

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Edit the text content of website
Code	107112L3
Description	Collect, select, integrate and edit website channel content and write related articles.
Level	3
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the ability of website text editing</p> <ul style="list-style-type: none"> • Understand network application knowledge • Understand the basic technology of website production • Perform news collection and processing of news content and title <p>2. Apply commonly used software to edit the website content</p> <ul style="list-style-type: none"> • Master common software basic operations (such as HTML or CSS text editor, etc.) • Edit the contents of different sites according to corporate policy <ul style="list-style-type: none"> ○ Edit internet news ○ Edit the website product description ○ Edit Weibo promotion ○ Edit the marketing soft paper <p>3. Check the website text editor specification</p> <ul style="list-style-type: none"> • Title specification • Text specification • Keyword specification <p>4. Master web page layout, layout attributes and proper usage</p> <ul style="list-style-type: none"> • Set the text font, color, size and so on • Paragraph layout, line breaks and so on • Project symbol • Special effect <p>5. Exhibit professionalism</p> <ul style="list-style-type: none"> • Implementation could meet the requirements of corporate development • Comply with the latest regulatory requirements of the Government (such as the Trade Descriptions Ordinance and the Copyright Ordinance), privacy and information security. The editorial content does not violate the relevant regulations.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • collect, select, integrate and edit website channel text content • use appropriate software to edit website text content
Remark	