



Australian Government

ICTWEB413 Optimise search engines

Release: 1

ICTWEB413 Optimise search engines

Modification History

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

Application

This unit describes the skills and knowledge required to create and implement, good internet-marketing practices using search engine optimisation (SEO) techniques, including introducing web pages to search engines, and monitoring search engine performance.

It applies to individuals who make recommendations and monitor keyword enhancements, search engine marketing (SEM) and social network marketing (SNM).

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

Unit Sector

Web

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. Analyse internet-marketing requirements	1.1 Determine the main business of the website, and the keywords currently used on each page 1.2 Create a keyword suggestion list for the website, using online tools 1.3 Analyse the best keywords for macro and sub-keywords 1.4 Create recommendations for improved optimisation for image search optimisation (ISO), keyword density on web pages, and keywords used in headings and heading levels meta-elements and page tiles 1.5 Analyse the pages, and recommend sections for content

ELEMENT	PERFORMANCE CRITERIA
	1.6 Analyse the current website position in organic listings 1.7 Analyse the current success of online advertising 1.8 Analyse current traffic analysis reports, using online tools and the web-hosting statistics 1.9 Analyse the current success of the social network marketing content
2. Prepare an internet marketing strategy report	2.1 Use detail from the analysis to prepare a recommendation report for the client, covering the differences between search engine optimisation, search engine marketing, and social network marketing 2.2 Make recommendations about search engines and social network media to the target, based on the volume of users 2.3 Make recommendations regarding a timeframe for expecting improved search engine results 2.4 Explain the search terms 2.5 Make recommendations for the implementation of search engine optimisation, and search engine marketing, including a summary of recommendations on the methods to improve search engine rankings, both organic and pay per click (PPC)
3. Implement the SEO strategy	3.1 Implement the macro and sub-keywords on pages 3.2 Implement keywords 3.3 Implement the sections for content, and back links from quality websites 3.4 Create online profiles for updating search engine data 3.5 Introduce the website to major search engines
4. Review the SEO	4.1 Determine current website position in organic listings 4.2 Review the current success of online advertising with regard to the website's position 4.3 Evaluate current traffic analysis reports, and compare these with previous results
5. Prepare a client SEO result report	5.1 Analyse website statistics, for site reports and listings 5.2 Compare current statistics with previous site reports and listings 5.3 Summarise the findings, and make further recommendations

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, 1.3, 1.4, 1.5, 1.6, 1.7, 1.8, 1.9, 4.3, 5.1, 5.2	Critically analyses complex documentation from a variety of sources, and consolidates the information relating to specific criteria, to determine requirements
Writing	1.2, 1.4, 1.5, 2.1, 2.2, 2.3, 2.4, 2.5, 3.2, 3.4, 3.5, 5.1, 5.3	Accurately records and completes organisational documents, and correspondence, using clear language and the correct spelling, grammar and terminology
Oral Communication	1.1, 2.2, 2.3, 2.4, 2.5, 5.3	Uses collaborative and inclusive techniques, including active listening and questioning, and the reading of verbal and non-verbal signals, to convey and clarify information, and to confirm understanding
Numeracy	2.2, 2.3, 5.1, 5.2	- Interprets statistical information, and compares information, to measure usage and prepare client reports - Uses mathematical calculations to estimate timeframes for improved search engine results
Get the work done	1.1-1.9, 3.1-3.5	- Takes responsibility for planning, sequencing and prioritising tasks and own workload, for efficiency and effective outcomes - Addresses less predictable problems and initiates standard procedures in response to these problems, applying problem-solving processes to determine a solution - Contributes to continuous improvement of current work, by applying basic principles of analytical and lateral thinking - Uses familiar digital technologies and systems to access information, search and enter data and code, present information and communicate with others

Unit Mapping Information

Code and title current version	Code and title previous version	Comments	Equivalence status
ICTWEB413 Optimise search engines	ICAWEB413A Optimise search engines	Updated to meet Standards for Training Packages	Equivalent unit

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for ICTWEB413 Optimise search engines

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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

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