Specification of Competency Standards
for the Retail Industry
Unit of Competency

Functional Area - Data Analytics

Title	Perform search engine analytics
Code	111392L3
Range	This unit of competency (UoC) is applicable to staff responsible for data analytics in the retail industry. Practitioners have the ability to 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. Understand the methods to perform search engine analytics
	
	• Understand search engine data
	   o Understand the meaning of different search engine data (including searches, IP, unique visitors, per-view, page dwell time)
	   o Understand the total search volume, the main engine search volume of the recent trend (e.g. within 30 days)
	• Understand keyword statistics methods
	   o Count the number of searches, IP, unique visitor and new visitors etc. from different usage of keywords
	• Understand the recent search
	   o Collect and study the visitor data from the search engine (including visiting time, visitor area, search engine, keywords and visit pages)
	
	2. Perform search engine analytics
	
	• Present search engine analytics results in statistical charts
	   o Present the results in oral or written reports as data support for marketing and different departments of the corporate
	
	3. Exhibit professionalism
	
	• Comply with the Personal Data (Privacy) Ordinance in collecting data for process

Assessment Criteria	The integrated outcome requirements of this UoC are the abilities to: • Master search engine analytics tools and present the results in statistical charts; and • Apply the analytics results to provide data support for marketing and different departments.
Remark	This UoC is adopted from 107198L3. The UoC title is revised.