

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR MEDIA AND ENTERTAINMENT INDUSTRY

What are Occupational Standards(OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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Introduction

Qualifications Pack-Search Engine Optimization Executive

SECTOR: MEDIA AND ENTERTAINMENT

SUB-SECTOR: Digital

OCCUPATION: Marketing / Advertising Sales / Traffic

REFERENCE ID: MES/Q0704

ALIGNED TO: NCO-2015/2432.0201

Brief Job Description: Individuals in this job are responsible for managing all search engine optimization activities such as making content, keywords strategy, link building for website strategy to increase rankings in all major search networks and drive organic traffic to the website.

Personal Attributes: The individual must have good written and oral communication skills. The person should be a quick learner with an ability to comprehend and communicate information effectively. The individual is also required to have good analytical and quantitative skills to be able to interpret and analyze the campaign results.

Job Details

Qualifications Pack Code	MES/Q0704		
Job Role	Search Engine Optimization Executive This job role is applicable in both national and international scenarios		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	05/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022
NSQC Clearance on			

Job Role	Search Engine Optimization Executive
Role Description	Executes search engine optimization activities to increase rankings in all major search networks
NSQF level	5
Minimum Educational Qualifications	Graduate
Maximum Educational Qualifications	Not Applicable
Prerequisite License or Training	NA
Minimum Job Entry Age	18 years
Experience	0-1 year in digital marketing
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> MES/N0717 Research and create list of keywords MES/N0718 Implement on-page optimization MES/N0719 Implement off-page optimization MES/N0720 Track rankings and prepare reports MES/N0104 Maintain workplace health and safety
Performance Criteria	As described in the relevant OS units

Definitions

Keywords /Terms	Description
Budget	Budget is an estimate of the total cost of production that may include a break-up of cost components.
Alt Attribute	HTML code that provides information used by search engines to understand the contents of an image.
Anchor Text	The clickable word or words of a link. This text is intended to provide contextual information to people and search engines about what the webpage or website being linked to is about.
Authority	The combination of signals search engines use to assess websites and webpages for the purposes of ranking.
Bounce Rate	The percentage of website visitors who leave without visiting another page on that website.
Breadcrumb	A navigational element that helps users easily figure out where they are within a website.
Cached Page	A snapshot of a webpage as it appeared when a search engine last crawled it.
Canonical URL	An HTML code element that specifies a preferred website URL, when multiple URLs have the same or similar content, to reduce duplicate content.
Click-Through Rate	The rate (expressed in a percentage) at which users click on an organic search result. This is calculated by dividing the total number of organic clicks by the total number of impressions then multiplying by 100.
Crawler	A program search engines use to crawl the web. Bots visit webpages to collect information and add or update a search engine's index.
Do-follow	A do-follow link is a hyperlink without the rel="nofollow" attribute which passes SEO benefits and other ranking signals (link juice) to the link destination.
Domain Authority	The overall 'strength' of a website, built up over time, which can help a new page rank well quickly, even before that content has earned links or engagement.
Inbound Link	A link to a webpage that originates from an external website.
Index	The database search engines uses to store and retrieve information gathered during the crawling process.
Link Building	A process designed to get other trusted and relevant websites to link to your website to help improve your organic search rank and visibility.
Meta Tags	Information that appears in the HTML source code of a webpage to describe its contents to search engines. The title tag and meta description are the most commonly used types of meta tags in SEO.
Outbound Link	A link that directs visitors to a page on a different website than the one they are currently on.
Page Speed	The amount of time it takes for a webpage to completely load. Page speed is ranking factor.
Query	The word, words, or phrase that a user enters into a search engine.
Rank	Where a webpage appears within the organic search results for a specific query.

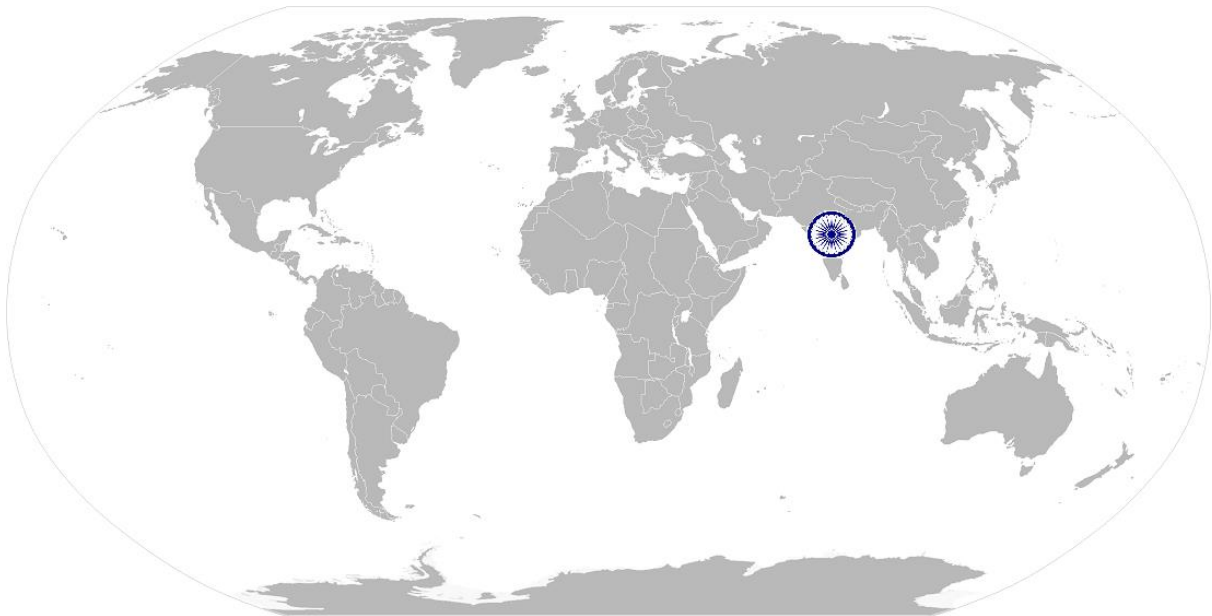
Ranking Factor	An individual component which contributes to a complex series of algorithms that determine where webpages should appear with the organic search results for a specific query.
Redirect	A technique that sends a user (or search engine) who requested one webpage to a different (but equally relevant) webpage.
Referrer	URL data that identifies the source of a user's webpage request.
Responsive Website	A website designed to automatically adapt to a user's screen size, whether it's being viewed on a desktop or mobile device.
XML Sitemap	A list of all the pages on a website that search engines need to know.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Vertical	Vertical may exist within a sub-sector representing different domain areas or the client industries served by the industry.
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Function	Function is an activity necessary for achieving the key purpose of the sector, occupation, or area of work, which can be carried out by a person or a group of persons. Functions are identified through functional analysis and form the basis of OS.
Sub-functions	Sub-functions are sub-activities essential to fulfill the achieving the objectives of the function.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
National Occupational Standards (NOS)	NOS are Occupational Standards which apply uniquely in the Indian context.
Qualifications Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Qualifications Pack(QP)	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Unit Code	Unit Code is a unique identifier for an Occupational Standard, which is denoted by an 'N'.
Unit Title	Unit Title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.

