



Australian Government

Assessment Requirements for ICTWEB443 Implement search engine optimisations

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 6.0.

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:

- conduct analysis and review two existing websites and create optimisation plans for each, according to business requirements.

In the course of the above, the candidate must:

- analyse website performance
- make recommendations according to analysis performed
- prepare and implement, an internet search engine marketing strategy according to website analysis and business requirements
- monitor search engine performance and compare these with previous results.

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:

- internet marketing methods and 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
- how search engines work
- recommendations in optimising the following:
 - image search optimisation (ISO)

- keyword density on web pages
- keywords used in headings and heading levels meta-elements and page tiles
- a website's internet marketing strategy
- performance budgets, including loading speeds and ways to optimise speed to load
- keyword research methodology including
 - surveys
 - focus groups
 - social media listening platforms
 - statistical analysis
 - research professionals
- search engine traffic sources
- the differences between paid and organic searches
- SEO and website metrics
- mobile friendly websites.

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:

- website files
- file transfer protocol (FTP)
- internet
- profiling tools
- required SEO software
- client requirements documentation
- social network marketing logins
- applicable online tools, reports and web hosting statistics.

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 Guide is found on VETNet -

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