



Australian Government

Department of Education, Employment and Workplace Relations

ICAWEB413A Optimise search engines

Release: 1

ICAWEB413A Optimise search engines

Modification History

Release	Comments
Release 1	This Unit first released with <i>ICA11 Information and Communications Technology Training Package version 1.0</i>

Unit Descriptor

This unit describes the performance outcomes, skills and knowledge required to implement search engine optimisation (SEO) techniques.

Application of the Unit

This unit applies to web designers who are responsible for:

- creating and implementing good internet-marketing practices
- optimising pages for search engine optimisation
- introducing web pages to search engines
- monitoring search engine performance
- making recommendations for keyword enhancements
- making recommendations for search engine marketing (SEM)
- making recommendations for social network marketing (SNM).

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. Analyse internet-marketing requirements	1.1 Determine main business of the website and keywords currently used on each page 1.2 Create keyword suggestion list for the website using online tools 1.3 Analyse best keywords for macro and sub keywords 1.4 Create recommendations for improved optimisation for image search optimisation (ISO), keyword density on web pages, keywords used in headings and heading levels and meta-elements and page tiles 1.5 Analyse pages and recommend sections for content 1.6 Analyse current website position in organic listings 1.7 Analyse current success of online advertising 1.8 Analyse current traffic analysis reports using online tools and web-hosting statistics 1.9 Analyse current success of social network marketing content
2. Prepare an internet marketing strategy report	2.1 Use detail from analysis to prepare a recommendation report for the client, covering the differences between search engine optimisation, search engine marketing and social network marketing 2.2 Make recommendations about search engines and social network media to target, based on volume of users 2.3 Make recommendations on a timeframe for expecting improved search engine results 2.4 Explain search terms 2.5 Make recommendations for the implementation of search engine optimisation and search engine marketing, including a summary of recommendations on methods to improve search engine rankings, both organic and pay per click (PPC)
3. Implement SEO strategy	3.1 Implement macro and sub keywords on pages 3.2 Implement keywords 3.3 Implement sections for content and back links from quality websites 3.4 Create online profiles for updating search engine data 3.5 Introduce website to major search engines
4. Review SEO	4.1 Determine current website position in organic listings 4.2 Review current success of online advertising with regard to

	website position 4.3 Evaluate current traffic analysis reports and compare to previous results
5. Prepare a client SEO result report	5.1 Analyse website statistics for <i>site reports and listings</i> 5.2 Compare current statistics with previous site reports and listings 5.3 Summarise findings and make further recommendations

Required Skills and Knowledge

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

Required skills

- analytical skills to assess current SEO against required results
- communication skills to:
 - create well-structured SEO client reports
 - make recommendations on SEO based on well-founded research
 - understand the client requirements
- literacy skills to:
 - select appropriate keywords
 - understand the underpinning concepts
 - use keywords in a meaningful and structured way related to content
- planning and organisational skills to:
 - analyse current SEO status and make recommendations
 - create a post project analysis report
 - implement an SEO strategy
- problem-solving skills to understand the SEO need
- learning skills to research and deploy current methods of SEO
- technical skills to:
 - integrate SEO into web documents
 - use social network media to advantage.

Required knowledge

- internet-marketing concepts, including:
 - search terms
 - keywords
 - keyword density
 - search engine ranking
 - search engine methods of assessing SEO
 - back links
 - social network media in context of SEO.

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 ability to: • successfully optimise pages for search engine optimisation • introduce web pages to search engines • monitor search engine performance • make recommendations for: • keyword enhancements • SEM • social network marketing.
Context of and specific resources for assessment	Assessment must ensure access to: • website files • file transfer protocol (FTP) • internet access • profiling tools • social network marketing logins • appropriate learning and assessment support when required. Where applicable, physical resources should include equipment modified for people with special needs.
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: • verbal or written questioning regarding internet marketing methods • review of report of internet marketing methods and best practices • analysis of enhancement of internet marketing to a current website.
Guidance information for assessment	Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, where appropriate. 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. Indigenous people and other people from a non-English speaking

	background may need additional support. In cases where practical assessment is used it should be combined with targeted questioning to assess required knowledge.
--	---

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.

Keywords may relate to:	• technique used to populate a web page with words used by internet users in search engine search terms • use of keywords: • keyword density • macro keywords • sub keywords.
Image search optimisation may include:	• alt attribute • image accessibility • image naming • image quality • text around the image.
Meta-elements:	• are HTML and XHTML elements used to provide structured metadata about a web page • may include: • keywords • language • page title • robots attribute.
Organic listings may include:	• listings in search engines that are not paid for.
Traffic analysis reports may include:	• Google Analytics • Google Webmaster Tools • traffic statistics found in web server log files.
Social network marketing may include:	• blogs • deviantArt • Facebook • Flickr • LinkedIn • MySpace • Twitter • wikis • YouTube.

<i>Search engine optimisation</i> may include:	• preparing a website so it lists effectively in organic search engine listings.
<i>Search engine marketing</i> may relate to:	• broader search engine marketing activities: • paid advertising • paid inclusion • paid placement of: • banner ads • paid directory listings • sponsored links.
<i>Search engine</i> may include:	• Bing • Google • Open Directory Project (ODP) • Yahoo.
<i>Search terms</i> may include:	• difference between a macro search and a sub search • how the major search engines rank web pages • website current position in search engine rankings benefit of using online tools to create profiles, such as Google Analytics, Google Webmaster Tools and WebStats for updating search engine data • use of quality back links.
<i>Pay per click (PPC)</i> may include:	• paying the host when ad is clicked • bidding for keywords.
<i>Keywords</i> may include:	• alt tags • web pages • headings and heading levels • metadata and page tiles • section the content and implement section headings as per current HTML specification.
<i>Site reports and listings</i> may include:	• advertising report • social network media access report • traffic analysis reports • website position in organic listings.

Unit Sector(s)

Web