Knowledge and Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical Knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/Generic Skills	Core Skills or Generic Skills are a group of skills that are key to learning and working in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.

Acronyms

Keywords/Terms	Description
NOS	National Occupational Standard (s)
QP	Qualifications Pack
NSQF	National Skill Qualifications Framework
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

National Occupational Standard



Overview

This unit is about doing the research and create a keyword list which can be targeted for search engine optimization.

MES/N0717

Research and create list of keywords

National Occupational Standard

Unit Code	MES/N0717
Unit Title (Task)	Research and create list of keywords
Description	This OS unit is about creating the list of keywords to target for search engine optimization after carrying out the keyword research
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Perform keyword research • Create final list of relevant keywords
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Perform keyword research	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. create a list of products / services provided by the company PC2. list out search terms that potential customers might use to search for those products / services in search engines PC3. identify the right keywords to target by using the available keyword research tools PC4. evaluate the keywords by their search volume and competition
Create final list of relevant keywords	<ul style="list-style-type: none"> PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools PC6. identify the mix of both head and long-tail terms to keep in the final list PC7. create an excel file for the final list of keywords with their key statistics like search volume, difficulty level, competition and search region
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. roles and responsibilities of each team member within the marketing operations KA4. people to co-ordinate with, to approve and finalize the search engine optimization plan KA5. existing digital marketing efforts along with the campaign's performance

MES/N0717

Research and create list of keywords

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand how to:</p> <p>KB1. work with the keyword research tools</p> <p>KB2. do the competitor analysis to analyze the list of keywords they are ranking for</p> <p>KB3. evaluate the domain authority and page authority of a website / page</p> <p>KB4. identify the keywords with high commercial intent</p> <p>KB5. work with web analytics tools to analyze a website's traffic</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. create report with the analysis of each keyword in terms of their rankings in search results over a period of time</p> <p>SA2. compile traffic analysis report with the breakup of traffic from different channels like direct, organic, social and referral</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. stay abreast with the latest trends and best practices for search engine optimization</p> <p>SA4. be updated with the ongoing search engine algorithm updates and its effects on website rankings</p> <p>SA5. monitor rankings of competitors in search engines for the relevant keywords</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. communicate and collaborate with team members for content development and optimization based on targeted keywords</p> <p>SA7. present report and analysis on keyword rankings and organic traffic to the stakeholders</p>
<p>B. Professional Skills</p>	<p>Decision making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. decide on which keywords need to be targeted based on quantitative data and company's focus area and objectives</p> <p>Plan and Organize</p>

MES/N0717

Research and create list of keywords

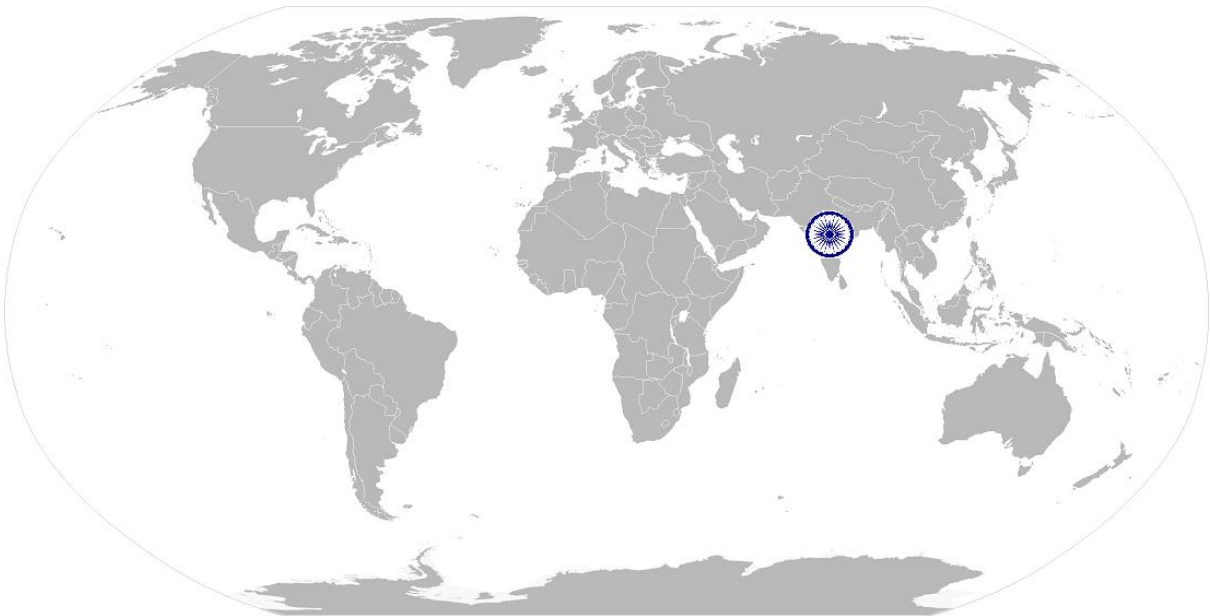
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan the activities, project workflow and timelines in accordance with the content and technical requirements</p> <p>SB3. organize and interpret data in a detailed and organized manner for the future use</p> <p>SB4. manage and meet project / task deadlines successfully</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB5. identify technical issues related to the website which is affecting the visibility and rankings of website in the search results</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB6. how to analyze the data and find out the best opportunities while doing competitor analysis and carrying out keyword research</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze keyword's search volume, difficulty level and its competition to determine if it is a right keyword to target</p>

