Australian Government

Department of Education, Employment and Workplace Relations

ICAS4200B Monitor traffic and compile website traffic reports

Release: 1

INDUSTRY SKILLS COUNCILS
Creating Australia's Future

ICAS4200B Monitor traffic and compile website traffic reports

Modification History

Not Applicable

Unit Descriptor

Unit descriptor	This unit defines the competency required to monitor website traffic and compile traffic reports as specified.
	The following units are linked and form an appropriate cluster:
	• ICAS4191B Maintain website performance
	• ICAT4186B Conduct operational acceptance tests of websites
	No licensing, legislative, regulatory or certification requirements apply to this unit at the time of publication.

Application of the Unit

Application of the unit	

Licensing/Regulatory Information

Refer to Unit Descriptor

Pre-Requisites

Prerequisite units		

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Employability Skills Information

Employability skills	This unit contains employability skills.

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.

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1. Select web traffic monitoring tools	1.1. Identify and analyse available site analysis *software* with reference to *organisational requirements* and website architecture
	1.2. Choose and install the most suitable site analysis *software* according to vendor requirements or alternatively choose the internet service provider services that will achieve the tasks required
	1.3. Identify the required report options with reference 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/site performance
	2.4. Apply forecasting methodologies to predict traffic peaks
3. Make recommendations for improvements	3.1. Recommend changes in *hardware* and/or *software*
	3.2. Implement changes as directed
	3.3. Continue traffic monitoring program as required

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE
This section describes the skills and knowledge required for this unit.
Required skills
• Use of current web server log file analysis software • Use of current traffic tracking software • Use of current forecasting methodology for identifying traffic peaks
Required knowledge
• Queues and bottlenecks • Server design and functionality • Features and functionality of network device drivers

REQUIRED SKILLS AND KNOWLEDGE

- Features and functionality of network operating systems
- Website architecture
- Website security issues
- Queuing systems
- Workload metrics
- Features and functionality of commercially available log file analysis software (e.g. GetStats, AccessWatch, WebReporter, Accrue Insight, RefStats, WebTrends)
- Features and functionality of commercially available traffic tracking software (e.g. I/PRO, Guestbook)
- Copyright and intellectual property
- The Commonwealth Privacy Act 2000.
- Australian Computer Society Code of Ethics

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: • Assessment must confirm the ability to monitor site traffic and compile traffic reports as specified. To demonstrate competency in this unit the learner will require access to: • Web server • E-business website • Analysis software
Context of and specific resources for assessment	Managing website reports should be done under supervision with a clearly defined range of contexts for ensuring security. The breadth, depth and complexity of knowledge and skills in this competency would cover a broad range of varied activities or application in a wider variety of contexts most of which are complex and non-routine. Leadership and guidance would be involved when organising activities of self and others as well as contributing to technical solutions of a non-routine or contingency nature. Assessment must ensure: • Performance of a broad range of skilled applications including the requirement to evaluate and analyse current practices, develop new criteria and procedures for performing current practices and provision of some leadership and guidance to others in the application and planning of the skills would be characteristic. • Applications may involve responsibility for, and

EVIDENCE GUIDE

	limited organisation of, others.
Method of assessment	The purpose of this unit is to define the standard of performance to be achieved in the workplace. In undertaking training and assessment activities related to this unit, consideration should be given to the implementation of appropriate diversity and accessibility practices in order to accommodate people who may have special needs. Additional guidance on these and related matters is provided in ICA05 Section 1.
	• Competency in this unit should be assessed using summative assessment to ensure consistency of performance in a range of contexts. This unit can be assessed either in the workplace or in a simulated environment. However, simulated activities must closely reflect the workplace to enable full demonstration of competency.
	• Assessment will usually include observation of real or simulated work processes and procedures and/or performance in a project context as well as questioning on underpinning knowledge and skills. The questioning of team members, supervisors, subordinates, peers and clients where appropriate may provide valuable input to the assessment process. The interdependence of units for assessment purposes may vary with the particular project or scenario.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example: • ICAS4191B Maintain website performance • ICAT4186B Conduct operational acceptance tests of websites An individual demonstrating this competency would be able to: • Demonstrate understanding of policies and procedures related to reporting and understanding website traffic, with theoretical knowledge of complex measurements and issues in the internet

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	context
	• Apply known solutions to a variety of predictable website problems and perform processes that require some discretion
	• Interpret available website information using discretion and judgement
	• Take responsibility for outputs in managing website monitoring
	• Maintain knowledge of industry products and services
	Additionally, an individual demonstrating this competency would be able to:
	• Demonstrate understanding of a broad knowledge base incorporating some theoretical concepts
	• Apply solutions to a defined range of unpredictable problems
	• Identify and apply skill and knowledge areas to a wide variety of contexts, with depth in some areas
	• Identify, analyse and evaluate information from a variety of sources
	• Take responsibility for own outputs in relation to specified quality standards
	• Take limited responsibility for the quantity and quality of the output of others

Range Statement

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.	
Organisational requirements may be in relation to:	• work environment • problem solution processes • preventative maintenance and diagnostic policy

RANGE STATEMENT	
	• roles and technical responsibilities in the IT department • vendor and product service-level support agreements
Software may include but is not limited to:	• commercial, in-house, packaged or customised software
Information requirements may include:	• memos • letters • minutes • agendas • other business documents required by the organisation
Hardware may include but is not limited to:	• workstations • personal computers • modems or other connectivity devices • networks • DSL modems • remote sites • servers

Unit Sector(s)

Unit sector	Support

Co-requisite units

Co-requisite units		

Competency field

Competency field	

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