

Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Sales, Marketing and Multi-channel Sales Management

Title	Establish the overall framework of website content
Code	111266L5
Range	This unit of competency (UoC) is applicable to staff responsible for publicity and promotion in the retail industry. Practitioners have the ability to establish the overall framework of the website content to support the business operation to provide the required user services according to the business strategy and development plan of the organisation.
Level	5
Credit	3 (For Reference Only)
Competency	<p>Performance Requirements</p> <p>1. Evaluate the knowledge of the overall framework of website content</p> <ul style="list-style-type: none"> • Evaluate the planning of the overall layout and design of the website, so as to achieve the following business goals: <ul style="list-style-type: none"> ○ Increase the clickthrough rate of the website ○ Increase the rate of reposting website content ○ Increase the success rate of user registration ○ Increase conversion rate of product sales • Master the elements of effective websites (e.g. website title and description, high quality content, page links, user experience) <p>2. Establish the overall framework of website content</p> <ul style="list-style-type: none"> • Establish the main process flow of website content framework <ul style="list-style-type: none"> ○ Establish the main theme of the website ○ Establish the main forms of the website such as the forms of forum/articles etc. ○ Define the main content module or channel of the website ○ Plan the contents of each module or channel ○ Plan other additional modules to operate the website • Plan other contents of the website <ul style="list-style-type: none"> ○ Identify corporate identity including: logo, standard colour, standard fonts, promotional slogans ○ Set up page configuration method and outlook design ○ Set up advertisement planning <p>3. Exhibit professionalism</p> <ul style="list-style-type: none"> • Comply with the latest relevant laws and regulations (e.g. the copyright, privacy and merchandise regulations of the Government and the regulatory body) to ensure that the contents of the website are not violated • Implement the website content plan that meets the requirements of corporate development
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to:</p> <ul style="list-style-type: none"> • Establish the overall workflow of the website contents; and • Establish appropriate website framework according to different marketing environment.
Remark	This UoC is adopted from 107122L5