



Australian Government

ICTWEB443 Implement search engine optimisations

Release: 1

ICTWEB443 Implement search engine optimisations

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 implement industry standard internet-marketing practices using search engine optimisation (SEO) techniques, including introducing web pages to search engines and monitoring search engine performance.

The unit 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 Define overall SEO goals and target audiences and set objectives in accordance with business requirements 1.2 Record and analyse traffic to site using online tools, reports and web-hosting statistics 1.3 Create a keyword suggestion list through keyword research and compile and categorise keywords using online tools, considering macro and sub-keywords 1.4 Identify and discuss gaps, opportunities and areas of potential optimisation, through page and website position analysis and create recommendations accordingly
2. Prepare an internet marketing strategy	2.1 Prepare a client recommendation report, covering differences between search engine optimisation, search engine marketing

ELEMENT	PERFORMANCE CRITERIA
report	and social network marketing using detail from analysis 2.2 Make recommendations about search engines and social network media, based on volume of users 2.3 Develop action plan and timeframe, including goals, recommendations, priorities, schedules, allocation of roles and responsibility 2.4 Explain search terms to required personnel 2.5 Make recommendations on implementation of search engine optimisation, search engine marketing and search engine ranking improvement methods
3. Implement and review SEO strategy	3.1 Implement keywords, content sections and short tail and long tail keywords on pages 3.2 Implement the sections for content, and back links from quality websites 3.3 Create online profiles for updating search engine data 3.4 Introduce website to major search engines 3.5 Measure SEO performance, including website position 3.6 Evaluate traffic analysis reports and compare these with previous results 3.7 Summarise findings and make further recommendations

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	Critically analyses complex documentation from a variety of sources and consolidates information relating to specific criteria and determines requirements
Writing	Records and completes organisational documents and correspondence, using plain English, required spelling, grammar and terminology
Oral Communication	Convey and clarifies information and confirms interpretation using collaborative and inclusive techniques, including active listening and questioning and reading of verbal and non-verbal signals
Numeracy	- Measures usage and prepares client reports by interpreting statistical information and comparing information - Estimates improved search engine timeframe results using mathematical calculations using mathematical calculations

SKILL	DESCRIPTION
Self-management	• Takes responsibility for planning, sequencing and prioritising tasks and own workload • Contributes to continuous improvement of work by applying basic principles of analytical and lateral thinking
Problem-solving	• Addresses less predictable problems and initiates standard procedures in response to these problems and determines a solution by applying problem-solving processes
Technology	• Uses familiar digital technologies and systems to access information, search and enter data and code, present information and communicate with others

Unit Mapping Information

Supersedes and is equivalent to ICTWEB413 Optimise search engines.

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 ICTWEB443 Implement search engine optimisations

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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:

- 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

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