

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Multi-channel Promotion of Communication

Title	Search engine optimization
Code	107175L5
Description	Through the search rules of search engine to optimize the corporate website so as to raise the chance of visit by customers over the internet browser platform.
Level	5
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Recognize the operating principle of Search Engine Optimization (SEO)</p> <ul style="list-style-type: none"> • Understand dragons of SEO and their meanings • Understand the operating principle of search engine and its ranking list <ul style="list-style-type: none"> ○ Information retrieval overview ○ Retrieval, indexing and query processing ○ Create a ranking page with popularity • Analyze the website for optimization process • Understand the factors affecting SEO <ul style="list-style-type: none"> ○ Meta description ○ Keywords • Best practice of website optimization <ul style="list-style-type: none"> ○ Define the best keywords for website <p>2. Develop SEO solution</p> <ul style="list-style-type: none"> • Select and apply effective SEO tools • Master the website measurement indicators <ul style="list-style-type: none"> ○ Understand the time of stay of webpage and website ○ Learn about bounce rate, exit rate and participation • Filter and analyze data <ul style="list-style-type: none"> ○ Filter field text ○ Manage filters ○ Specify key performance indicators <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • The SEO solution aligns with the development direction of the corporate.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Master the operating principles of SEO • Apply SEO tool to set the appropriate solution of search engine optimization
Remark	