



Australian Government

SITXICT401 Build and launch a small business website

Release 1

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Modification History

The version details of this endorsed unit of competency set are in the table below. The latest information is at the top.

Version	Comments
1.0	E Replaces and is equivalent to SITXICT001A Build and launch a website for a small business. Title simplified.

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 actual construction of the site. It requires technical skills and knowledge typically needed by a business that elects to develop its own site rather than access the services of IT professionals.

Application of the Unit

This unit applies to all industry sectors, and is particularly relevant to small businesses that develop their own websites. People undertaking this role work independently or with limited guidance. Depending on the business context, this could include owner-operators.

Licensing/Regulatory Information

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

Pre-Requisites

Not applicable.

Employability Skills Information

This unit contains employability skills.

Elements and Performance Criteria Pre-Content

Elements and Performance Criteria

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.

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|---------------------------------|--|
| 1. Plan website structure. | <ul style="list-style-type: none"> 1.1 Develop website style and structure to suit business purpose and intended target audience. 1.2 Identify and include appropriate <i>features and capabilities</i> in website structure. 1.3 Determine layout and navigation requirements for appearance, readability, links and <i>ease of operation</i>. 1.4 Ensure maximum site accessibility. 1.5 Clearly document structure to facilitate efficient development. 1.6 Develop and integrate appropriate interactive forms into website structure to capture customer data. 1.7 Select <i>authoring tools and software</i> based on website requirements. 1.8 Identify and integrate website <i>security requirements</i>. |
| 2. Develop website content. | <ul style="list-style-type: none"> 2.1 Select and use business information to create website content. 2.2 Define information for inclusion in interactive forms based on purpose of the form. 2.3 Adapt information for inclusion to ensure site is clear, scannable and readable. 2.4 Use language, style and tone suited to business image and intended target audience. 2.5 Integrate <i>content features</i> according to website structure. 2.6 Check content for accuracy, currency and relevance. |
| 3. Create website pages. | <ul style="list-style-type: none"> 3.1 Create plan for website pages and active links to meet layout and navigation requirements. 3.2 Select page titles and key words that reflect business purpose and website content, and to assist access via search engines. 3.3 Improve <i>page presentation</i> by adding <i>features</i>. 3.4 Develop <i>linked web pages</i> according to website plan, ensuring links are clearly named and unambiguous. 3.5 Use appropriate techniques to create interactive forms. 3.6 Create pages consistent with site design specifications. |
| 4. Select and use a web hosting | <ul style="list-style-type: none"> 4.1 Identify sources of information on web hosting options. 4.2 Evaluate and select web hosting services according to business |

- service.
- 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 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 problems, develop a range of strategies to solve them and select appropriate and sustainable solutions.

Required Skills and Knowledge

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

Required skills

- critical thinking skills to evaluate potentially complex business and technical information
- literacy skills to:
 - read and interpret a wide range of sometime complex information on unfamiliar topics
 - develop written and visual website content
- numeracy skills to work with numerical features of authoring tools
- planning and organising skills to coordinate multiple elements involved in developing a business website
- problem-solving skills to identify and respond to technical website challenges at a non-specialist level
- technology skills to use the features of commercially available authoring tools.

Required knowledge

- current e-business environment for a particular business context
- 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
- 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
- techniques for using colour and enhancing text within a website
- techniques for manipulation of digital images and graphics, including insertion into a website
- 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 website development, including:
 - Organisation for Economic Cooperation and Development (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 considerations

- legal and regulatory policies affecting e-business.

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:

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

Context of and specific resources for assessment

Assessment must ensure use of:

- a real or simulated operation, product or service for which the individual can build and launch a website
- current information and communications technology, including software and authoring tools.

Method 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 individual through testing of the site against key criteria
- oral or written questioning to assess knowledge of functions, features, security requirements, Internet service provider (ISP) services and website design requirements
- review of portfolios of evidence and third-party workplace reports of on-the-job performance by the individual.

Guidance information for assessment

The assessor should design integrated assessment activities to holistically assess this unit with other units relevant to the industry sector, workplace and job role, for example:

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

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.

Website *features and capabilities* may involve:

- active links
- authentication facility or link
- colour, sound, video, images and graphics
- customer service requirements
- cut down versions of web pages in Wireless Markup Language (WML) for access by Wireless Application Protocol (WAP) telephones
- downloadable files
- electronic payment facilities
- facility of user feedback on content and operation of website
- legal requirements
- marketing features
- navigation buttons
- privacy and confidentiality requirements
- search facility
- security requirements
- shopping cart facilities
- text and tags in HTML
- thumbnails.

Ease of operation may include:

- navigation
- download time
- time to download files.

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

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

Security requirements may include:

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

Content features may include:

- business history and profile
- catalogues and brochures

Page presentation may include:

- client testimonials
- Frequently Asked Questions (FAQs)
- products and services
- published materials
- staff profiles
- thumbnails.
- animated sequences
- bulleted or numbered lists
- colour
- downloadable files
- fonts and font sizes
- images, e.g. photographs and graphics
- interactive forms for bookings or enquiries
- movie sequence
- plug ins
- sound
- tables.

Features to enhance web pages may include use of:

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

Linked web pages may include:

- fully qualified Uniform Resource Locator (URL) link to a page on another website
- relative links, between a page and the home page.

Unit Sector(s)

Cross-Sector

Competency Field

Computer Operations and ICT Management