



Australian Government

BSBMKG525 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.

Application

This unit describes the skills and knowledge required to identify, specify, optimise, monitor and evaluate web search.

It applies to individuals working in a variety of marketing communication occupational roles who have responsibility for implementing and monitoring search engine optimisation (SEO) for a client.

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

Unit Sector

Business Development – Marketing

Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
<i>Elements describe the essential outcomes.</i>	<i>Performance criteria describe the performance needed to demonstrate achievement of the element.</i>
1. Identify client requirements	1.1 Identify and clarify client objectives and expectations 1.2 Audit prior search experience for insights and trends 1.3 Determine target audience for search responses 1.4 Recognise and incorporate search requirements within current legislation, regulation and organisational policy
2. Determine search environment	2.1 Determine preferred search focus across content types and geographic location 2.2 Review, evaluate and select preferred search engines that best meet requirements 2.3 Analyse target audience needs, expectations and usage patterns

ELEMENT	PERFORMANCE CRITERIA
	2.4 Determine the costs and benefits associated with ‘paid’ versus ‘organic’ search for the target audience
3. Optimise search	3.1 Implement site code to instruct and optimise robots, crawlers and indexing for search effectiveness 3.2 Undertake URL submission where required by selected engines 3.3 Design and incorporate a targeted keyword taxonomy 3.4 Enhance page and application design, tags, links and metadata to attract effective search results 3.5 Regularly create and update unique page content 3.6 Practise appropriate ‘white hat’ techniques to the exclusion of ‘black hat’ deception
4. Monitor and evaluate search effectiveness	4.1 Register and regularly review performance with a web analytics service 4.2 Track page rank using suitable technologies 4.3 Monitor and identify gaps in search performance against requirements and adjust as necessary 4.4 Evaluate and report on web search effectiveness within the target audience

Foundation Skills

This section describes language, literacy, numeracy and employment skills incorporated in the performance criteria that are required for competent performance.

Skill	Performance Criteria	Description
Reading	1.1-1.4, 2.1, 2.2, 4.1-4.4	- Recognises and interprets textual information to establish job requirements from relevant information - Identifies, analyses and evaluates complex textual information to determine legislative and regulatory requirements, trends and outcomes
Writing	1.1, 1.2, 3.1-3.5, 4.4	Integrates information from a number of sources to develop material that supports purposes and format of documentation using suitable grammatical structure and clear, logical language
Oral	1.1	Participates in discussions using listening and questioning to elicit the views of others and to clarify

Communication		or confirm understanding
Numeracy	1.2, 2.3, 2.4, 3.6, 4.2-4.4	- Interprets and analyses data from a range of sources - Analyses data to effectively inform decisions on appropriateness and cost - Uses coding to test the system and improve security
Navigate the world of work	1.4, 4.3	Adheres to legal and regulatory responsibilities, and job requirements relevant to own work
Interact with others	1.1, 3.2, 4.1, 4.4	Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information
Get the work done	1.1-1.4, 2.1-2.4, 3.1-3.6, 4.1-4.4	- Plans processes and organises information to manage workload and address issues as they arise - Makes decisions by systematically analysing information, identifying and evaluating options against set criteria, and choosing the most appropriate option - Evaluates outcomes of decisions to identify and report on opportunities for improvement - Uses a range of technologies to optimise outcomes and extend possibilities

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
BSBMKG525 Design effective web search responses	Not applicable	New unit	No equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for BSBMKG525 Design effective web search responses

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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

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