



Australian Government

ICTWEB436 Monitor traffic and compile website traffic reports

Release: 1

ICTWEB436 Monitor traffic and compile website traffic reports

Modification History

Release	Comments
Release 1	This version first released with ICT Information and Communications Technology Training Package Version 6.0.

Application

This unit describes the skills and knowledge required to monitor and compile reports on website traffic and to compile traffic reports according to organisational requirements.

The unit applies to individuals who maintain websites.

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. Prepare to monitor website traffic	1.1 Identify and analyse available site-analysis software, according to organisational requirements and website architecture 1.2 Choose and install site-analysis software 1.3 Identify required report options according to organisational requirements and website architecture 1.4 Develop a traffic monitoring program
2. Monitor web traffic	2.1 Identify required traffic reports according to organisational requirements 2.2 Generate required traffic reports
3. Finalise and report on website traffic	3.1 Analyse reports and identify improvements to server and to site performance 3.2 Apply forecasting methodologies and predict traffic peaks 3.3 Recommend changes in site-specific hardware and software

ELEMENT	PERFORMANCE CRITERIA
	3.4 Implement changes according to traffic reports 3.5 Continue traffic monitoring program, as required

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
Numeracy	Evaluates and presents, numerical and statistical data, to inform decisions and actions
Reading	Identify, analyse and evaluate a range of organisational documents and technical information
Writing	- Constructs a data collection tool, incorporating the timelines and information to be collected - Prepares a technical report using punctuation, language and layout and convey investigation results and recommendations
Teamwork	Selects and uses applicable conventions and protocols when communicating in a range of familiar work contexts
Problem solving	Monitors web server and site performance and suggests improvements using analytical thinking and diagnostic processes
Self-management	Takes personal responsibility for following explicit and implicit organisational requirements applicable to own work
Technology	Identifies and confirms purposes, specific functions and key features of common digital systems and tools and operates them according to traffic monitoring requirements

Unit Mapping Information

Supersedes and is equivalent to ICTWEB405 Monitor traffic and compile website traffic reports.

Links

Companion Volume Implementation Guide is found on VETNet -

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

Assessment Requirements for ICTWEB436 Monitor traffic and compile website traffic reports

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Performance Evidence

The candidate must demonstrate the ability to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including evidence of the ability to:

- select and install a site-analysis software and an internet service provider (ISP) according to organisational and vendor requirements and website architecture
- generate and analyse at least two different traffic reports.

In the course of the above, the candidate must:

- recommend and implement changes from traffic reports.

Knowledge Evidence

The candidate must be able to demonstrate knowledge to complete the tasks outlined in the elements, performance criteria and foundation skills of this unit, including knowledge of:

- problems and challenges arising with an organisation website related to:
 - data queues and bottlenecks
 - website security
 - website copyright and intellectual property requirements
- the process of monitoring website traffic, including:
 - functionality of network device drivers
 - functionality of network operating systems
 - queuing systems
 - website architecture
 - workload metrics
 - server design and functionality
- the features and functionality of commercially available drivers, software and systems, including:
 - log file analysis software

- traffic tracking software
- network device drivers
- network operating systems
- queuing systems
- forecasting methodologies relevant to monitoring and reporting on website traffic
- organisational policies and guidelines applicable to monitoring and reporting on website traffic.

Assessment Conditions

Skills in this unit must be demonstrated in a workplace or simulated environment where the conditions are typical of those in a working environment in this industry.

This includes access to:

- analysis software
- web servers and website
- required hardware, software and digital devices.

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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