

# Level 3 Digital Marketer Apprenticeship

9648-74

Job Role: SEO Executive (Sample End-Point  
Assessment Synoptic Project)

Sample Version 1

**Sample Synoptic Project Pack**

# Introduction

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## Delivery Section

### The Responsible Person Guidance

This synoptic assessment is designed to require the apprentice to make use of their knowledge, understanding and skills they have built up over the course of their learning for this qualification to tackle problems/tasks/challenges.

This approach to assessment emphasises to apprentices the importance and applicability of the full range of their learning to practice in their industry area, and supports them in learning to take responsibility for transferring their knowledge, understanding and skills to the practical situation, fostering independence, autonomy and confidence.

Apprentices are provided with a set of tasks. They then have to draw on the knowledge and skills; they have to independently select the correct processes, skills, materials, and approaches to take, from across the qualification, to make good decisions that will achieve an end result that is fit for the specified purpose.

During the learning programme, it is expected that tutors will have taken the opportunity to set shorter, formative tasks that allow apprentices to be supported to independently use the learning they have so far covered, drawing this together in a similar way, so they are familiar with the format, conditions and expectations of the synoptic assessment.

You should explain to apprentices what the standards are and how they are implemented in assessing the synoptic project, so they will understand the level of performance that will access a higher level of achievement in line with the grading criteria.

The synoptic project brief indicates the content assessed for this synoptic assessment.

The apprentice should not be entered for the assessment until the end of the course of learning for the apprenticeship so they are in a position to complete the assignment successfully.

## Guidance on tasks

### Time

The time allocated for the completion of the tasks and production of evidence for this assessment is **4 days**. Apprentices are required to plan their work in relation to the time allocated for each task.

### Resources

Apprentices must have access to a suitable range of resources to carry out the tasks and have the opportunity to choose materials demonstrating the ability to select from a range of appropriate materials.

Centres must provide the following equipment for each apprentice:

- Computer with stable internet connection
- Login details to access a newly installed WordPress website (it is recommended that centres use WordPress.org (self-hosted) rather than Wordpress.com to maximise optimisation opportunities during the assessment activity)
- Image manipulation software (Photoshop, GIMP, or equivalent)
- Text or word processing software (Notepad, Word or equivalent)
- Access to the Google Merchandise website metric data in Google Analytics. Guidance on use is located here <https://support.google.com/analytics/answer/6367342?hl=en>
- A Google account is required.

### Health and safety

Apprentices should not be entered for assessment without being clear of the importance of working safely, and practice of doing so. The tutor must immediately stop an assessment if an apprentice works unsafely. At the discretion of the tutor, depending on the severity of the incident, the apprentice may be given a warning. If they continue to work unsafely however, their assessment must be ended and they must retake the assessment at a later date.

## Observation

Where the responsible person is required to carry out observation of performance, detailed notes must be taken of the quality of performance along with any other aspects of performance that will support a judgement (eg order and factual speed (in minutes/hours) with which something is done). Responsible persons should direct the apprentices to ensure that any supporting evidence included eg screenshots or photos can be easily matched to the correct apprentice, are clear, sufficiently well-lit and showing the areas of particular interest for assessment (ie taken at appropriate points in production etc).

If apprentices are required to work as a team, each apprentice's contribution must be noted separately. The responsible person may intervene if any individual apprentice's contribution is unclear or to ensure fair access (see below).

## Preparation

Apprentices should be aware of which aspects of their performance will be seen favourably in assessment according to the grading information. This is best carried out through routinely pointing out good or poor performance during the learning period, and through formative assessment. Apprentices should be encouraged to do the best they can and be made aware of the difference between these summative assessments and any formative assessments they have been subject to.

## Minimum evidence requirements

The section:

- *What you must produce for marking,*

in the assignment lists the minimum requirements of evidence to be submitted for assessment. Evidence above and beyond this may be submitted, but should provide useful information for assessment.

