

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Content Planning and Maintenance

Title	Develop Website Content Consolidation Strategy
Code	107117L5
Description	Develop website content consolidation strategy for corporate to provide guidelines for website maintenance personnel to secure the corporate benefits
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <ol style="list-style-type: none"> 1. Master the basic requirements of e-business information collection <ul style="list-style-type: none"> • Timely: rapid and sensitive reflection to the latest development of sales market • Accurate: information should truly reflect the real objective with minimum distortion • Moderate: information should be targeted and purposive • Economy: get the necessary information at the lowest cost • Grasp the types of information that are mainly collected by e-business corporates • Collect market messages • Collect new product development information • Collect statistical information 2. Analyse the reliability of online data <ul style="list-style-type: none"> • .gov: government website, generally more reliable • .edu: educational website, may be serious academic research or free to make by students • .com: commercial website, the most common, intellectually accepted • .net: network service company that provides services for business or personal users • .org: non-profit organizations whose views may be propensity 3. Evaluate the classification of network business information <ul style="list-style-type: none"> • Free business information: universal service awareness of information to the community and general public, only accounts for about 5% • Information with small amount of charge: easier to collect, process, organize and update information with small cost. It is a more popular information and accounts for about 10% to 20% of the information volume • Information on standard information charge: easier to collect, process, organize and update information with small cost. This information accounts for about 60% of the information volume that most of the network business information belongs to this category. • High quality information: special information with high cost such as important market trends analysis, the investigation of best-selling merchandise network, new product technology information, patented technology and other unique specialized information, etc. 4. Master the types of information that are mainly collected by e-business corporates <ul style="list-style-type: none"> • Collect market messages • Collect new product development information • Collect statistical information 5. Organize network information

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	<ul style="list-style-type: none"> • Category: The information collected from the Internet is often very messy and must be collated before it can be used. Topic classification method could be applied to build the corporate own query system. • Preliminary screening: in the process of browsing and classification, a large amount of information should be preliminarily screened so as to determine and delete the completely useless information in a timely manner • Processing of website information: refers to the comparison, analysis and integration of relevant information to establish new and valuable personal information resource. <p>6. Exhibit professionalism</p> <ul style="list-style-type: none"> • To ensure that the content of the website of the corporate is designed and operated to comply with the requirements of the law and the regulatory organization • To prevent any use of corporate website content for fraudulent acts
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the basic requirements of information collection for e-business • Analyse and evaluate the reliability of online data • Develop website content finishing strategy according to the corporate needs
Remark	