
Overview

This standard is part of competence area related to the digital technologies, channels and platforms. It covers creating, managing and modifying web pages with content management systems (CMS). The website ensures your products, services or brands are visible and targeted to the correct audience. You can create, edit, publish and continuously update website content. Increase the search engine ranking by keeping the content regularly updated, relevant and fresh. You are familiar with different types of content management systems. You understand multimedia platforms and how to maximise reach through links to social media platforms. This standard is for Digital Marketing professionals who are involved in creating, managing and modifying web pages with content management systems (CMS).

Performance criteria

You must be able to:

1. confirm the features and the content for your products, services or brands
2. research the range of current content management systems (CMS)
3. identify the type of CMS software, its features and limitations
4. select the design and page templates for your website
5. plan structures and levels for your website navigation
6. group the navigation structures into a primary, secondary, and tertiary sets
7. use the navigation tools and content display options
8. develop pages containing main topics and sub-topics
9. create the content or set of documents for relevant pages of your website
10. ensure the clickable and non-clickable elements are clearly visible
11. apply brand guidelines when developing website design and content
12. label icons, images and other elements accordingly
13. standardise all graphic objects in the size that fits the visibility of your pages
14. refine, update and schedule web page content on a regular basis
15. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your products, services or brands and their features
2. the range of current content management systems (CMS)
3. the principles of research to identify the type of CMS software to use
4. the features and limitations of chosen CMS software
5. the layout and templates for your website
6. the primary, secondary, and tertiary sets for navigation structures
7. the navigation tools and content display options
8. the website templates
9. the topics and sub-topics for your website pages
10. the web page interface and its size options
11. the content elements for your website pages
12. the difference between clickable and non-clickable elements
13. how to label icons, images and other elements
14. how the design should match the consistency of your products, services or brands
15. why it is important to refine, update and schedule content on a regular basis
16. the legal, regulatory and ethical requirements in relation to marketing activities

Skills

- analytical
- methodical
- organised
- communication
- storytelling
- collaborating
- problem solving
- sense making
- digital technology
- creativity
- evaluate
- innovative

INSDGM009

Create, manage and modify web pages using content management systems (CMS)



Developed by	Skills CFA
Version Number	1
Date Approved	03 Mar 2021
Indicative Review Date	30 Mar 2026
Validity	Current
Status	Original
Originating Organisation	Instructus
Original URN	N/A
Relevant Occupations	Digital Marketing Manager, Digital Marketing Specialist, Digital Marketing Executive, Digital Marketing Assistant, Digital Marketing Coordinated, Digital Marketing Officer, Digital Marketing Lead, Digital Marketing Occupations
Suite	Digital Marketing
Keywords	content management systems, content management platforms, products and services, digital marketing, marketing strategy, marketing content, social media, marketing software, analysis, analytics, website, templates, graphics, navigation tools
