |
| 29. Analyze geographic reports | <input type="checkbox"/> | <input type="checkbox"/> |
| 30. Analyze traffic resources | <input type="checkbox"/> | <input type="checkbox"/> |
| 31. Analyze keyword volume | <input type="checkbox"/> | <input type="checkbox"/> |
| 32. Install Google Search Console (GSC) | <input type="checkbox"/> | <input type="checkbox"/> |
| 33. Configure Google Search Console (GSC) | <input type="checkbox"/> | <input type="checkbox"/> |
| 34. Submit site URL for indexing at GSC | <input type="checkbox"/> | <input type="checkbox"/> |
| 35. Analyze traffic on GSC | <input type="checkbox"/> | <input type="checkbox"/> |
| 36. Install Google Tag manager | <input type="checkbox"/> | <input type="checkbox"/> |
| 37. Add IP address for internal and external traffic | <input type="checkbox"/> | <input type="checkbox"/> |
| 38. Analyze traffic on landing page with engaging keyword | <input type="checkbox"/> | <input type="checkbox"/> |
| 39. Analyze bounce rate | <input type="checkbox"/> | <input type="checkbox"/> |
| 40. Analyze session timeout | <input type="checkbox"/> | <input type="checkbox"/> |

Candidate's Signature_____ Assessor's Signature_____

Date: _____

Assessors Judgment Guide

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|------------------------------|--|
| Qualification | SEO Professional (Mobile App, Web & Game Development) |
| Competency Standard | 1. Conduct Keyword Research and Analysis 2. Perform On-Page SEO 3. Perform Off-Page SEO 4. Perform Advanced Technical SEO 5. Perform Local SEO 6. Analyze Reports and Management 7. Integrate Google Search Console (GSC) 8. Analyze through Google Analytics |
| Purpose of Assessment | Summative Assessment |
| Candidate Details | Name: _____ Registration/Roll Number: _____ Signature: _____ |
| Assessment Outcome | <div style="display: flex; justify-content: space-around; align-items: center;"> COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> </div> 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 | | Perform SEO of a given website. Also, monitor and analyze the SEO results | | |
|--|--|---|----|---------|
| During the practical assessment, candidate demonstrated the following: | | Yes | No | Remarks |
| 1. | Conduct keyword research related to the given website | | | |
| 2. | Find competitors | | | |
| 3. | Find traffic and ranking of the competitors | | | |
| 4. | Check keyword traffic volume | | | |
| 5. | Check website navigation | | | |
| 6. | Check website structure | | | |
| 7. | Optimize Page Title | | | |
| 8. | Optimize meta description | | | |
| 9. | Analyze keyword density | | | |
| 10. | Add keywords in the contents like title, meta description, headings etc. | | | |
| 11. | Activate Yoast SEO plugin | | | |
| 12. | Activate G Site kit | | | |
| 13. | Activate AMP plugin | | | |
| 14. | Optimize contents using Yoast | | | |
| 15. | Optimize page speed | | | |
| 16. | Create robot files | | | |
| 17. | Create sitemap | | | |
| 18. | Develop anchor text and internal links | | | |

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|-----|--|--|--|--|
| 19. | Create schema | | | |
| 20. | Create backlinks | | | |
| 21. | Submit website to search engines, blogs and directories | | | |
| 22. | Insert relevant website links to other social media posts and comments | | | |
| 23. | Analyze page speed through AMP both for mobile and desktop | | | |
| 24. | Create content friendly URL | | | |
| 25. | Apply google AdSense | | | |
| 26. | Check page ranking for google, bing, yahoo | | | |
| 27. | Install google analytics | | | |
| 28. | Analyze visitor reports | | | |
| 29. | Analyze geographic reports | | | |
| 30. | Analyze traffic resources | | | |
| 31. | Analyze keyword volume | | | |
| 32. | Install Google Search Console (GSC) | | | |
| 33. | Configure Google Search Console (GSC) | | | |
| 34. | Submit site URL for indexing at GSC | | | |
| 35. | Analyze traffic on GSC | | | |
| 36. | Install Google Tag manager | | | |
| 37. | Add IP address for internal and external traffic | | | |
| 38. | Analyze traffic on landing page with engaging keyword | | | |
| 39. | Analyze bounce rate | | | |
| 40. | Analyze session timeout | | | |

Competent

☐

Not Yet Competent

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Knowledge Assessment

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|------------------------------|--|
| Qualification | SEO Professional (Mobile App, Web & Game Development) |
| Competency Standard | 1. Conduct Keyword Research and Analysis 2. Perform On-Page SEO 3. Perform Off-Page SEO 4. Perform Advanced Technical SEO 5. Perform Local SEO 6. Analyze Reports and Management 7. Integrate Google Search Console (GSC) 8. Analyze through Google Analytics |
| Purpose of Assessment | Summative 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. | Define Google Tag Manager. | | |
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| 2. | What is audience segmentation? | | |
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| 3. | What is keyword planning? | | |
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| 4. | Define Keyword Strategy. | | |
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| 5. | Define keyword prominence | | |
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| 6. | Define Sitemap | | |
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| 7. | Name any two directory names to submit backlinks. | | |
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| 8. | Define Social Bookmarking. | | |
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| Feedback to the Candidate | |
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Candidate's Signature_____ **Assessor's Signature** _____