



Australian Government

Department of Education, Employment and Workplace Relations

SITXICT001A Build and launch a website for a small business

Revision Number: 1

SITXICT001A Build and launch a website for a small business

Modification History

Not applicable.

Unit Descriptor

Unit descriptor

This unit describes the performance outcomes, skills and knowledge required to build a basic website to meet business needs, including selecting a hosting service and appropriate web development software, planning the website structure and undertaking the actual construction of the site. It requires the technical skills and knowledge typically needed by a business that elects to develop its own site rather than access the services of IT professionals.

This unit satisfies the requirements of BSBEBUS506A Plan and develop a business website, in the Business Services Training Package. BSBEBUS506A has been customised to articulate the technical skills required for building a website and define the scope of skills and knowledge required.

Application of the Unit

Application of the unit

This unit describes a skill relevant to any business within the service industries and applies to the full range of industry sectors and environments. It is particularly relevant to those in small businesses who develop their own websites.

Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units Nil

Employability Skills Information

Employability skills The required outcomes described in this unit of competency contain applicable facets of employability skills. The Employability Skills Summary of the qualification in which this unit is packaged will assist in identifying employability skills requirements.

Elements and Performance Criteria Pre-Content

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

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
1 Plan website structure.	1.1 Develop website style and structure to suit the <i>business purpose</i> and intended target audience according to business website strategy. 1.2 Identify and include appropriate <i>features and capabilities</i> within the website structure. 1.3 Determine layout and navigation requirements in relation to appearance, readability, links and <i>ease of operation</i>. 1.4 Identify and apply accessibility requirements for website to ensure maximum accessibility.

ELEMENT**PERFORMANCE CRITERIA**

- | | |
|----------------------------|--|
| | 1.5 Document structure clearly and accurately to facilitate an efficient development process. |
| | 1.6 Develop and integrate appropriate interactive forms into the website structure to capture customer data. |
| | 1.7 Select authoring tools and software based on website requirements. |
| | 1.8 Identify and integrate website security requirements into the development process. |
| 2 Develop website content. | 2.1 Select and use business information to create website content according to business website strategy. |
| | 2.2 Define appropriate information for inclusion in interactive forms based on the purpose of the form. |
| | 2.3 Adapt information for inclusion on the web to ensure site is clear, scannable and readable. |
| | 2.4 Use language style and tone suited to business image to be conveyed and intended target audience. |
| | 2.5 Integrate content features into the website according to website structure and plan. |
| | 2.6 Check content for accuracy, currency and relevance according to website plan and purpose. |
| 3 Create website pages. | 3.1 Create a plan for website pages and active links to meet layout and navigation requirements. |
| | 3.2 Select page titles and key words to reflect business purpose and website content, and to assist access via search engines. |
| | 3.3 Improve page presentation by adding features to enhance web pages. |
| | 3.4 Develop linked web pages according to website plan, ensuring links are clearly named and unambiguous. |
| | 3.5 Use appropriate techniques to create interactive forms within website pages. |
| | 3.6 Create all pages to be consistent with site design specifications. |

ELEMENT	PERFORMANCE CRITERIA
4 Select and use a web hosting service.	4.1 Identify <i>relevant sources of information on web hosting options</i>. 4.2 Evaluate different web hosting services and select according to business and technical requirements. 4.3 Upload files to selected web hosting service according to technical requirements and business agreements.
5 Test and critically evaluate website.	5.1 Test website functions, processes and navigation to confirm operational status, appearance, accuracy and ease of operation. 5.2 Evaluate effectiveness of interactive forms to ensure that required sales data is collected for the business. 5.3 Evaluate website according to business website strategy to ensure it projects a business image suited to the e-business model. 5.4 Identify any problems, develop a range of strategies to solve them and select appropriate and sustainable solutions.

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the essential skills and knowledge and their level, required for this unit.

The following skills must be assessed as part of this unit:

- techniques for using colour and enhancing text within a website
- techniques for capture and manipulation of digital images and graphics, including insertion into a website
- writing skills to develop and review website content for diverse purposes and audiences.

