



Australian Government

BSBEBU401 Review and maintain a website

Release: 1

BSBEBU401 Review and maintain a website

Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 1.0.

Application

This unit describes the skills and knowledge required to undertake data analysis, review website content, and update and maintain a website.

It applies to individuals who have knowledge of the relationship between a website and the core functions of an organisation. They also have working knowledge and skills to perform basic updates to website content. They may provide administrative support within an organisation or be other individuals who have been delegated this responsibility.

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Unit Sector

Information and Communications Technology – E-Business

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1 Review website content and use	1.1 Monitor and analyse customer and user feedback in accordance with organisational timelines 1.2 Analyse automatically collected website data and identify trends 1.3 Make recommendations on changes to website and its content in response to feedback and data analysis, and approve changes scheduled for implementation 1.4 Review cost implications of the recommended changes to determine their viability
2 Update website	2.1 Replace superseded and inaccurate information with current

ELEMENT	PERFORMANCE CRITERIA
	<p>information and add additional material in accordance with organisational requirements</p> <p>2.2 Follow protocols for ensuring the accuracy and authenticity of information</p> <p>2.3 Remove services no longer available or required and add new ones in accordance with organisational requirements</p> <p>2.4 Check offline information against that posted on the website and rectify any discrepancies in accordance with organisational timelines</p> <p>2.5 Follow security procedures for updating the website</p>
3 Carry out non-technical site maintenance	<p>3.1 Analyse user feedback to confirm website faults are not user issues</p> <p>3.2 Rectify faults and make improvements to website in response to user feedback approved by the organisation</p> <p>3.3 Add new web pages and/or active links and remove redundant pages and links in accordance with organisational requirements</p> <p>3.4 Make website changes in response to changes in marketing strategy, in accordance with organisational requirements and consideration of cost benefits</p>

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.1, 2.3-2.5, 3.1-3.4	<ul style="list-style-type: none"> Recognises text within job specifications and work processes related to the outcomes of the job
Writing	1.3, 1.4, 2.1-2.5, 3.2-3.4	<ul style="list-style-type: none"> Records key information related to the outcomes of the job
Oral Communication	1.3, 3.2	<ul style="list-style-type: none"> Makes recommendations on changes to website content Analyses and responds to user feedback

Numeracy	1.4	<ul style="list-style-type: none"> Uses basic numeracy skills to determine cost implications and viability
Navigate the world of work	1.1-1.4, 2.1-2.5, 3.1-3.4	<ul style="list-style-type: none"> Accepts responsibility and ownership for the task and makes decisions on completion parameters and the need to coordinate with others Takes personal responsibility for following security procedures and meeting organisational requirements
Interact with others	1.3, 3.2	<ul style="list-style-type: none"> Selects and uses appropriate conventions and protocols when communicating with clients and users in a range of work contexts
Get the work done	1.1-1.4, 2.1-2.5, 3.1-3.4	<ul style="list-style-type: none"> Takes responsibility for planning, sequencing tasks for efficient and effective organisational outcomes Uses problem solving processes to identify and analyse technical issues Contributes to continuous improvement of website by applying basic principles of analytical thinking Understands the purposes, specific functions and key features of common digital systems and tools and operates them effectively to complete tasks in accordance with security requirements

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBEBU401 Review and maintain a website	BSBEBU401A Review and maintain a website	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>