

## Instructions to the Candidate

This assignment assesses your capabilities as a **Content Specialist**: research, writing, editing, strategy, and audience targeting.

Please follow these instructions carefully:

- Attempt all four questions
- **While we support responsible use of AI tools at the organizational level, this assessment is meant to evaluate your individual skills. Please avoid using AI-generated content for this assignment.**
- Your target audience is **aged 35–65, based in the US**. Hence, keep a professional yet empathetic tone.
- Submit the completed assignment as a PDF or Google Doc.
- Follow the word limits mentioned in each question.
- If you have any questions about the assignment, please email [hr@moretasks.com](mailto:hr@moretasks.com) or call (+91) **9205888799**.
- Kindly submit the assignment within 2 days (48 hours) once you receive it.

## Question 1: SEO Article Writing

Topic: How Jardiance Works and Why It May Help You Feel Better

**Word Count:** 500–700 words

### Instructions:

Write a well-researched article that:

- Highlights the working mechanism of Jardiance (Empagliflozin)
- Includes at least three credible sources or studies (2020–2024) with proper links
- Uses relevant keywords like *Jardiance mechanism of action*, *blood sugar*, *mood*, *diabetes*, and *mental health*

## Question 2: Editing

**Word Count:** 200–300 words

**Instructions:**

Edit the paragraph below to improve clarity, tone, flow, and conciseness, keeping the information accurate and healthcare blog-appropriate.

Vitamin D deficiency is a common issue that many people face, especially those living in areas with limited sunlight. This essential vitamin plays a crucial role in maintaining bone health by helping the body absorb calcium. A lack of vitamin D can lead to weakened bones, increasing the risk of fractures and conditions such as osteoporosis. Additionally, research has shown that vitamin D deficiency may be linked to other health issues, including depression, fatigue, and impaired immune function. People who have limited sun exposure, such as office workers or those living in colder climates, are at a higher risk of deficiency. Foods like fatty fish, fortified dairy products, and egg yolks can provide some vitamin D, but many people may need supplements to reach the recommended daily intake. To prevent deficiency, it is important to monitor vitamin D levels regularly, especially for individuals at higher risk, and to ensure adequate intake through food or supplement.

## Question 3: Research Strategy

**Article Topic:** Ozempic vs Rybelsus: Which One Is Right for You?

**Your Task:**

1. Identify the primary search intent behind this topic and explain what the user is likely seeking.
2. Define the funnel.
3. Write meta tags and three relevant FAQs for this article.
4. Create a detailed article outline with:
  - Title (H1)
  - Relevant H2s and H3s
5. List five credible sources you would use for writing this blog, explaining why each is trustworthy and brings authority to health content.

## Question 4: Product Campaign

Product: Ashwagandha Capsules

**Word Limit:** Max 15 words

**Instructions:**

Write a Homepage Banner Copy + CTA to promote the above-mentioned product during a limited-time offer.