MES/N0717

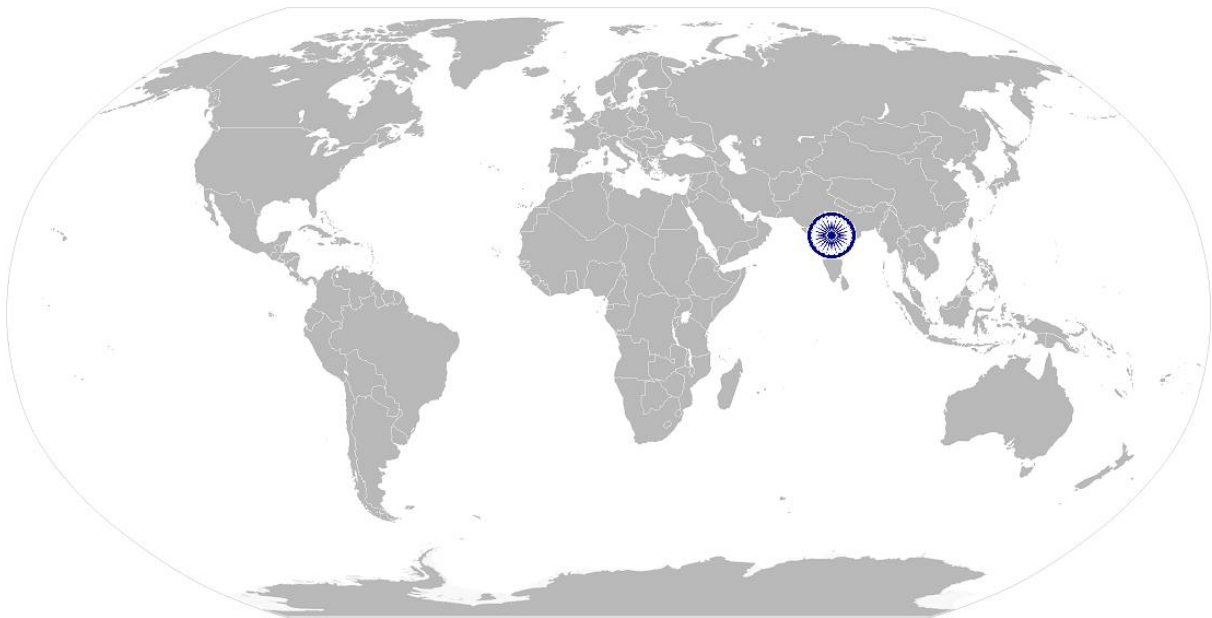
Research and create list of keywords

NOS Version Control

NOS Code	MES/N0717		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



National Occupational Standard



Overview

This unit is about carrying out the on-page search engine optimization activities to achieve higher website ranking in the search results.

MES/N0718

Implement on-page optimization

National Occupational Standard

Unit Code	MES/N0718
Unit Title (Task)	Implement on-page optimization
Description	This OS unit is about performing the on-page search engine optimization tasks to get higher website ranking in the search results.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Identify the on-page issues of a website Perform on-page optimization activities
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Identify the on-page issues of a website	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. use the on-page website analysis tools to identify the issues</p> <p>PC2. sort the issues from most critical to least critical so that they can be prioritized and resolved accordingly</p> <p>PC3. set the timelines for resolving each identified website's on-page issue</p>
Perform on-page optimization activities	<p>PC4. create meta tags including the title and description of all website pages</p> <p>PC5. optimize the URLs of website pages by including the primary keyword in it</p> <p>PC6. include heading tags (like H1, H2 etc.) in the content of all pages</p> <p>PC7. optimize images on a page by using 'ALT Text' and adding a proper caption</p> <p>PC8. create and add XML Sitemap to the website for search engine crawlers</p> <p>PC9. create internal links to the relevant pages of the website</p> <p>PC10. create outbound links to other related external website pages</p> <p>PC11. add engaging images / videos to the content to reduce bounce rate and increase time on site</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. company's products / services offerings and positioning within the industry</p> <p>KA2. primary target audience of the company for each product / service</p>

MES/N0718

Implement on-page optimization

	<p>KA3. roles and responsibilities of each team member within the marketing operations</p> <p>KA4. people to co-ordinate with to approve and finalize the search engine optimization plan</p> <p>KA5. existing digital marketing efforts along with the campaign's performance</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand how to:</p> <p>KB1. work with the on-page analysis and grading tools (like Moz On-Page Optimization Grader)</p> <p>KB2. update the meta tags of a website page</p> <p>KB3. add the heading tags within the content of a website page</p> <p>KB4. create and add XML Sitemap of a website</p> <p>KB5. create the internal links and outbound links</p> <p>KB6. add 'ALT Text' attribute and caption for an image</p> <p>KB7. create URL slugs for the website pages</p> <p>KB8. add multimedia files like images / videos on a page</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. create report with the list of all on-page website issues along with the timelines to resolve them</p> <p>SA2. create progress report for on-page optimization activities for sharing it with stakeholders</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. stay abreast with the latest trends and best practices for search engine optimization</p> <p>SA4. be updated with the ongoing search engine algorithm updates and its effects on website rankings</p> <p>SA5. read and understand the data provided by the on-page website analysis tools</p> <p>Oral Communication (Listening and Speaking skills)</p>