The following knowledge must be assessed as part of this unit:

- general understanding of the internet and world wide web and their application and relevance to individual businesses
- current e-business environment for a particular business context
- general overview of different services and operation systems used by internet service providers
- general principles of website architecture and design
- role of a website in the marketing mix and ways in which the marketing effectiveness of a website can be enhanced
- key features of a marketing-oriented website
- general features of browsers, search engines and web crawlers, including how these impact on website design, decisions and meta-tags
- relationships between content and site design
- functions and features of micro-content elements such as headings, highlighted words and hyperlink text
- underlying impact of hypertext markup language (HTML) and cascading style sheets on site design
- features and uses of frames, forms and tables within a website
- privacy issues, codes of practice and legislative requirements in relation to the development of a website including:
 - OECD Guidelines for Consumer Protection in the Context of Electronic Commerce
 - World Wide Web Consortium (W3C) guidelines
 - copyright laws
 - defamation laws
 - privacy legislation and confidentiality requirements
 - intellectual property
 - legal and regulatory policies affecting e-business.

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, the range statement and the Assessment Guidelines for this Training Package.

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

Evidence of the following is essential:

- ability to build a website to meet a specific business need through the integration and application of appropriate business and technical skills
- knowledge of the key features and functions to be incorporated into a business website.

Context of and specific resources for assessment

Assessment must ensure:

- demonstration of skills using current equipment, software and authoring tools to develop a business website to meet a particular business need.

EVIDENCE GUIDE

Methods of assessment

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

- evaluation of a website developed by the candidate through testing of the site against key criteria
- oral or written questioning to assess knowledge of functions, features, security requirements, ISP services and website design requirements
- review of portfolios of evidence and third -party workplace reports of on -the -job performance by the candidate.

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

- BSBEBUS604A Develop a business website strategy
- BSBEBUS507A Manage the business aspects of a website.

Assessing employability skills

Employability skills are integral to effective performance in the workplace and are broadly consistent across industry sectors. How these skills are applied varies between occupations and qualifications due to the different work functions and contexts.

Employability skills embedded in this unit should be assessed holistically with other relevant units that make up the skill set or qualification and in the context of the job role.

BSBITU301A Create and use databases

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 in the performance criteria is detailed below.

- Business purpose*** may include:
- promotion
 - sales
 - contracting and procurement
 - auctions
 - provision of information
 - collaboration
 - support to multiple businesses
 - change to supply chain integration
 - electronic payments
 - consultancy services
 - certification.

RANGE STATEMENT

Website ***features and capabilities*** may involve:

- marketing features
- legal requirements
- privacy and confidentiality requirements
- security requirements
- authentication facility or link
- customer service requirements
- shopping cart facilities
- electronic payment facilities
- online catalogues and brochures
- knowledge bases
- frequently asked questions (FAQs)
- thumbnails
- active links
- navigation buttons
- colour, sound, video, images and graphics
- downloadable files
- search facility
- facility of user feedback on content and operation of website
- text and tags in HTML
- cut down versions of web pages in wireless markup language (WML) for access by wireless application protocol (WAP) telephones.

Ease of operation may include:

- homepage download time
- time to download files
- difficulty in navigation.

Authoring tools and software may include a wide range of text editors and commercial applications such as:

- WordPad
- Notepad
- FrontPage
- Dreamweaver
- Adobe Photoshop.

RANGE STATEMENT

Security requirements may include:

- password protection
- limited viewing of rates
- limited downloading of images or image encoding
- payment mechanism.

Content features may include:

- knowledge bases
- products and services
- catalogues and brochures
- thumbnails
- FAQs
- company profile
- staff profiles
- business history
- client testimonials
- published materials.

Page presentation may include:

- animated sequences
- sound
- movie sequence
- plug ins
- downloadable files
- use of bold, italics, subscript, superscript and strikethrough
- different fonts and font sizes
- colour
- images, e.g. photographs and graphics
- bulleted or numbered lists
- tables
- interactive forms for bookings or enquiries.

Features to enhance web pages may include use of:

- frames
- colour
- photographic images
- graphics
- text enhancement.

RANGE STATEMENT

Linked pages may include:

- relative links: between a page and the home page
- fully qualified uniform resource locator (URL) link: to a page on another website.

Relevant sources of information on web hosting options may include:

- internet service providers (ISPs)
- industry associations
- IT media reviews and articles.

Unit Sector(s)

Sector

Cross-Sector

Competency field

Competency field

Computer Operations and ICT Management