

## Unit Title: Principles of Keywords and Optimisation



Unit Credit Value:	<b>5</b>
Unit Level:	<b>Three</b>
Unit Guided Learning Hours:	<b>30</b>
Ofqual Unit Reference Number:	<b>M/503/9329</b>
Unit Review Date:	<b>31/12/2017</b>
Unit Sector:	<b>15.3 Business Management</b>

### Unit Summary

In this unit learners will learn how to plan the implementation of a website optimised for mobile devices. They will gain an understanding of Search Engine and Social Media Optimisation.

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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**

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
1. Understand Search Engine Optimisation (SEO)	1.1. Define the term Search Engine Optimisation (SEO) 1.2. Explain the importance of SEO to a business 1.3. Explain the difference between organic and 'paid' search results 1.4. Describe the differences between Pay-per-Click and Pay-per-Impression 1.5. Describe the factors that need to be considered as part of an SEO plan

LEARNING OUTCOMES	ASSESSMENT CRITERIA
<b>The learner will:</b>	<b>The learner can:</b>
<p>2. Be able to plan implementation of SEO techniques</p>	<p>2.1. Define the term “keyword”</p> <p>2.2. Explain the factors to consider when identifying keywords and/or keyword phrases</p> <p>2.3. Create a list of keywords and/or keyword phrases for a business</p> <p>2.4. Identify the competition and monthly search volumes for the keywords and/or keyword phrases identified for a business</p> <p>2.5. Explain where on a website a search engine looks for keywords and/or keyword phrases</p> <p>2.6. Research others use of keywords and/or keyword phrases to maximise keyword effectiveness for a website</p> <p>2.7. Review the list of keywords and/or keyword phrases in a website for a business</p> <p>2.8. Describe how link building can help or hinder the search engine ranking of a website</p> <p>2.9. Create a link building plan for the website for a business</p> <p>2.10. Describe the factors that can positively and negatively affect how a search engine ranks a website</p>
<p>3. Understand Social Media Optimisation (SMO)</p>	<p>3.1. Define the term Social Media Optimisation (SMO)</p> <p>3.2. Explain why SMO is important to a business</p> <p>3.3. Explain how search engines include different tools and channels of Social Media in their results</p> <p>3.4. Explain how to use keywords and/or keyword phrases to listen and engage with a Social Media audience</p> <p>3.5. Compare how SEO for a website differs for SMO</p>

<b>LEARNING OUTCOMES</b>	<b>ASSESSMENT CRITERIA</b>
<b>The learner will:</b>	<b>The learner can:</b>
4. Understand how to plan implementation of a website optimised for mobile devices	4.1. Define the term Mobile Optimisation 4.2. Identify the main differences between SEO and Mobile Optimisation 4.3. Explain why Mobile Optimisation is important to a business 4.4. Describe how to optimise a website for viewing on a mobile device 4.5. Explain why keywords and/or keyword phrases for a mobile website might differ from those for a non-mobile website 4.6. Identify changes required to a non-mobile website to make it suitable for mobile devices

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**Delivery Requirements**

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