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ICTWEB436 Monitor traffic and compile website traffic reports

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 6.0.

Application

This unit describes the skills and knowledge required to monitor and compile reports on website traffic and to compile traffic reports according to organisational requirements.

The unit applies to individuals who maintain websites.

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

Unit Sector

Web

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Elements describe the essential outcomes.	*Performance criteria describe the performance needed to demonstrate achievement of the element.*
1. Prepare to monitor website traffic	1.1 Identify and analyse available site-analysis software, according to organisational requirements and website architecture 1.2 Choose and install site-analysis software 1.3 Identify required report options according to organisational requirements and website architecture 1.4 Develop a traffic monitoring program
2. Monitor web traffic	2.1 Identify required traffic reports according to organisational requirements 2.2 Generate required traffic reports
3. Finalise and report on website traffic	3.1 Analyse reports and identify improvements to server and to site performance 3.2 Apply forecasting methodologies and predict traffic peaks 3.3 Recommend changes in site-specific hardware and software

ELEMENT	PERFORMANCE CRITERIA
	3.4 Implement changes according to traffic reports
	3.5 Continue traffic monitoring program, as required

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

SKILL	DESCRIPTION
Numeracy	• Evaluates and presents, numerical and statistical data, to inform decisions and actions
Reading	• Identify, analyse and evaluate a range of organisational documents and technical information
Writing	• Constructs a data collection tool, incorporating the timelines and information to be collected • Prepares a technical report using punctuation, language and layout and convey investigation results and recommendations
Teamwork	• Selects and uses applicable conventions and protocols when communicating in a range of familiar work contexts
Problem solving	• Monitors web server and site performance and suggests improvements using analytical thinking and diagnostic processes
Self-management	• Takes personal responsibility for following explicit and implicit organisational requirements applicable to own work
Technology	• Identifies and confirms purposes, specific functions and key features of common digital systems and tools and operates them according to traffic monitoring requirements

Unit Mapping Information

Supersedes and is equivalent to ICTWEB405 Monitor traffic and compile website traffic reports.

Links

Companion Volume Implementation Guide is found on VETNet - https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2