



Australian Government

Assessment Requirements for SITXEBS003 Build and launch a small business website

Release: 1

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Modification History

Not applicable.

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:

- build a website by applying appropriate business and technical skills that meet a business need and integrating the following:
 - content features:
 - business history and profile
 - catalogues and brochures
 - client testimonials
 - frequently asked questions (FAQs)
 - products and services
 - published materials
 - staff profiles
 - thumbnails
 - visual enhancement features:
 - colour
 - frames
 - graphics
 - photographic images
 - text enhancement
 - at least one of the following security requirements:
 - limited downloading of images or image encoding
 - limited viewing of rates
 - password protection
 - payment mechanisms.

Knowledge Evidence

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

- current e-business environment for a particular business context
- different services and operation systems used by internet service providers
- general principles of website architecture and design

- role of a website in the marketing mix
- website features and capabilities:
 - active links
 - authentication facility or link
 - colour, sound, video, images and graphics
 - customer service requirements
 - cut down versions of web pages in wireless markup language (WML) for access by wireless application protocol (WAP) telephones
 - downloadable files
 - electronic payment facilities
 - facility of user feedback on content and operation of website
 - legal requirements
 - marketing features
 - navigation buttons
 - privacy and confidentiality requirements
 - search facility
 - security requirements
 - shopping cart facilities
 - text and tags in hypertext markup language (HTML)
 - thumbnails
- factors which impact ease of operation of website:
 - navigation
 - site download time
 - time to download files
- key features and functions of a marketing-oriented website
- features of browsers, search engines and web crawlers, and how they impact on website design, decisions and meta-tags
- relationships between content and site design
- possible inclusions in page presentation:
 - animated sequences
 - bulleted or numbered lists
 - colour
 - downloadable files
 - fonts and font sizes
 - images, photographs and graphics
 - interactive forms for bookings or enquiries
 - movie sequence
 - plugins
 - sound
 - tables

- techniques for using colour and enhancing text in a website
- techniques for manipulating digital images and graphics, and their insertion into a website
- functions and features of micro-content elements:
 - headings
 - highlighted words
 - hyperlink text
- underlying impact of HTML and cascading style sheets on site design
- features and uses of frames, forms and tables in a website
- components of linked web pages:
 - fully qualified uniform resource locator (URL) link to a page on another website
 - relative links, between a page and the home page
- privacy issues, codes of practice and legislative requirements in relation to website development:
 - Organisation for Economic Cooperation and Development (OECD) Guidelines for Consumer Protection in the Context of Electronic Commerce
 - World Wide Web Consortium (W3C) guidelines
 - copyright laws
 - defamation laws
 - privacy legislation and confidentiality requirements
 - intellectual property considerations
 - legal and regulatory policies affecting e-business.

Assessment Conditions

Skills must be demonstrated in an operational small business environment where a website is to be built and launched. This can be:

- an industry workplace
- a simulated activity.

Assessment must ensure access to:

- a real or simulated operation, product or service for which the individual can build and launch a website
- computer or mobile device with internet access
- current information and communications technology:
 - software
 - authoring tools
- files for use on website:
 - images
 - text files
 - audio files

- video files
- link associated files
- information on web hosting services and providers
- customers or stakeholders in the online environment with whom the individual can interact; these can be:
 - customers or stakeholders in an industry workplace; or
 - individuals who participate in role plays or simulated activities, set up for the purpose of assessment, in a simulated industry environment operated within a training organisation.

Assessors must satisfy the Standards for Registered Training Organisations' requirements for assessors.

Links

Companion Volume implementation guides are found in VETNet -

<https://vetnet.gov.au/Pages/TrainingDocs.aspx?q=68c40a93-e51d-4e0f-bc06-899dff092694>