MES/N0718

Implement on-page optimization

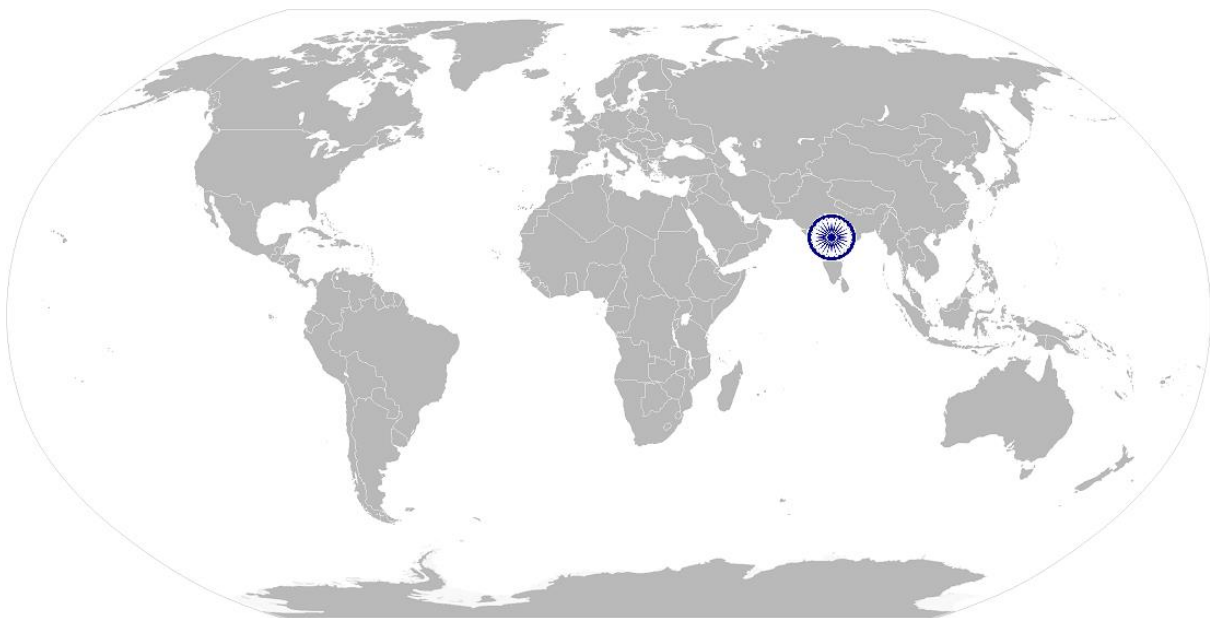
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. communicate and collaborate with team members for on-page website optimization based on the set tasks and timelines</p> <p>SA7. present the analysis and plan for doing on-page optimization to the key stakeholders</p>
<p>B. Professional Skills</p>	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB1. plan and prioritize tasks based on the degree of impact of the on-page issues identified</p> <p>SB2. organize and interpret data in a detailed and organized manner for the future use</p> <p>SB3. manage and meet project / task deadlines successfully</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. analyze the impact of on-going search engine algorithm updates on the on-page factors of a website</p>
	<p>Decision making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. decide on which issues needs to be prioritized and resolved first based on its impact on the website</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to</p> <p>SB6. analyze technical issues related to the website which is affecting the visibility and rankings of website in the search results</p>
<p>Analytical Thinking</p>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. analyze the data to find the most critical on-page website issues</p>	

MES/N0718

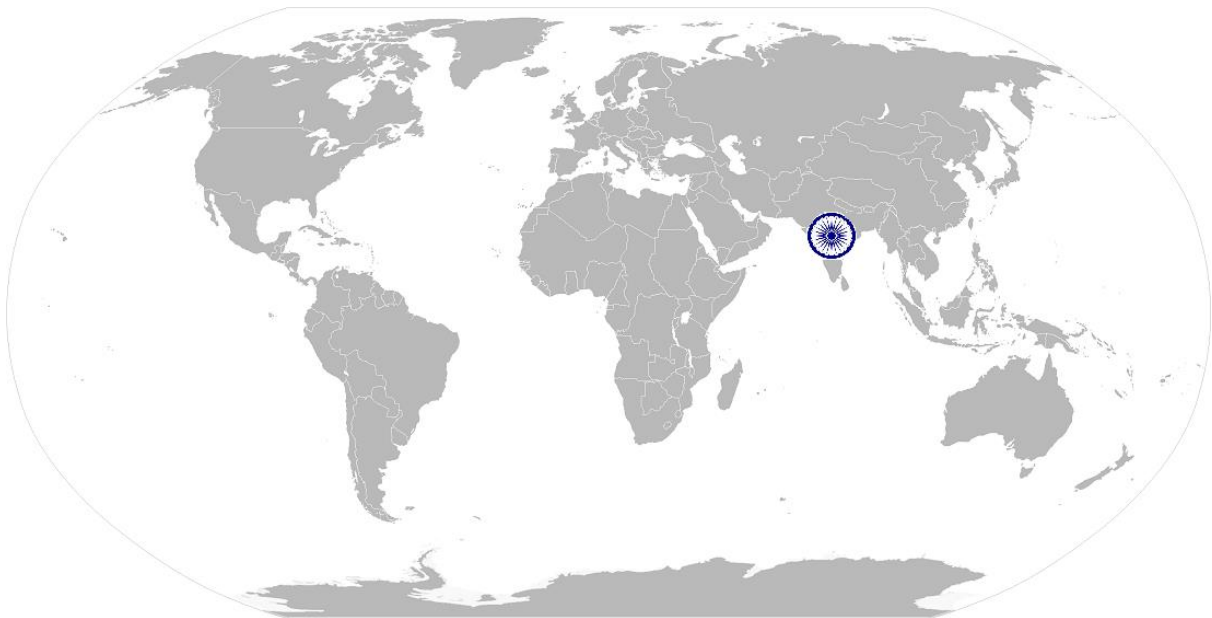
Implement on-page optimization

NOS Version Control

NOS Code	MES/N0718		
Credits (NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/2018
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Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



National Occupational Standard



Overview

This unit is about carrying out the off-page search engine optimization activities to achieve higher website ranking in the search results.

MES/N0719

Implement off-page optimization

National Occupational Standard

Unit Code	MES/N0719
Unit Title (Task)	Implement off-page optimization
Description	This OS unit is about doing the off-page search engine optimization and carry out link building activities to improve the rankings of a website
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Do off-page analysis of competitors • Perform off-page optimization activities
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Do off-page analysis of competitors	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. find out the backlinks profile of the websites of key competitors PC2. check the domain and page authority of competitor's website PC3. find the alexa rankings and website traffic statistics of key competitors PC4. create a comparison report to analyze company's position against competitors
Perform off-page optimization activities	<ul style="list-style-type: none"> PC5. do guest postings on relevant blogs / websites to get high quality backlinks PC6. upload online press releases on high quality and page rank portals PC7. create and share high quality infographics on relevant online platforms PC8. participate in discussions on forums and Question Answer (QA) portals PC9. promote content on social media platforms to generate brand mentions, social shares, reviews, likes and comments PC10. create and upload high quality videos on search engine and other video submission sites
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. about the company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. roles and responsibilities of each team member within the marketing operations

