



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.

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| 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:
- interpret the intent of and extract relevant content from organisational documents.
 - produce cohesive website content using clear and detailed language suitable for purpose and audience
 - create content of online forms to elicit the required information using relevant headings and questions in a logical sequence.
- Planning and organising skills to:
- coordinate multiple elements involved in developing a website in a logical and time efficient sequence.
- Self-management skills to:
- critically evaluate own work to improve website content and functionality
 - take responsibility for development of website from information collection through to evaluation before site goes live.

Unit Mapping Information

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Links

Companion Volume Implementation Guide -

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