



**Australian Government**

# **SIRXOSM005 Develop a basic website for customer engagement**

**Release: 2**

# **SIRXOSM005 Develop a basic website for customer engagement**

## **Modification History**

- Release 2.      Supersedes and is equivalent to Release 1. SIRXOSM005 Develop a basic website for customer engagement. Minor changes. Correction to PC numbering.
- Release 1.      New unit. No equivalent unit.

## **Application**

This unit describes the performance outcomes, skills and knowledge required to plan and build a basic website suited to organisation purposes and customer requirements. It requires the ability to plan and develop both the structure and content for the site, and to test and evaluate the site before it goes live.

It covers those skills needed by an organisation that chooses to develop its own site, using website building platforms, rather than using the services of information technology specialists.

It applies to individuals who work independently or with limited guidance from others, including senior operational personnel, business unit managers and, particularly to small business owner operators.

This unit applies to self-employed individuals, and owners and employees of any type of organisation including commercial, not-for-profit and government organisations.

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

## **Pre-requisite Unit**

Nil

## **Competency Field**

Online and Social Media

## **Unit Sector**

Cross-Sector

## Elements and Performance Criteria

### ELEMENTS

*Elements describe the essential outcomes*

#### 1. Plan website structure.

#### 2. Develop website content.

### PERFORMANCE CRITERIA

*Performance criteria describe the performance needed to demonstrate achievement of the element.*

1.1. Determine website purpose, structure and style to suit target customer audience requirements.

1.2. Identify required functions, capabilities and security requirements which meet website purpose.

1.3. Determine need for interactive forms and functions to capture customer information and maximise customer interaction.

1.4. Plan layout and navigation flow for appearance, readability, links and ease of use.

1.5. Document structure to facilitate efficient development.

1.6. Research and select website building software applications and hosting services based on website requirements.

1.7. Identify current and future website functionality, and compatibility of software applications to ensure add-ons can be achieved.

2.1. Select and evaluate information to create relevant website content consistent with organisational policy for information that can be publicly shared

2.2. Design interactive forms and user functionality to capture required information.

2.3. Create and utilise a list of key words to promote and ensure search engine optimisation.

2.4. Use language, style and tone suited to organisational brand, image and target audience.

2.5. Select non-text content features to complement website text.

2.6. Check content for accuracy, currency and relevance.

3. Create website pages.
  - 3.1. Utilise functions and templates provided by website building software to create pages and effective navigation.
  - 3.2. Select page titles and key words that reflect purpose and can be easily understood by audience.
  - 3.3. Utilise key words throughout site to maximise traffic to website and targeted content.
  - 3.4. Incorporate non-text content features to enhance page presentation.
  - 3.5. Create interactive forms and functions to capture customer information and maximise interaction.
  - 3.6. Develop linked webpages and ensure links are clearly named and unambiguous.
  - 3.7. Use consistent design features across all pages for ease of readability and navigation.
  - 3.8. Upload files to web hosting service according to technical requirements.
4. Test and critically evaluate website before site goes live.
  - 4.1. Test all website functions and navigation to confirm operational status and ease of use.
  - 4.2. Test useability of interactive forms and functions.
  - 4.3. Check accuracy of content and evaluate design for appeal and match to organisation image.
  - 4.4. Run test searches to ensure key words are driving traffic to the site and targeted content.
  - 4.5. Adjust content, design, key words and navigation flow to ensure website is fit for purpose and meets organisation image requirements.

## Foundation Skills

*Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.*

### SKILLS

### DESCRIPTION

Reading skills to:

- interpret unfamiliar jargon and directions of different

|                                    |                                                                                                                                                                                                                                                                                                                                                                                               |
|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | complexity found website platform building software                                                                                                                                                                                                                                                                                                                                           |
| Writing skills to:                 | <ul style="list-style-type: none"><li>• interpret the intent of and extract relevant content from organisational documents.</li><li>• produce cohesive website content using clear and detailed language suitable for purpose and audience</li><li>• create content of online forms to elicit the required information using relevant headings and questions in a logical sequence.</li></ul> |
| Planning and organising skills to: | <ul style="list-style-type: none"><li>• coordinate multiple elements involved in developing a website in a logical and time efficient sequence.</li></ul>                                                                                                                                                                                                                                     |
| Self-management skills to:         | <ul style="list-style-type: none"><li>• critically evaluate own work to improve website content and functionality</li><li>• take responsibility for development of website from information collection through to evaluation before site goes live.</li></ul>                                                                                                                                 |

