

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Website Monitoring and Testing Technology

Title	Monitor and analyze website traffic
Code	107243L4
Description	Through the website traffic analysis tools, conduct statistical analysis for the website traffic information to provide basis for the corporate online marketing strategy formulation.
Level	4
Credit	6 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Master the major indicators of website traffic</p> <ul style="list-style-type: none"> • Identify the use and characteristics of website traffic indicators such as page number (PV), independent IP (IP), number of independent visitors (UV), number of repeat visitors (RV), per capita number of visits, new independent visitors, page displays etc. <p>2. Apply the website traffic statistics tool to monitor traffic</p> <ul style="list-style-type: none"> • Apply the web traffic statistics tool to monitor traffic • Identify traffic monitoring methods for different websites, such as business websites, blogs, etc., to establish a monitoring plan • Through the comparative analysis of website visitor profile, prepare written analysis reports and statistical charts. <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Provide the appropriate major indicators of the website traffic to provide the basis of online marketing strategy. • Ensure the data used is in compliance with the relevant privacy requirements.
Assessment Criteria	<p>The integrated outcome requirement of this UoC is the ability to:</p> <ul style="list-style-type: none"> • Apply the major indicators of website traffic for monitoring and analysis. • Provide basic traffic information for different types of websites as basis for planning marketing strategy.
Remark	