MES/N0719

Implement off-page optimization

	<p>KA4. people to co-ordinate with, to approve and finalize the search engine optimization plan</p> <p>KA5. existing digital marketing efforts along with the campaign’s performance</p>
<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand how to:</p> <p>KB1. work with backlinks analysis tools like SEMRush</p> <p>KB2. check the domain and page authority of a website</p> <p>KB3. check the alexa rankings and website traffic of a website</p> <p>KB4. upload videos on search engine and other video submission sites</p> <p>KB5. identify the do-follow and no-follow backlinks</p> <p>KB6. upload infographics on image submission sites</p> <p>KB7. find relevant blogs / websites for bloggers’ outreach campaigns</p>
<p>Skills (S)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. participate in the discussion forums and QA portals by sharing helpful content</p> <p>SA2. document the findings and create competitor comparison report</p> <p>SA3. write the description of the videos and captions for social media posts</p> <p>SA4. communicate with blog / website owners through emails</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. stay abreast with the latest trends and best practices for search engine optimization</p> <p>SA6. be updated with the ongoing search engine algorithm updates and its effects on website rankings</p> <p>SA7. read and understand the data provided by the off-page and backlinks analysis tools</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA8. communicate with blog / website owners to publish a review about the products or services offered by the company</p> <p>SA9. collaborate with relevant people in the team to support the off-page optimization process such as content creation and promotion</p>

MES/N0719

Implement off-page optimization

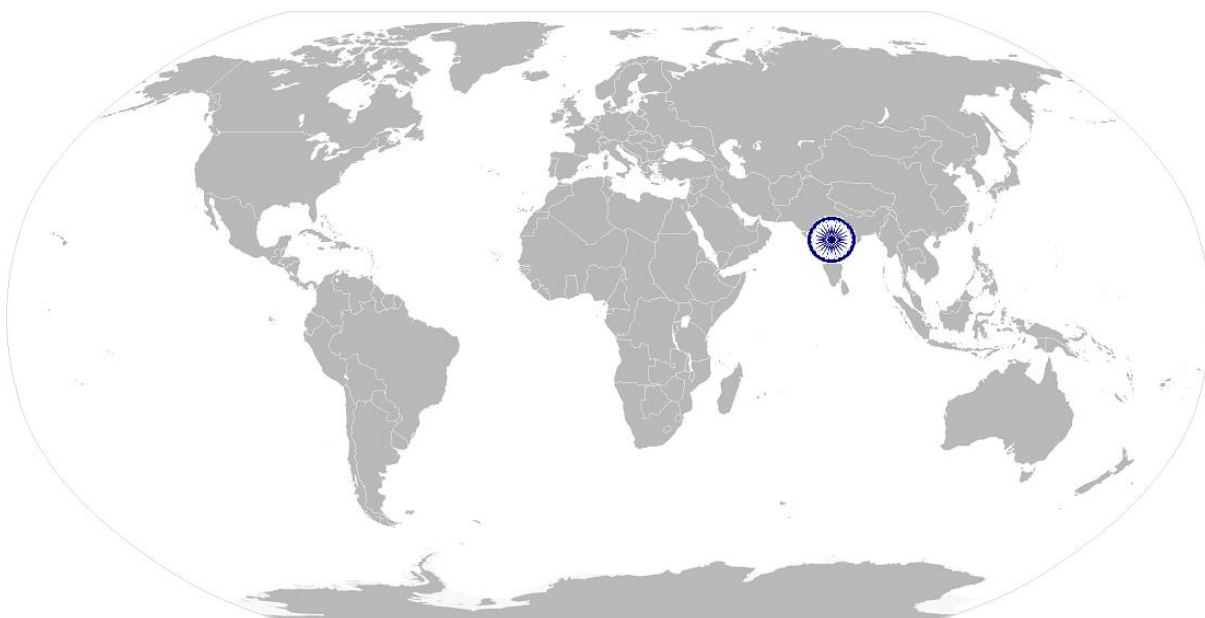
B. Professional Skills	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB1. plan and prioritize tasks based on their importance and expected outcome SB2. manage and meet project / task deadlines successfully SB3. organize and interpret data in a detailed and organized manner for future use by other team members
	Decision making
	The user/individual on the job needs to know and understand how to: SB4. decide upon the tasks that need to be prioritized while performing off-page optimization process
	Problem Solving
	The user/individual on the job needs to know and understand how to: SB5. check the quality of backlinks and removal of low quality and spam backlinks
	Analytical Thinking
	The user/individual on the job needs to know and understand how to: SB6. analyze the backlinks profile of competitors and identify the highest quality backlinks which is helping them in achieving higher rankings
Critical Thinking	
The user/individual on the job needs to know and understand how to: SB7. analyze the impact of on-going search engine algorithm updates on the off-page optimization factors of a website	