Where the minimum requirements have **not** been met, the assessment will be based on the evidence that has been submitted. **Where this is insufficient evidence to provide an assessment, no other evidence outside of the end-point assessment requirements will be used.**

## Guidance on assessment conditions

The assessment conditions that are in place for this synoptic project are to:

- ensure the rigour of the assessment process
- provide fairness for apprentices
- give confidence in the outcome.

They can be thought of as the rules that ensure that all apprentices who take an assessment are being treated fairly, equally and in a manner that ensures their result reflects their true ability.

The conditions outlined below relate to this synoptic project. These do not affect any formative assessment work that takes place. Formative assessment will necessarily take a significant role throughout the learning programme where support, guidance and feedback (with the opportunity to show how feedback has been used to improve outcomes and learning) are critical. This approach is not, however, valid for summative assessment. The purpose of summative assessment is to confirm the standard the apprentice has achieved as a result of participating in the learning process. Please refer to the End-point Assessment Pack for further information.

### Authentication of apprentice work

Apprentices are required to sign declarations of authenticity, as is the responsible person. The relevant form is included in this pack.

The completion of the final evidence for the tasks that make up this synoptic project must be completed in the specified conditions. This is to ensure authenticity and prevent malpractice as well as to assess and record apprentice performance for assessment in the practical tasks. *Any aspect that may be undertaken in unsupervised conditions is specified and clearly marked.*

Apprentices can rework any evidence that has been produced for this synoptic project during the time allowed. However, this must be as a result of their own review and identification of the requirement to do so and not as a result of feedback from either the responsible person, tutor or line manager. Once the evidence has been submitted for assessment, no further amendments to evidence can be made.

Apprentice evidence must be kept secure to prevent unsupervised access by the apprentice or others. Where evidence is produced over a number of sessions, the responsible person must ensure apprentices and others cannot access the evidence without supervision. This might include storing written work or artefacts in locked cupboards and collecting memory sticks of evidence produced electronically at the end of each session.

**Where the apprentice or responsible person is unable to, or does not confirm authenticity through signing the declaration form, the work will not be accepted at assessment. If any question of authenticity arises eg at assessment, the centre may be contacted for justification of authentication**

## Accessibility and fairness

Where the apprentice has special requirements, the centre/employer/responsible person should refer to the separate guidance document *Access arrangements and reasonable adjustments* section of the City & Guilds website

The responsible person **cannot** provide clarification to any apprentice on the requirements of any aspect of this synoptic project. Guidance must only support access to the synoptic project and must not provide feedback for improvement. Any clarification and guidance should be recorded fully and will be taken into account along with the apprentice's final evidence during assessment and must be made available for assessment. No one from the centre or employer should provide feedback on the quality of the performance or how the quality of evidence can be improved. This would be classed as malpractice.

It is up to the Independent end-point Assessor during assessment to decide in what area, if any, the guidance provided by the responsible person suggests the apprentice is lacking, the severity of the issue, and how to proceed on the basis of this full range of evidence. The Independent end-point Assessor must record where and how guidance has had an impact on the assessment, so this is available should queries arise at moderation or appeal.

The responsible person should do their best to refrain from providing guidance if the apprentice is thought to be able to correct the issue without it. No prompts are permitted.

The responsible person may not provide guidance that the apprentice's work is not at the required standard or how to improve their work.

All apprentices must be provided with an environment and resources that allows them access to the full potential of completing the tasks to the best of their ability.

## Guidance on Assessment

Please see the End-point Assessment Pack for information on assessment and grading for this apprenticeship.

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## Declaration of authenticity

Apprentice name

Candidate number

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Centre name

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Centre number

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### Apprentice declaration:

I confirm that all work submitted is my own, and that I have acknowledged all sources I have used.

Candidate signature

Date DD/MM/YY

### The Responsible Person declaration:

I confirm that all work was conducted under conditions designed to assure the authenticity of the apprentice's work, and am satisfied that, to the best of my knowledge, the work produced is solely that of the apprentice.

