



Australian Government

Assessment Requirements for BSBMG525

Design effective web search responses

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 2.0.

Performance Evidence

Evidence of the ability to:

- undertake an audit of web search history
- specify client requirements and target audience for web search
- select a search environment to engage the needs of a target audience
- optimise a web page to improve targeted organic web search results
- implement web search using a paid keywords strategy
- assess web analytics to report on web search effectiveness.

Note: If a specific volume or frequency is not stated, then evidence must be provided at least once.

Knowledge Evidence

To complete the unit requirements safely and effectively, the individual must:

- identify and compare the types of current web search and associated engines
- list the parameters to consider when targeting web search effectiveness
- describe the methods, tools and techniques used in search engine optimisation.

Assessment Conditions

Assessment must be conducted in a safe environment where evidence gathered demonstrates consistent performance of typical activities experienced in the marketing communications field of work and include access to:

- relevant legislation and regulations
- communications equipment and technology
- relevant workplace documentation and resources
- case studies or, where possible, real situations
- industry software packages and apps (where applicable).

Assessors of this unit must satisfy the requirements for assessors in applicable vocational education and training legislation, frameworks and/or standards.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=11ef6853-ceed-4ba7-9d87-4da407e23c10>