

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 includes the tools and techniques for Search Engine Optimisation (SEO) and implementing the strategy needed to improve search engine rankings.

Performance criteria

You must be able to:

1. Use tools to improve rankings and keywords to increase web traffic flow in line with organisational targets
2. Develop new optimisation techniques and tactics aligned with current search engine changes **
3. Build links between web pages that enhance search engine optimisation and user journeys
4. Carry out reviews to identify optimisation factors to improve content visibility
5. Analyse ranking issues with web sites and recommend how to improve them
6. Perform ongoing keyword research including discovery and expansion of keyword opportunities
7. Recommend changes to website architecture, content, linking and other factors to improve search engine positions for target keywords
8. Monitor browser updates to determine the impact on search engine optimisation, recommending improvements
9. Conduct competitor analysis to identify the best search terms and keywords used in order to evaluate how to improve search results
10. Advise digital content contributors on the creation of high-quality content around relevant terms and keywords

Knowledge and understanding

You need to know and understand:

1. The importance of search engine optimisation within the online market place
2. The key technology of search engine optimisation
3. The common search engine protocols
4. The procedures to follow to resolve bad or broken links
5. The methods and metrics that are used to measure search engine rankings
6. How search engines determine relevance and popularity
7. Search ranking and optimisation factors and key algorithm updates
8. The nature of search engine queries that are made
9. The range of accessibility and web standards for search engine optimisation
10. The factors involved in optimising digital content for search engines
11. The use and abuse of keywords, tags and metadata
12. The need to protect against unauthorised digital content re-use
13. The problems that may affect inclusion, ranking or the match of queries to content
14. That search engine penalties on unfair and manipulative practices exist and how these are applied and lifted

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Use search engine optimisation for digital content

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