
Overview

Digital content professionals apply skills in design, coding and multimedia editing, using a mix of technology tools and platforms to create and publish digital content, including layout, text and graphics to web pages and mobile applications.

This standard covers the analysis of digital content and web activity to improve the performance and effectiveness of digital content. It includes an understanding of the factors influencing website performance and how to exploit analytics tools in site design.

Performance criteria

You must be able to:

1. Establish metrics to measure digital content marketing channel effectiveness
2. Develop a framework for reporting and improving key metrics
3. Configure and use analytic tools to track and monitor metrics
4. Perform website visitor analysis to optimise engagement and site usability
5. Analyse trends and report on metrics to inform performance improvement
6. Make recommendations to improve conversions and return on investment outcomes
7. Report outcomes against specific campaigns to identify effective approaches and identify actionable insights
8. Communicate key insights and obstacles to the team and broader company
9. Remove or archive digital content that is redundant, outdated or no longer required
10. Establish Key Performance Indicators (KPIs) to monitor and optimise the overall digital content strategy

Knowledge and understanding

You need to know and understand:

1. That site traffic levels are the fundamental criteria used for web analytics metrics
2. The factors involved in selecting and configuring tools for monitoring metrics
3. The role of web analytics to assess performance for digital marketing
4. Web analytics data collection techniques, their impact on metrics, and their inherent limitations
5. The common monitoring or analysis tasks and techniques used in web analytics
6. The different types of software tools that are relevant to web analytics
7. That web analytics insights can be used to support website design decisions, campaign optimisation, search analytics
8. The purpose of having on-site and off-site analytical methods
9. The sources of data related to web traffic and usage patterns
10. The procedures to follow to audit content and navigation links to improve the user experience
11. The importance of communicating with teams across the organisation

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