## Unit Mapping Information

|            |                                                                                                                                                   |
|------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Release 2. | Supersedes and is equivalent to Release 1. SIRXOSM005 Develop a basic website for customer engagement. Minor changes. Correction to PC numbering. |
| Release 1. | New unit. No equivalent unit.                                                                                                                     |

## Links

Companion Volume Implementation Guide -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>

# Assessment Requirements for SIRXOSM005 Develop a basic website for customer engagement

## Modification History

- Release 2. Supersedes and is equivalent to Release 1. SIRXOSM005 Develop a basic website for customer engagement. Minor changes. Correction to PC numbering.
- Release 1. New unit. No equivalent unit.

## Performance Evidence

Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

- plan for and build one basic website, to the point of publication, suited to identified purpose and customer requirements
- integrate at least three of the following functions into the website structure:
  - search facility
  - interactive fillable forms
  - uploading and downloading information
  - active links to other sites
  - links to drive navigation to featured content
  - chat facilities for provision of information
  - facilities for customer feedback, testimonials and commentary on content
  - security of customer and organisational information
- utilise at least four of the following design features into the website to create appeal and ease of readability and access:
  - coloured frames and banners
  - different fonts and colours for headings and text
  - lists using numbers and bullet points
  - images
  - videos
  - animations
  - sound files
  - tables, graphs or charts
- test all functions and links built into the website on two different devices before the site goes live

- evaluate content, design and useability, for two different devices, and identify three areas of potential change to be considered before the site goes live.

## Knowledge Evidence

Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:

- role of a website in the communications or marketing mix for particular types of organisations
- common functions provided by basic websites and how these can be effectively used for different organisational purposes:
  - search facility
  - interactive fillable forms
  - uploading and downloading information
  - active links to other sites including social media pages
  - chat facilities for provision of information
  - facilities for customer feedback, testimonials and commentary on content
  - security of:
    - customer private and financial information including through password protection
    - images and information owned by website operator
  - collection of data on traffic and user interaction with site
- a range of website building software providers including website functionality provided, advantages and disadvantages, and associated costs
- compatibility issues that can occur between different types of website building software applications
- types of available templates including how to access and build into a website
- how interactive fillable forms work and how information collected is provided to the website operator
- features of effective website layout and navigation flow
- functions that can be used to drive navigation to featured content and external web pages:
  - highlighted, coloured and underlined words
  - pop up messages
  - hyperlink text and tags in hypertext markup language (HTML)
- general principles for effective website design and how the following design features can be used to create appeal, ease of readability and access:
  - consistency across pages
  - coloured frames and banners
  - headings
  - different fonts and colours
  - lists using numbers and bullet points
  - images, videos, animations and sound files
  - tables, graphs and charts

- navigation tabs with simple directive language relevant to purpose
- how to make web content more accessible to people with disability and they key content of published accessibility guidelines
- techniques for manipulating digital images and graphics, and their insertion into a website
- principles of search engine optimisation (SEO) and how traffic is driven to websites through use of:
  - key words and density on the page
  - organic searches
- features of browsers, search engines and web crawlers, and how they impact on website design, decisions and meta-tags
- how web hosting services operate, a range of services offered by providers and associated costs
- how to obtain and register a domain name and what services are generally included as part of registration
- methods used to test newly developed websites, prior to site going live, and logical sequence of testing.

## Assessment Conditions

This unit and Assessment Requirements references customers as a generic term throughout. However, because different industries and organisations use different terms to describe their stakeholders, learners should use terms appropriate for their industry during assessment.

Learners can develop a website for actual organisational use or one for the purposes of assessment.

Assessment must ensure use of:

- computers and mobile devices for the development and testing of website
- website building software applications.

Assessors must satisfy the assessor requirements nominated in the Standards for Registered Training Organisations, or their successor, and must have workplace experience where they have applied the skills and knowledge covered in this unit of competency.

## Links

Companion Volume Implementation Guide -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=ca051b1b-5101-4ec2-ac1c-49699303188d>