MES/N0719

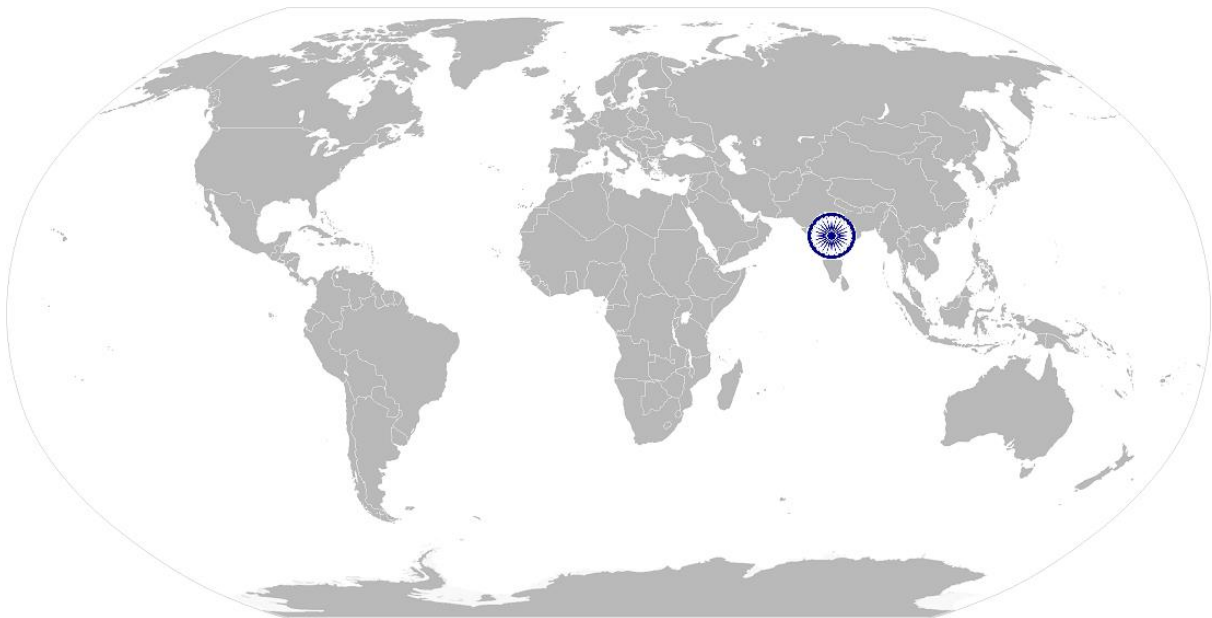
Implement off-page optimization

NOS Version Control

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National Occupational Standard



Overview

This unit is about tracking the keyword rankings and preparing reports for the ongoing progress of search engine optimization projects.

MES/N0720

Track rankings and prepare reports

National Occupational Standard

Unit Code	MES/N0720
Unit Title (Task)	Track rankings and prepare reports
Description	This OS unit is about tracking the keyword rankings and preparing the performance reports of search engine optimization projects for the stakeholders.
Scope	This unit/task covers the following: <ul style="list-style-type: none"> • Create the keyword rankings report • Create the website traffic and conversion report
Performance Criteria (PC) w.r.t. the Scope	
Element	Performance Criteria
Create the keyword rankings report	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. track the rankings of keywords in search results using the available keyword tracking tools PC2. analyze the keyword tracking results and compare it with the key competitors PC3. create a report summarizing the performance of search engine optimization activities and its impact on keyword rankings
Create the website traffic and conversion report	<ul style="list-style-type: none"> PC4. document the website traffic and conversions through organic channels by using the web analytics tools PC5. analyze the website traffic results and compare it with the key competitors PC6. create a report summarizing the impact of search engine optimization activities on the website traffic and conversions from the organic channel
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KA1. about the company's products / services offerings and positioning within the industry KA2. primary target audience of the company for each product / service KA3. roles and responsibilities of each team member within the marketing operations

MES/N0720

Track rankings and prepare reports

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand how to:</p> <p>KB1. track the keyword rankings using the available tracking tools</p> <p>KB2. use web analytics tools to track website traffic and conversions</p> <p>KB3. work with MS Excel to maintain tracking data and create reports</p> <p>KB4. work with MS PowerPoint to create the analysis summary for the stakeholders</p>
<p>Skills (S) (Optional)</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA1. document the data provided by the tracking tools and create the keyword tracking report</p> <p>SA2. document the data provided by the web analytics tools and create the website traffic and conversion report</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read and analyze the data provided by the available keyword tracking tools</p> <p>SA4. read and understand the data provided by the available web analytics tools</p> <p>SA5. stay abreast with the latest trends and best practices for search engine optimization</p> <p>SA6. be updated with the ongoing search engine algorithm updates and its effects on website rankings</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA7. collaborate with relevant people in the team to collect all the data to prepare reports and presentations</p> <p>SA8. present the keyword's ranking traffic report to the stakeholders</p> <p>SA9. present the website traffic and conversion report to the stakeholders</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. decide upon the frequency of reports so that it can be planned and created accordingly</p> <p>Analytical Thinking</p>

MES/N0720

Track rankings and prepare reports

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. analyze and interpret the quantitative data from the keyword tracking and web analytics tools</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand:</p> <p>SB3. plan the timelines and frequency of the reports and presentations</p>
	<p>Problem solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. address comments on final reports and presentations and make the changes accordingly</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. analyze the impact of on-going search engine algorithm updates on the search engine optimization process</p>

