

**Unit Title: Content Management System Website
Creation**



Unit Credit Value:	7
Unit Level:	Three
Unit Guided Learning Hours:	36
Ofqual Unit Reference Number:	H/503/9327
Unit Review Date:	31/12/2016
Unit Sector:	15.3 Business Management

Unit Summary

This unit is an introduction to website creation using content management system software (CMS). It includes implementation of keywords, use of templates, blog and measuring success. It also covers an awareness of accessibility.

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Unit Information

It is expected that before the unit is delivered, the tutor will have read the Qualification Specification to ensure all conditions regarding Rules of Combination, delivery, assessment and internal quality assurance are fulfilled. Additional guidance is available below as Assessment Guidance for Learning Outcomes and Assessment Criteria in **bold**.

This unit has 4 learning outcomes

LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
1. Be able to create a plan for the components of a Content Management System (CMS) Website	1.1. Define the term Content Management System (CMS) 1.2. Describe the features and functions of CMS Website software 1.3. Explain the advantages and disadvantages of different hosting options 1.4. Describe what success could look like when using a CMS website 1.5. Identify keywords and/or keyword phrases to be used on each page of a website 1.6. Register with a hosting provider with a suitable domain name in relation to keywords and/or keyword phrases identified 1.7. Identify the website template to be used for a website 1.8. Plan the content and layout needed for each page on a website 1.9. Explain how laws, guidelines and constraints affect the content and use of websites 1.10. Explain when and why to use different file types for saving content

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
<p>The learner will:</p>	<p>The learner can:</p>
<p>2. Be able to use CMS Software to create a Website</p>	<p>2.1. Customise a website template in relation to a plan</p> <p>2.2. Use planned content to populate a website template</p> <p>2.3. Use programming and development techniques to add features and enhance a website</p> <p>2.4. Include keywords and/or keyword phrases in website meta-tags</p> <p>2.5. Include a blog in a website implementation</p> <p>2.6. Store and retrieve files in line with local guidelines and conventions where available</p> <p>2.7. Include links to Social Networking Sites in relation to a plan</p> <p>2.8. Include buttons to share content on a website</p> <p>2.9. Use testing methods to check that all elements and features of a website are working</p> <p>2.10. Register a website with search engines</p>
<p>3. Understand how to make a website accessible</p>	<p>3.1. Define the term 'Accessible websites'</p> <p>3.2. Explain the legal guidelines relating to web accessibility</p> <p>3.3. Explain how parts of a website should be modified to make it accessible</p> <p>3.4. Analyse whether a website follows accessibility guidelines</p> <p>3.5. Identify improvements to a website to ensure it follows accessibility guidelines</p>

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LEARNING OUTCOMES	ASSESSMENT CRITERIA
The learner will:	The learner can:
4. Be able to measure and improve the return on investment (ROI) of a website	4.1. Explain the importance of measuring traffic to a website 4.2. Identify methods of measuring the return on investment (ROI) of a website 4.3. Use analytic tools to monitor the traffic to a website 4.4. Define the term 'bounce rate' 4.5. Explain the impact of bounce rate on a website 4.6. Identify improvements to a website based on analytical information

Assessment Guidance

Learning Outcome 1

1.2 Features: server side, SEO friendly, content hierarchy.

1.2 Functions: integrated file manager, intuitive interface, templates.

1.2 CMS Website Software: Wordpress, blogger, weebly.

1.3 Advantages and disadvantages: cost, ownership of content, flexibility, customisation, SEO, static vs. dynamic pages, analytics.

1.3 Hosting Options: self hosted, hosted by wordpress / blogger.

1.8 Content and layout: Web page content and layout will vary according to the needs of the website but should include text (e.g. body, headings), images (photographs, images), moving images (animation, videos, live streaming), Social networking links, Blog.

1.9 Laws, guidelines and constraints: effect of copyright law, acknowledgement of sources, avoiding plagiarism, provisions of Data Protection Act, accessibility standards, IPR.

1.10 File types: text (e.g. rtf, docx, pdf), Images (jpeg, tif, gif), Sound (e.g. wav, mp3), Video (e.g. mp4, avi).

Learning Outcome 2

2.1 and 2.2 Website templates: templates may be customised according to requirements of CMS and website design. Templates should give header / footer and layout of pages (side bars, menu structure).

2.3 Programming and development techniques: methods will vary but may include use of plugins, widgets, creating and changing code using programming language, snippets, creating internal and external links, adding multimedia content to pages.

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2.4 Website meta-tags: title, description, URL, ALT-tags, H1, H2, keyword, tagging.

2.7 Social Networking Sites: could include Twitter, LinkedIn, Facebook, Google+, FourSquare or others.

2.8 Buttons: RSS, Digg, Delicious etc.

2.9 Testing methods: methods will vary but should include 'viewing pages using different browser software', checking links, testing multi-media and interactive elements.

Learning Outcome 3

3.3 Parts of a website: use of style sheets, colour, images, multimedia, navigation, scripts and forms, text, structure.

3.2, 3.4 and 3.5 Accessibility guidelines: cascading style sheet, colours that do not cause problems for colour blindness, use ALT tags and titles on images, tabulated structures need captions and headings, sound files need accessible player or transcript to be made available, video files need accessible player and closed captioning, tabbed navigation, audio CAPTCHA on forms.

Learning Outcome 4

4.2 Methods of measuring: number of hits to a website page, number of downloads, emails sent to an address, calls to a phone number, number of shares of content, number of visits to a blog.

4.6 Analytical information: for example bounce rate, hits, unique visitors, search terms, referral sites.

Delivery Requirements

Appropriate physical resources will be required in order to deliver and assess this unit.

Evidence Requirements

Evidence of practical ability must be demonstrated.