



Australian Government

Department of Education, Employment and Workplace Relations

BSBEBU401A Review and maintain a website

Revision Number: 1

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Modification History

Not applicable.

Unit Descriptor

Unit descriptor	<p>This unit describes the performance outcomes, skills and knowledge required to undertake data analysis, review website content and update and maintain a website.</p> <p>No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.</p>
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Application of the Unit

Application of the unit	<p>This unit applies to individuals who have knowledge of the relationship between web-sites and the core functions of an organisation. They also have working knowledge and skills of performing basic updates to web site content. They may provide administrative support within an organisation or be other individuals who have been delegated this responsibility.</p>
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Review website content and use	<ul style="list-style-type: none">1.1. Monitor and analyse customer and user feedback in accordance with organisational timelines1.2. Analyse automatically collected website data and identify trends1.3. Make recommendations on changes to the website and its content in response to <i>feedback and data analysis</i> and approve changes scheduled for implementation1.4. Review cost implications of the recommended changes to determine their viability
2. Update website	<ul style="list-style-type: none">2.1. Replace superseded and inaccurate information with current information and add additional material in accordance with organisational requirements2.2. Follow protocols for ensuring the accuracy and authenticity of information2.3. Remove services no longer available or required and add new ones in accordance with organisational requirements2.4. Check <i>off-line information</i> against that posted on the website and rectify discrepancies in accordance with organisational timelines2.5. Follow <i>security procedures</i> for updating the website
3. Carry out non technical site maintenance	<ul style="list-style-type: none">3.1. Analyse user feedback to confirm that faults have resulted from the site and are not user problems3.2. Rectify faults and make improvements to the site in response to user feedback approved by the organisation3.3. Add new web pages and/or active links and remove redundant pages and links in accordance with organisational requirements3.4. Make site changes in response to changes in marketing strategy in accordance with organisational requirements and consideration of cost benefits

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- literacy skills to interpret policies and procedures, provide recommendations to others and to draft text in a logical sequence and structure appropriate for an online format
- numeracy skills for basic statistical analysis of website usage data
- communication skills for consultation with users and customers.

Required knowledge

- identification and overview knowledge of key provisions of relevant legislation from all levels of government that may affect aspects of business operations, such as:
 - anti-discrimination legislation
- ethical principles
 - codes of practice
 - privacy laws
 - Occupational Health and Safety
- basic principles of website design and maintenance
- online security issues.

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- website and its content continues to meet the requirements of the business after maintenance changes
- identification and resolution of faults, errors and/or complaints with website.

Context of and specific resources for assessment

Assessment must ensure:

- access to an actual workplace or simulated environment
- access to office equipment and networked computers
- documentation relating to analysis and strategies/policies for implementation.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third party workplace reports of on-the-job performance by the candidate
- review of authenticated documents from the workplace or training environment
- demonstration of techniques in a workplace or simulated environment.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- marketing units
- other information and communications technology units.

Range Statement

RANGE STATEMENT	
<p>The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.</p>	
<i>Feedback and data analysis</i> may include:	<ul style="list-style-type: none"> • feedback in relation to content, ease of navigations and appropriateness/usefulness of content • statistical data in relation to usage, including; <ul style="list-style-type: none"> • hits • page views • visits
<i>Offline information</i> may include:	<ul style="list-style-type: none"> • information available in other forms, such as; • brochures • databases • knowledge management systems • news letters • records systems
<i>Security procedures</i> may include:	<ul style="list-style-type: none"> • access protocols • password protected areas

Unit Sector(s)

Unit sector	
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Competency field

Competency field	Information and Communications Technology - E Business
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Co-requisite units

Co-requisite units		