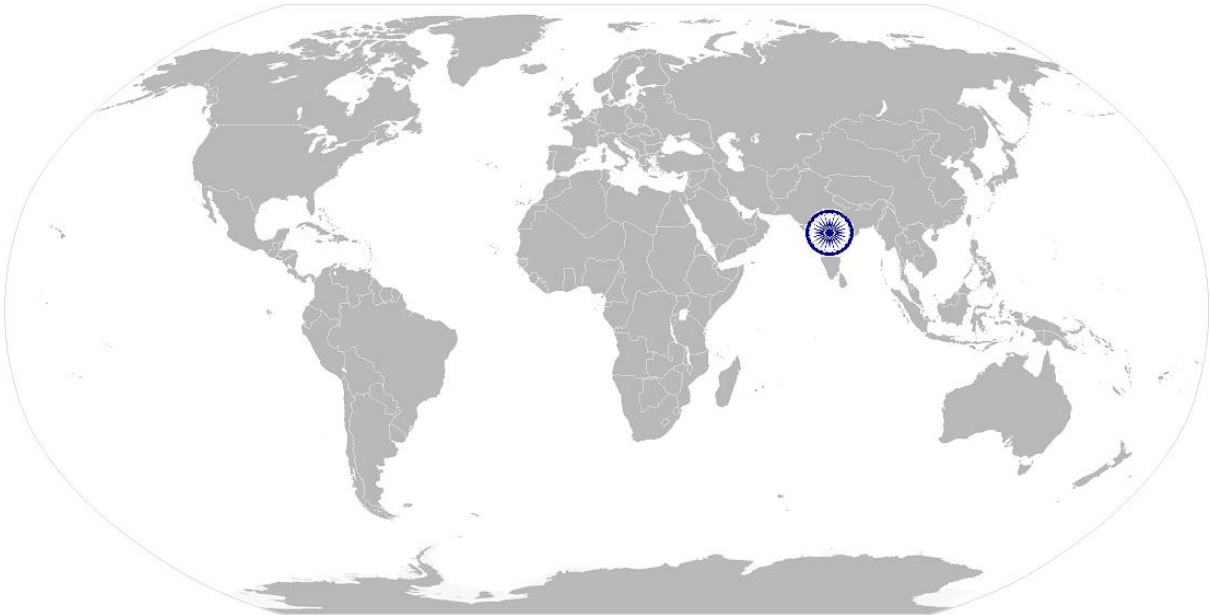


MES/N0720

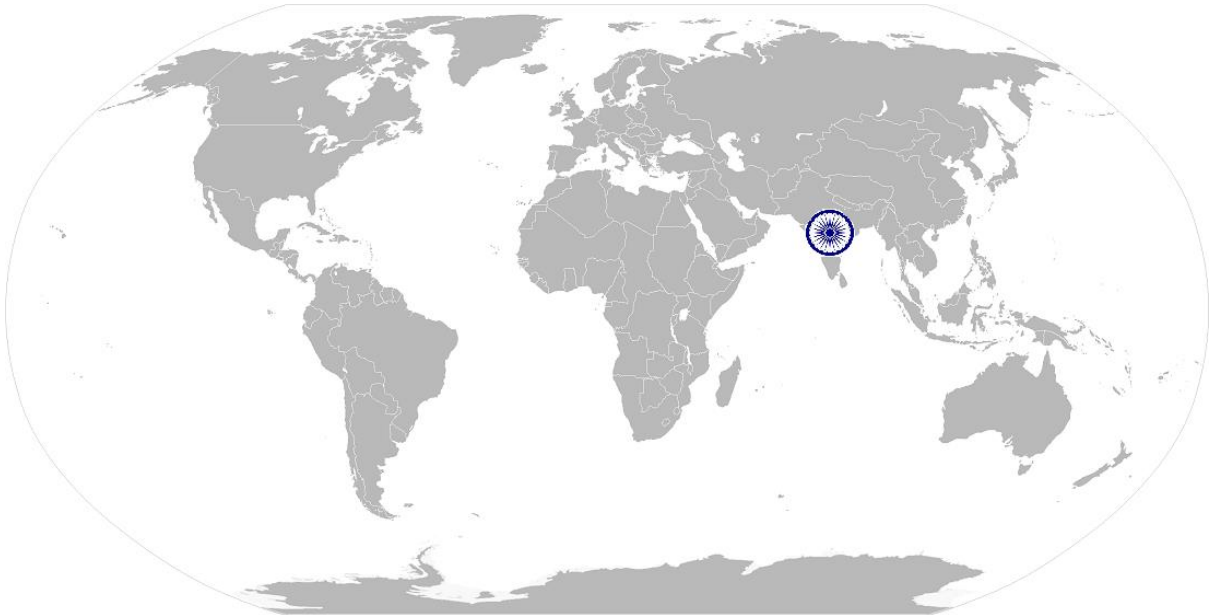
Track rankings and prepare reports

NOS Version Control

NOS Code	MES/N0720		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	04/12/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



National Occupational Standard



Overview

This unit is about contributing towards maintaining a healthy, safe and secure working environment

MES/N0104

Maintain workplace health and safety

National Occupational Standard

Unit Code	MES/N 0104
Unit Title (Task)	Maintain workplace health and safety
Description	This OS unit is about contributing towards maintaining a healthy, safe and secure working environment
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Understanding the health, safety and security risks prevalent in the workplace • Knowing the people responsible for health and safety and the resources available • Identifying and reporting risks • Complying with procedures in the event of an emergency
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Understanding the health, safety and security risks prevalent in the workplace	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. maintain one's posture and position to minimize fatigue and the risk of injury</p> <p>PC2. maintain first aid kit and keep oneself updated on the first aid procedures</p> <p>PC3. identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace</p> <p>PC4. accurately maintain accident reports</p> <p>PC5. report health and safety risks/ hazards to concerned personnel</p> <p>PC6. participate in organization health and safety knowledge sessions and drills</p>
Knowing the people responsible for health and safety and the resources available	<p>PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency</p> <p>PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms</p>
Identifying and reporting risks	<p>PC9. identify aspects of your workplace that could cause potential risk to own and others health and safety</p> <p>PC10. ensure own personal health and safety, and that of others in the workplace through precautionary measures</p> <p>PC11. identify and recommend opportunities for improving health, safety, and security to the designated person</p>

MES/N0104

Maintain workplace health and safety

	PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected
Complying with procedures in the event of an emergency	PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organization's norms and policies relating to health and safety KA2. government norms and policies regarding health and safety and related emergency procedures KA3. limits of authority while dealing with risks/ hazards KA4. importance of maintaining high standards of health and safety at a workplace
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. about the different types of health and safety hazards in a workplace KB2. safe working practices for own job role KB3. evacuation procedures and other arrangements for handling risks KB4. names and contact numbers of people responsible for health and safety in a workplace KB5. how to summon medical assistance and the emergency services, where necessary KB6. vendors' or manufacturers' instructions for maintaining health and safety while using equipments, systems and/or machines
Skills (S) (Optional)	
A. Core Skills/ Generic Skills	Writing Skills
	The user/individual on the job needs to know and understand how to: SA1. write and provide feedback regarding health and safety to the concerned people SA2. write and highlight potential risks or report a hazard to the concerned people
	Reading Skills

MES/N0104

Maintain workplace health and safety

	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read instructions, policies, procedures and norms relating to health and safety</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. Highlight potential risks and report hazards to the designated people</p> <p>SA5. Listen and communicate information with all concerned or affected</p>
B. Professional Skills	<p>Decision making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make decisions on a suitable course of action or plan</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize people and resources to deal with risks/ hazards that lie within the scope of one's individual authority</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. build and maintain positive and effective relationships with colleagues and customers</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. apply problem solving approaches in different situations</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. analyze data and activities</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB6. understand hazards that fall within the scope of individual authority and report all hazards that may supersede one's authority</p> <p>SB7. apply balanced judgements in different situations</p>

