| Unit title | Search Engine Marketing 1 |
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| SQA code | H8PT 04 |
| SCQF level | 6 |
| SCQF credit points | 5 |
| SSC Ref | N/A |

# History of changes

**Publication date:**     March 2015

**Version:**     01

| Version number | Date | Description | Authorised by |
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| Title | Search Engine Marketing 1 |
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| Learning Outcomes<br><br>The candidate will: | Assessment Criteria<br><br>The candidate can: |
|---|---|
| 1    Understand how search engine marketing fits into the marketing objectives of a business. | 1.1    Distinguish between organic and paid search.<br><br>1.2    Explain the benefits of a paid search ad to a business.<br><br>1.3    Describe the processes of a paid search marketing campaign.<br><br>1.4    Explain how location affects the success of a paid search ad.<br><br>1.5    Explain how to optimise the location of paid search ads.<br><br>1.6    Explain the factors to consider when planning a paid search marketing campaign for a business.<br><br>1.7    Describe good practice for creating a paid search ad.<br><br>1.8    Describe elements of an effective paid search ad destination. |
| 2    Understand the role of keywords and keyword phrases in a paid search marketing campaign. | 2.1    Distinguish between 'keyword' and 'keyword phrase'.<br><br>2.2    Distinguish between 'exact' and 'broad' keyword and keyword phrases.<br><br>2.3    Explain the considerations for selecting keywords and keyword phrases.<br><br>2.4    Explain the purpose of different types of data provided by technology to measure success. |

| Learning Outcomes | Assessment Criteria |
|---|---|
| **The candidate will:** | **The candidate can:** |
| 3  Be able to run a paid search marketing campaign. | 3.1  Select keyword and keyword phrases for a paid search ad to meet requirements of a brief. |
| | 3.2  Create a paid search ad to meet requirements of a brief. |
| | 3.3  Identify refinements needed to an ad campaign as a result of data analysis. |
| | 3.4  Evaluate the success of the campaign against the aims and objectives of a brief. |

| Additional information about the Unit |
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| **Unit purpose and aim(s)** |
| This Unit is designed to develop the candidates knowledge and skills to understand and run a paid search engine marketing campaign. They will learn how to select keywords and keyword phrases and create a campaign to meet the objectives of a brief. They will also be required to evaluate the success of the campaign against the aims and objectives of the brief. |
| **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 and run at least one search marketing campaign.

This Unit is designed to assess the skills of candidates in the workplace. Observation of candidates 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 candidates performance on-the job

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**.