



Unit title	Content Management System Website Creation
SQA code	H8R2 04
SCQF level	6
SCQF credit points	8
SSC Ref	N/A

History of changes

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Title		Content Management System Website Creation	
Learning Outcomes		Assessment Criteria	
The candidate will:		The candidate can:	
1	Be able to create a plan for the components of a Content Management System (CMS) website.	1.1	Define the term Content Management System (CMS).
		1.2	Describe the features and functions of CMS Website software.
		1.3	Explain the advantages and disadvantages of different hosting options.
		1.4	Describe what success could look like when using a CMS website.
		1.5	Identify keywords and/or keyword phrases to be used on each page of a website.
		1.6	Register with a hosting provider with a suitable domain name in relation to keywords and/or keyword phrases identified.
		1.7	Identify the website template to be used for a website.
		1.8	Plan the content and layout needed for each page on a website.
		1.9	Explain how laws, guidelines and constraints affect the content and use of websites.
		1.10	Explain when and why to use different file types for saving content.
2	Be able to use CMS software to create a website.	2.1	Customise a website template in relation to a plan.
		2.2	Use planned content to populate a website template.
		2.3	Use programming and development techniques to add features and enhance a website.
		2.4	Include keywords and/or keyword phrases in website meta-tags.

Learning Outcomes	Assessment Criteria
The candidate will:	The candidate can:
	<p>2.5 Include a blog in a website implementation.</p> <p>2.6 Store and retrieve files in line with local guidelines and conventions where available.</p> <p>2.7 Include links to social networking sites in relation to a plan.</p> <p>2.8 Include buttons to share content on a website.</p> <p>2.9 Use testing methods to check that all elements and features of a website are working.</p> <p>2.10 Register a website with search engines.</p>
<p>3 Understand how to make a website accessible.</p>	<p>3.1 Define the term 'Accessible websites'.</p> <p>3.2 Explain the legal guidelines relating to web accessibility.</p> <p>3.3 Explain how parts of a website should be modified to make it accessible.</p> <p>3.4 Analyse whether a website follows accessibility guidelines.</p> <p>3.5 Identify improvements to a website to ensure it follows accessibility guidelines.</p>
<p>4 Be able to measure and improve the return on investment (ROI) of a website.</p>	<p>4.1 Explain the importance of measuring traffic to a website.</p> <p>4.2 Identify methods of measuring the return on investment (ROI) of a website.</p> <p>4.3 Use analytic tools to monitor the traffic to a website.</p> <p>4.4 Define the term 'bounce rate'.</p> <p>4.5 Explain the impact of bounce rate on a website.</p> <p>4.6 Identify improvements to a website based on analytical information.</p>

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to develop the candidates knowledge and skills in website creation using Content Management System Software (CMS). It includes the implementation of keywords, use of website templates, blogs, etc and the identification of methods for measuring success. It also covers an understanding of how to ensure a website is accessible.
Details of the relationship between the Unit and relevant national occupational standards (if appropriate)
N/A
Details of the relationship between the Unit and other standards or curricula (if appropriate)
N/A
Assessment requirements specified by a sector or regulatory body (if appropriate)
N/A

Assessment (evidence) Requirements

Candidates must cover all the Learning Outcomes and Assessment Criteria.

This Unit is designed to assess the skills of candidates in the workplace. Observation of learner performance can only be carried out on-the-job and should be the preferred source of evidence of competent performance.

Collection of supplementary evidence of performance can be used to further substantiate, support and expand the evidence base for competent performance where this is necessary. This may arise in situations where evidence from direct observation of the candidates on-the-job is deemed insufficient to fully meet the required standards. Supplementary evidence may include:

- ◆ witness testimony
- ◆ questioning
- ◆ professional discussion
- ◆ product and photographic evidence
- ◆ relevant active documentation, reports, presentations
- ◆ other valid evidence which relates directly to candidate performance on-the job

Legal guidelines may include: privacy rights; data protection; discrimination; marketing to minors, etc.

Evidence for this Unit is likely to be presented in the form of a portfolio.

Guidance on Instruments of Assessment

SQA's Guide to Assessment provides further information on appropriate Instruments of Assessment. This guide is designed to provide support for everyone who assesses for SQA qualifications. It looks at the principles of assessment, and brings together information on assessment in general as well as on best practice in assessment. The Guide to Assessment can be downloaded free from SQA's website www.sqa.org.uk.