

## Instruction Sheet for the Candidate

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Perform Local 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>• Submit websites to local business</li> <li>• Submit websites to local directories</li> <li>• Submit websites to free classifieds</li> <li>• Generate website profile at google my business</li> <li>• Analyze website trend on google my business</li> <li>• Maintain consistent strategy for business</li> <li>• Engage with users</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>Submit websites to local business</b></p> <ol style="list-style-type: none"> <li>1. Create web profile on local business web</li> <li>2. Confirm the email</li> </ol> <p><b>Submit websites to local directories</b></p> <ol style="list-style-type: none"> <li>1. Sign up with web URL on online local directories</li> <li>2. Confirm the validation email</li> </ol> <p><b>Submit websites to local free classifieds</b></p> <ol style="list-style-type: none"> <li>1. Create posts on classified website</li> <li>2. Response to other relevant classified posts</li> </ol> <p><b>Generate website profile at google my business</b></p> <ol style="list-style-type: none"> <li>1. Sign up on google my business</li> <li>2. Confirm the validation email</li> </ol> <p><b>Analyze website trends at google my business</b></p> <ol style="list-style-type: none"> <li>1. Check web traffic on google my business</li> <li>2. Check click through rate keyword queries</li> </ol> <p><b>Maintain consistent strategy for business</b></p> <ol style="list-style-type: none"> <li>1. Reply to reviews</li> <li>2. Reply to comments on posts</li> <li>3. Resolve issues with users</li> </ol> <p><b>Engage with users</b></p> <ol style="list-style-type: none"> <li>1. Post images of business environment</li> <li>2. Post value offers</li> <li>3. Compliment users in replies</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Perform Local SEO
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Submit websites to local business</li> <li>• Submit websites to local directories</li> <li>• Submit websites to free classifieds</li> <li>• Generate website profile at google my business</li> <li>• Analyze website trend on google my business</li> <li>• Maintain consistent strategy for business</li> <li>• Engage with users</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Create web profile on local business web	<input type="checkbox"/>	<input type="checkbox"/>
2. Confirm the email	<input type="checkbox"/>	<input type="checkbox"/>
3. Sign up with web URL on online local directories	<input type="checkbox"/>	<input type="checkbox"/>
4. Confirm the validation email	<input type="checkbox"/>	<input type="checkbox"/>
5. Create posts on classified website	<input type="checkbox"/>	<input type="checkbox"/>
6. Response to other relevant classified posts	<input type="checkbox"/>	<input type="checkbox"/>
7. Sign up on google my business	<input type="checkbox"/>	<input type="checkbox"/>
8. Confirm the validation email	<input type="checkbox"/>	<input type="checkbox"/>
9. Check web traffic on google my business	<input type="checkbox"/>	<input type="checkbox"/>
10. Check click through rate keyword queries	<input type="checkbox"/>	<input type="checkbox"/>
11. Reply to reviews	<input type="checkbox"/>	<input type="checkbox"/>
12. Reply to comments on posts	<input type="checkbox"/>	<input type="checkbox"/>
13. Resolve issues with users	<input type="checkbox"/>	<input type="checkbox"/>
14. Post images of business environment	<input type="checkbox"/>	<input type="checkbox"/>
15. Post value offers	<input type="checkbox"/>	<input type="checkbox"/>
16. Compliment users in replies	<input type="checkbox"/>	<input type="checkbox"/>

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 Local 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>Submit websites to local business</li> <li>Submit websites to local directories</li> <li>Submit websites to free classifieds</li> <li>Generate website profile at google my business</li> <li>Analyze website trend on google my business</li> <li>Maintain consistent strategy for business</li> <li>Engage with users</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Create web profile on local business web			
2.	Confirm the email			
3.	Sign up with web URL on online local directories			
4.	Confirm the validation email			
5.	Create posts on classified website			
6.	Response to other relevant classified posts			
7.	Sign up on google my business			
8.	Confirm the validation email			
9.	Check web traffic on google my business			
10.	Check click through rate keyword queries			
11.	Reply to reviews			
12.	Reply to comments on posts			
13.	Resolve issues with users			
14.	Post images of business environment			
15.	Post value offers			
16.	Compliment users in replies			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	SEO Professional ( <b>Mobile App, Web &amp; Game Development</b> )
<b>Competency Standard</b>	Perform Local SEO
<b>Purpose of Assessment</b>	Formative Assessment
<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.	How to submit website on local directory?		
2.	How to submit website on free classified?		
3.	How to use google my business?		
4.	How to check business trends?		

5.	Name any two local directories used for websites submission		

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