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Responsible Person Name & signature

Date DD/MM/YY

### Note:

Where the apprentice and/or responsible person is unable to, or does not confirm authenticity through signing this declaration form, the work will not be accepted at assessment. If any question of authenticity arises, the responsible person may be contacted for justification of authentication.

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## The Synoptic Project

This section is to be given to the apprentice at the start of the timed assessment.

### Apprenticeship section

Time allowed is 4 days.

Please read through the following pages carefully before beginning.

### Apprentice Guidance

#### General guidance

This is a formal summative assessment. You will be assessed on the quality and accuracy of your practical performance and any written work you produce. It is therefore important that you carry your work out to the highest standard you can. You should show how well you know and understand the subject and how you are able to use your knowledge and skills together to complete the tasks.

#### Plagiarism

Plagiarism is the failure to acknowledge sources properly and/or the submission of another person's work as if it were the apprentice's own. Plagiarism is not allowed in this assignment.

This is an assessment of your abilities, so the work must be all your own work and carried out under the conditions stated. You will be asked to sign a declaration that you have not had any outside help with the assessment.

The responsible person is allowed to give you some guidance if necessary, but they will record any other guidance you need and this will be taken into account during assessment.

Where research is allowed, we must be able to identify which work you have done yourself, and what you have found from other sources. It is therefore important to make sure you acknowledge all sources and clearly reference any information taken from them.

#### Timings and planning

You should take care when planning to make sure you have divided the time available between tasks appropriately.

If you have a good reason for needing more time, you will need to explain the reasons to the responsible person who will contact the City & Guilds End-point assessment team.

#### Health and Safety

You must always work safely, in particular while you are carrying out practical tasks.

You must always follow any relevant Health and Safety regulations and codes of practice.

If the responsible person sees you working in a way that is unsafe for yourself or others, they will ask you to stop immediately, and tell you why. You will not be able to be reassessed until your centre/ the responsible person are sure you are ready for assessment and can work safely.

#### Presentation of work

Presentation of work must be neat and appropriate to the task.

You should make sure that each piece of work is clearly labelled with your name, details of the task and the reference along with your centre number and name.

All electronic files must be given a clear file name that allows the Independent end-point assessor to identify it as your work.

Written work eg reports may be word processed but this is not a requirement.

All sketches and drawings should be neat and tidy and annotated.

Calculations should be set out clearly, with all working shown, together with any assumptions made. You should use appropriate units at all times and answers must be expressed to a degree of accuracy, consistent with the requirements of the task.

The use of non-programmable scientific calculators is acceptable

## Synoptic Project Scenario

You are currently working as a SEO Executive and have been approached by a new client called Airshot Limited who are looking to establish a website to promote their services.

Airshot is a recently formed company whose leads are currently generated by recommendations from existing clients.

They currently do not have an online presence - prior to undertaking the development of a website, they have asked you to develop a strategy for the optimisation of search engine ranking through techniques such as on-page optimisation and link building.

As they are looking to manage and update their website themselves once it has been created, you have been asked to provide the company with guidance on how to produce high quality, structured content.

Airshot have provided you with the following company profile:

*Airshot is a newly formed company who specialise in conducting Drone Aerial Filming, Aerial Surveying and Mapping for customers ranging from educational institutions to architects. They operate across the UK and Europe using the latest technology to fly Unmanned Aerial Vehicles to collect aerial imagery. They are fully Licensed by the CAA to operate commercially across a variety of industries.*

*The company currently employs 2 drone pilots and one office manager who will be responsible for managing and updating the website once it has been created.*

*They regard people as their major asset and strive to maintain the highest possible level of communication and interpersonal relationships.*

*Their slogan is "look down on the world and see more"*

### Conditions for Assessment

You must carry the tasks out on your own, under supervised conditions.

You will have access to the equipment necessary to complete the following tasks.

