



Australian Government

Assessment Requirements for BSBMKG535 Devise a search engine optimisation strategy

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with BSB Business Services Training Package Version 3.0.

Performance Evidence

Evidence of the ability to:

- identify client objectives and target audience
- analyse and document search engine behaviour of target audience
- select a search environment to engage the needs of target audience
- optimise a web page to improve targeted organic web search results
- 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

The candidate must be able to demonstrate the following knowledge to effectively complete the tasks outlined in the elements and performance criteria of this unit, and to manage tasks and reasonably foreseeable contingencies in the context of the work role.

- Key features of current web search engine applications/platforms
- Key parameters to consider when targeting web search effectiveness
- Key features of the methods, tools and techniques used in search engine optimisation
- Key features of 'black hat' and 'white hat' search engine optimisation techniques
- Key features of relevant organisational policies and procedures.

Assessment Conditions

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

- industry technology, including digital devices, applications, and digital platforms
- communications equipment and technology

- relevant workplace documentation and resources – including relevant policies and procedures
- case studies or, where possible, real situations.

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