



Australian Government

BSBMKG535 Devise a search engine optimisation strategy

Release: 1

BSBMKG535 Devise a search engine optimisation strategy

Modification History

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

Application

This unit describes the skills and knowledge required to develop a strategy to improve a website's position in web search engine organic results.

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

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. Research web search environment	1.1 Identify and clarify client objectives, expectations and target audience 1.2 Review, evaluate and select search engine platforms/applications that most align to client requirements 1.3 Conduct research to determine search terms that are being used by current and prospective customers to find similar products/brands 1.4 Analyse target audience needs, expectations and usage patterns 1.5 Evaluate costs and likely benefits associated with paid search engine marketing compared with organic search engine optimisation 1.6 Document findings and any discernible trends and present to relevant personnel in accordance with organisational policies and

ELEMENT	PERFORMANCE CRITERIA
	procedures
2. Optimise search engine visibility	2.1 Apply site code to instruct and optimise robots, crawlers and indexing for search effectiveness 2.2 Directly submit website URL to selected search engine, where relevant, to increase visibility 2.3 Design and implement a targeted keyword taxonomy that aligns to target audience behaviour 2.4 Devise and implement strategies to enhance page and application design, tags, links and metadata to attract effective search results 2.5 Regularly create and update unique page content 2.6 Identify appropriate 'white hat' techniques and distinguish these from 'black hat' deceptive techniques
4. Monitor and evaluate effectiveness of search engine visibility	4.1 Register and regularly review performance of search engine visibility with a web analytics service 4.2 Track page rank using appropriate technologies in accordance with organisational policies and procedures 4.3 Monitor and identify gaps in search performance against requirements and make adjustments as necessary 4.4 Evaluate, report on web search effectiveness, and deliver to relevant personnel

Foundation Skills

This section describes those language, literacy, numeracy and employment skills that are essential to performance but not explicit in the performance criteria.

Skill	Description
Reading	- 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	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	Participates in discussions using listening and questioning techniques to elicit the views of others and to clarify or confirm

Communication	understanding
Numeracy	• Interprets and analyses data from a range of sources • Analyses data to effectively inform decisions on appropriateness and cost • Uses coding to test systems and improve security
Navigate the world of work	• Adheres to legal and regulatory responsibilities, and job requirements relevant to own work
Interact with others	• Selects and uses appropriate conventions and protocols when communicating with internal and external stakeholders to seek or share information
Get the work done	• 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
BSBMKG535 Devise a search engine optimisation strategy	BSBMKG525 Design effective web search responses	Updates to title, elements, performance criteria and assessment requirements	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 BSBMKG535 Devise a search engine optimisation strategy

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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

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