



Australian Government

Assessment Requirements for ICTWEB413 Optimise search engines

Release: 1

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Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 1.0.

Performance Evidence

Evidence of the ability to:

- analyse internet marketing requirements
- prepare and implement, an internet search engine marketing strategy
- monitor search engine performance
- make recommendations for:
 - keyword enhancements
 - search engine marketing (SEM)
 - social network marketing (SNM).

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:

- describe internet marketing methods and best practices, including:
 - search terms
 - keywords
 - keyword density
 - search engine ranking
 - search engine methods of assessing search engine optimisation (SEO)
 - back links
 - social network media in the context of SEO
- analyse and interpret, the internet marketing strategy of a website.

Assessment Conditions

Gather evidence to demonstrate consistent performance in conditions that are safe and replicate the workplace. Noise levels, production flow, interruptions and time variances must be typical of those experienced in website technologies field of work, and include access to the:

- website files
- file transfer protocol (FTP)
- internet
- profiling tools
- social network marketing logins.

Assessors must satisfy NVR/AQTF assessor requirements.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.education.gov.au/Pages/TrainingDocs.aspx?q=a53af4e4-b400-484e-b778-71c9e9d6aff2>