



Australian Government

Department of Education, Employment and Workplace Relations

ICA WEB405A Monitor traffic and compile website traffic reports

Release: 1

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Modification History

Release	Comments
Release 1	This Unit first released with <i>ICAI1 Information and Communications Technology Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to monitor website traffic and compile traffic reports as specified.

Application of the Unit

This unit applies to information technology (IT) personnel responsible for the maintenance of websites.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement but users should confirm requirements with the relevant federal, state or territory authority.

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Element	Performance Criteria
<i>Elements describe the essential outcomes of a unit of competency.</i>	<i>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.</i>

Elements and Performance Criteria

1. Select web traffic monitoring tools	1.1 Identify and analyse available site-analysis software according to organisational requirements and website architecture 1.2 Choose and install the most suitable site-analysis software or internet service provider, according to vendor requirements 1.3 Identify the required report options according to organisational requirements and website architecture 1.4 Develop a traffic monitoring program
2. Monitor web traffic	2.1 Specify required traffic reports according to information requirements 2.2 Generate required traffic reports 2.3 Analyse reports to identify improvements to server and site performance 2.4 Apply forecasting methodologies to predict traffic peaks
3. Make recommendations for improvements	3.1 Recommend changes in hardware and software 3.2 Implement changes as directed 3.3 Continue traffic monitoring program as required

Required Skills and Knowledge

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

Required skills

- communication skills to liaise with clients and staff
- literacy skills to:
 - interpret standards and requirements
 - write technical reports
- numeracy skills to interpret website traffic statistics
- planning and organisational skills to develop a traffic monitoring program
- technical skills to use current:
 - webserver logfile analysis software
 - traffic tracking software
 - forecasting methodology for identifying traffic peaks.

Required knowledge

- problems and challenges that arise related to:
 - queues and bottlenecks
 - website security issues
- overview knowledge of:
 - Australian Computer Society Code of Ethics
 - website copyright and intellectual property requirements
 - features and functionality of network device drivers
 - features and functionality of network operating systems
 - queuing systems
 - server design and functionality
 - commonwealth Privacy Act 2000
 - website architecture
 - workload metrics
- features and functionality of commercially available:
 - log file analysis software
 - traffic tracking software.

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	<p>Evidence of the ability to:</p> <ul style="list-style-type: none"> • select and install site-analysis software or internet service provider (ISP) • generate and analyse traffic reports • recommend and implement changes as required.
Context of and specific resources for assessment	<p>Assessment must ensure access to:</p> <ul style="list-style-type: none"> • analysis software • ebusiness website • web server • appropriate learning and assessment support when required. <p>Where applicable, physical resources should include equipment modified for people with special needs.</p>
Method of assessment	<p>A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:</p> <ul style="list-style-type: none"> • direct observation of candidate monitoring website traffic • verbal or written questioning to assess candidate's knowledge of policy and procedures related to reporting and understanding website traffic, complex measurements and issues in the internet context • review of candidate's traffic report.
Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate.</p> <p>Assessment processes and techniques must be culturally appropriate, and suitable to the communication skill level, language, literacy and numeracy capacity of the candidate and the work being performed.</p> <p>Indigenous people and other people from a non-English speaking background may need additional support.</p> <p>In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.</p>

Range Statement

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.

<i>Software</i> may include:	<ul style="list-style-type: none"> • commercial • customised • in-house • packaged.
<i>Organisational requirements</i> may relate to:	<ul style="list-style-type: none"> • preventative maintenance and diagnostic policy • problem-solving processes • roles and technical responsibilities in the IT department • vendor and product service level support agreements • work environment.
<i>Information requirements</i> may include:	<ul style="list-style-type: none"> • agendas • letters • memos • minutes • other business documents required by the organisation.
<i>Hardware</i> may include:	<ul style="list-style-type: none"> • digital subscriber line (DSL) modems • modems or other connectivity devices • networks • personal computers • remote sites • servers • workstations.

Unit Sector(s)

Web