## Tasks

### Task 1

Create a plan for an SEO campaign to help the client market their services prominently on search engines.

**Criteria Coverage:**

TC01, TC02, TC03, TC06, TC07, TC08, TC09, TC10, TC12, TC13  
TKU02, TKU03, TKU06, TKU07, TKU08, TKU09, TKU10, TKU11,  
USAB01, USAB02, USAB03, USAB05, USAB05, USAB07

To be presented for marking:

Planning document(s).  
Bibliography of reference sources used.

Guidance to the Independent End-point Assessor regarding assessment (not to be shown to the apprentice):

It is expected that the apprentice will include the following:

A document outlining the key components that need to be considered for running an SEO campaign.

Identification and explanation of the factors that need to be considered when planning a SEO campaign for the client business, for example:

- Different platforms and channels that have been considered
- Clearly stated objectives
- Target audience or customer segment, and its characteristics
- Implementation timescales
- Available skills and resources
- Landing page(s) considerations
- Refinement and optimisation tactics
- Competitor analysis
- Monitoring and measurement
- Mobile optimisation and accessibility

Evidence that keyword research has been performed and sample keywords and phrases have been identified and listed.

It is anticipated that apprentices exceeding will have provided the following information:

- Justification of the approach recommended to achieve a return on investment for the client.
- Relevant graphs, screenshots, diagrams, tables and charts are included.

- The plan should be credible (i.e. it should present a potential plan that could be implemented for the client) with justification for the proposed strategy development and the benefits to the client
- Evidence that both long-tail phrases, as well as short word statements have been identified during keyword research and that competitor value has also been considered.

## Task 2

Create an easy-to-follow, how-to guide that will be used to support the office manager when creating high-quality content using the latest SEO techniques.

### Criteria Coverage:

TC01, TC02, TC03, TC05, TC08, TC09, TC10, TC12, TC13

TKU01, TKU04, TKU05, TKU06, TKU07, TKU08, TKU09, TKU10, TKU12,

USAB01, USAB03, USAB05, USAB05, USAB06, USAB07

To be presented for marking:

An optimised how-to guide

Guidance to the Independent End-point Assessor regarding assessment (not to be shown to the apprentice):

It is expected the Apprentice will include the following:

A document presenting suitable steps to be taken to ensure content is SEO compliant.

It is anticipated that apprentices achieving an exceeding will have provided the following information:

The document outlining the SEO steps is supported by images, graphics and well prepared design; video content may also have been generated.

The document has been created in a WordPress blog post and has suitable formatting applied.

The document clearly shows SEO tools and techniques have been applied to it and that suitable, relevant keywords have been used. This may also include evidence of a HTML version of the document, containing evidence of SEO methods in practice.

Audience needs have been considered during the presentation of instructions and methodologies, with technical terms and use of jargon having been explained and clarified.

### Task 3

Your line manager has asked you to extrapolate data from a website to show Airshot Limited an example of the reporting power behind web analytics data.

Using live data from the Google merchandise website (or other live data of your choice), produce a report highlighting key trends and patterns for the last 12 months (to date).

Criteria Coverage:

TC01, TC02, TC03, TC04, TC06, TC07, TC08, TC09, TC10, TC11, TC12, TC13

TKU01, TKU03, TKU06, TKU07, TKU11

USA01, USAB02, USAB03, USAB05, USAB05, USAB07

To be presented for marking:

A completed report.

Guidance to the Independent End-point Assessor regarding assessment (not to be shown to the apprentice):

**It is expected the Apprentice will include the following:**

A report indicating results with suitable analysis of website data. The report should include suitable trends and insights.

**It is anticipated that apprentices achieving an exceeding will have provided the following information:**

The final report contains comprehensive information, supported by reasoned arguments, assumptions and interpretations.

Outcomes within the report are supported by live, real-time data collected.



The use of graphics, charts and diagrams have been used to communicate key outcomes and results.

Suggestions and recommendations have been presented to support justified improvements.