MES/N0104

Maintain workplace health and safety

NOS Version Control

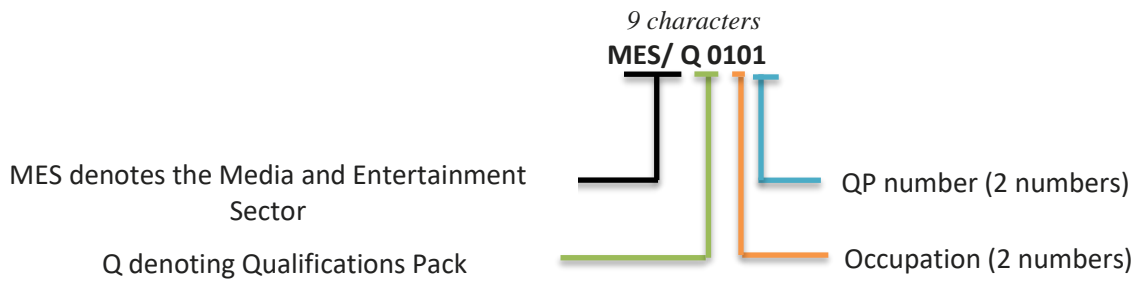
NOS Code	MES/N0104		
Credits(NSQF)	TBD	Version number	1.0
Sector	Media and Entertainment	Drafted on	16/07/2018
Sub-sector	Digital	Last reviewed on	11/03/2019
Occupation	Marketing / Advertising Sales / Traffic	Next review date	10/03/2022



Annexure

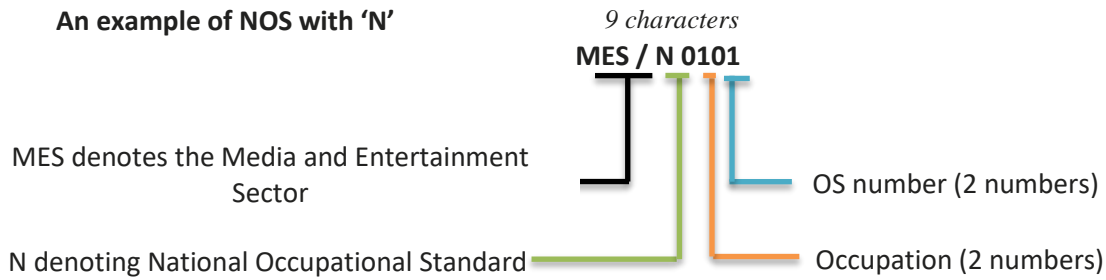
Nomenclature for QP and NOS

Qualifications Pack



Occupational Standard

An example of NOS with 'N'



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The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Film	01-30
Television	31-40
Print	41-45
Animation	46-55
Gaming	56-65
Radio	66-70
Digital	71-80
OOH	81-90
Advertising	91-99

Sequence	Description	Example
Three letters	Media and Entertainment	MES
Slash	/	/
Next letter	Whether QP or NOS	Q
Next two numbers	Occupation code	01
Next two numbers	QP number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role: Search Engine Optimization Executive

Qualification Pack: MES/Q0704

Sector Skill Council: Media and Entertainment Skills Council

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.
6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.
7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS			Marks Allocation		
Total Marks : 500			Out Of	Theory	Skills Practical
Assessment outcomes	Assessment criteria for outcomes	Total marks			
1. MES/N0717 (Research and create list of keywords)	PC1. create a list of products / services provided by the company	100	15	5	10
	PC2. list out search terms that potential customers might use to search for those products / services in search engines		15	5	10
	PC3. identify the right keywords to target by using the available keyword research tools		20	5	15
	PC4. evaluate the keywords by their search volume and competition		10	3	7
	PC5. prepare the final list of keywords by using the quantitative data provided by keyword research tools		15	5	10
	PC6. identify the mix of both head and long-tail terms to keep in the final list		10	2	8

	PC7. create an excel file for the final list of keywords with their key statistics like search volume, difficulty level, competition and search region		15	5	10
		Total	100	30	70
2. MES/N0718 (Implement on-page optimization)	PC1. use the on-page website analysis tools to identify the issues	100	10	3	7
	PC2. sort the issues from most critical to least critical so that they can be prioritized and resolved accordingly		10	3	7
	PC3. set the timelines for resolving each identified website's on-page issue		10	4	6
	PC4. create meta tags including the title and description of all website pages		10	3	7
	PC5. optimize the URLs of website pages by including the primary keyword in it		10	3	7
	PC6. include heading tags (like H1, H2 etc.) in the content of all pages		10	3	7
	PC7. optimize images on a page by using 'ALT Text' and adding a proper caption		10	3	7
	PC8. create and add XML Sitemap to the website for search engine crawlers		10	2	8
	PC9. create internal links to the relevant pages of the website		10	2	8
	PC10. create outbound links to other related external website pages		5	2	3
	PC11. add engaging images / videos to the content to reduce bounce rate and increase time on site		5	2	3
		Total	100	30	70
3. MES/N0719 (Implement off-page optimization)	PC1. find out the backlinks profile of the websites of key competitors	100	10	2	8
	PC2. check the domain and page authority of competitors website		10	2	8
	PC3. find the alexa rankings and website traffic statistics of key competitors		10	4	6
	PC4. create a comparison report to analyze company's position against competitors		10	3	7
	PC5. do guest postings on relevant blogs / websites to get high quality backlinks		10	3	7
	PC6. upload online press releases to high quality and page rank portals		10	4	6
	PC7. create and share high quality infographics on relevant online platforms		10	2	8
	PC8. participate in discussions on forums and Question Answer (QA) portals		10	4	6
	PC9. promote content on social media platforms to generate brand mentions, social shares, reviews, likes and comments		10	3	7

	PC10. create and upload high quality videos on search engine and other video submission sites		10	3	7
		Total	100	30	70
4. MES/N0720 (Track rankings and prepare reports)	PC1. track the rankings of keywords in search results using the available keyword tracking tools	100	15	5	10
	PC2. analyze the keyword tracking results and compare it with the key competitors		15	5	10
	PC3. create a report summarizing the performance of search engine optimization activities and its impact on keyword rankings		20	7	13
	PC4. document the website traffic and conversions through organic channels by using the web analytics tools		20	7	13
	PC5. analyze the website traffic results and compare it with the key competitors		15	3	12
	PC6. create a report summarizing the impact of search engine optimization activities on the website traffic and conversions from the organic channel		15	3	12
		Total	100	30	70
5. MES/N0104 (Maintain workplace health and safety)	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. identify and document potential risks like sitting postures while using computer, eye fatigue and other hazards in the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization health and safety knowledge sessions and drills		10	5	5
	PC7. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency		10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
	PC10. ensure own personal health and safety, and that of others in the workplace through precautionary measures		5	2	3
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3

	PC12. report any hazards outside the individual's authority to the relevant person in line with organizational procedures and warn other people who may be affected		5	2	3
	PC13. follow organization's emergency procedures for accidents, fires or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
		Total	100	46	54