



Australian Government

SITXEBS003 Build and launch a small business website

Release: 1

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Modification History

Not applicable.

Application

This unit describes the performance outcomes, skills and knowledge required to build a basic website to meet business needs, including selecting a hosting service and appropriate web development software, planning the website structure, and constructing the site. It requires the technical skills and knowledge typically needed by a business that chooses to develop its own site rather than access the services of IT professionals.

The unit applies to all industry sectors, and is particularly relevant to small businesses that develop their own websites. People undertaking this role work independently or with limited guidance. Depending on the business context, this could include owner-operators.

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

Pre-requisite Unit

Nil

Competency Field

E-Business

Unit Sector

Cross-Sector

Elements and Performance Criteria

ELEMENTS

Elements describe the essential outcomes.

1. Plan website structure.

PERFORMANCE CRITERIA

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

- 1.1. Develop website style and structure to suit business purpose and intended target audience.
- 1.2. Identify and include appropriate features and capabilities in website structure.
- 1.3. Determine layout and navigation requirements for appearance, readability, links and ease of operation.
- 1.4. Ensure maximum site accessibility.

- 1.5. Clearly document structure to facilitate efficient development.
 - 1.6. Develop and integrate appropriate interactive forms into website structure to capture customer data.
 - 1.7. Select authoring tools and software based on website requirements.
 - 1.8. Identify and integrate website security requirements.
2. Develop website content.
 - 2.1. Select and use business information to create website content.
 - 2.2. Define information for inclusion in interactive forms based on their purpose.
 - 2.3. Adapt information for inclusion to ensure site is clear, scannable and readable.
 - 2.4. Use language, style and tone suited to business image and intended target audience.
 - 2.5. Integrate content features according to website structure.
 - 2.6. Check content for accuracy, currency and relevance.
3. Create website pages.
 - 3.1. Create plan for website pages and active links to meet layout and navigation requirements.
 - 3.2. Select page titles and key words that reflect business purpose and website content, and assist access via search engines.
 - 3.3. Improve page presentation by adding features.
 - 3.4. Develop linked web pages according to website plan, ensuring links are clearly named and unambiguous.
 - 3.5. Use appropriate techniques to create interactive forms.
 - 3.6. Create pages consistent with site design specifications.
4. Select and use a web hosting service.
 - 4.1. Identify sources of information on web hosting options.
 - 4.2. Evaluate and select web hosting services according to business and technical requirements.
 - 4.3. Upload files to selected web hosting service according to technical requirements and business agreements.
5. Test and critically evaluate website.
 - 5.1. Test website functions, processes and navigation to confirm operational status, appearance, accuracy and ease of operation.
 - 5.2. Evaluate effectiveness of interactive forms to ensure that required sales data is collected for business.
 - 5.3. Evaluate website according to business website strategy to ensure it projects a business image suited to the e-business model.
 - 5.4. Identify problems, develop a range of strategies to solve them, and apply appropriate and sustainable solutions.

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 sometimes complex information on unfamiliar topics.
Writing skills to:	develop written and visual website content.
Numeracy skills to:	work with numerical features of authoring tools.
Problem-solving skills to:	- evaluate potentially complex business and technical information - identify and respond to technical website challenges at a non-specialist level.
Planning and organising skills to:	coordinate multiple elements involved in developing a business website.
Technology skills to:	use the features of commercially available authoring tools.

Unit Mapping Information

SITXICT401 Build and launch a small business website

Links

Companion Volume implementation guides are found in VETNet -

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

Assessment Requirements for SITXEBS003 Build and launch a small business website

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

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