Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Data Analysis

Title	Analyze search engine
Code	107198L3
Description	Evaluate the effectiveness of different search engine through search engine and keyword analysis. The analysis result is used as basis for online marketing strategy formulation.
Level	3
Credit	3（For Reference Only）

Competency	Performance Requirements
	1. Apply methods to conduct search engine analysis
	
	• Analyze search engine data
	   o Understand the meaning of different search engine data including searches, IP, unique visitors, per-view, page dwell time etc.
	   o Understand the total search volume, the main engine search volume of the recent trend (30 days)
	• Understand keyword analysis
	   o Analyze the data of visits, IP, unique visitor and new visitors etc. from different usage of keywords
	• Understand the recent search analysis
	   o Collect and analyze visitor data from the search engine including visiting time, visitor area, search engine, keywords and visit pages etc.
	
	2. Present search engine analysis results in statistical charts
	
	• Present the results in oral or written reports as data support for the marketing department and other departments of the corporate
	
	3. Exhibit professionalism
	
	• Comply with the Personal Data (Privacy) Ordinance in collecting data for process.

Assessment Criteria	The integrated outcome requirement of this UoC is the ability to: • Master the methods and tools for search engine analysis. Present the results in statistical charts. • Apply the analysis results to provide advice on improving the corporate marketing strategy.
Remark	