Unit title	Principles of Keywords and Optimisation
SQA code	H8R1 04
SCQF level	8
SCQF credit points	7
SSC Ref	N/A

History of changes

Publication date: March 2015

Version: 01

Version number	Date	Description	Authorised by

Title	Principles of Keywords and Optimisation

Learning Outcomes **The candidate will:**	Assessment Criteria **The candidate can:**
1 Understand Search Engine Optimisation (SEO).	1.1 Define the term Search Engine Optimisation (SEO). 1.2 Explain the importance of SEO to a business. 1.3 Explain the difference between organic and 'paid' search results. 1.4 Describe the differences between Pay-per-Click and Pay-per-Impression. 1.5 Describe the factors that need to be considered as part of an SEO plan.
2 Be able to plan implementation of SEO techniques.	2.1 Define the term 'keyword'. 2.2 Explain the factors to consider when identifying keywords and/or keyword phrases. 2.3 Create a list of keywords and/or keyword phrases for a business. 2.4 Identify the competition and monthly search volumes for the keywords and/or keyword phrases identified for a business. 2.5 Explain where on a website a search engine looks for keywords and/or keyword phrases. 2.6 Research others use of keywords and/or keyword phrases to maximise keyword effectiveness for a website. 2.7 Review the list of keywords and/or keyword phrases in a website for a business. 2.8 Describe how link building can help or hinder the search engine ranking of a website. 2.9 Create a link building plan for the website for a business.

Learning Outcomes	Assessment Criteria
The candidate will:	**The candidate can:**
	2.10 Describe the factors that can positively and negatively affect how a search engine ranks a website.
3 Understand Social Media Optimisation (SMO).	3.1 Define the term Social Media Optimisation (SMO).
	3.2 Explain why SMO is important to a business.
	3.3 Explain how search engines include different tools and channels of social media in their results.
	3.4 Explain how to use keywords and/or keyword phrases to listen and engage with a social media audience.
	3.5 Compare how SEO for a website differs for SMO.
4 Understand how to plan implementation of a website optimised for mobile devices.	4.1 Define the term Mobile Optimisation.
	4.2 Identify the main differences between SEO and Mobile Optimisation.
	4.3 Explain why Mobile Optimisation is important to a business.
	4.4 Describe how to optimise a website for viewing on a mobile device.
	4.5 Explain why keywords and/or keyword phrases for a mobile website might differ from those for a non-mobile website.
	4.6 Identify changes required to a non-mobile website to make it suitable for mobile devices.

Additional information about the Unit
Unit purpose and aim(s)
This Unit is designed to develop the candidates knowledge and understanding of search engine optimisation and social media optimisation. Candidates will create and implement keywords and phrases on a website to achieve maximise optimisation.
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

This Unit is designed to assess the knowledge, understanding and skills of candidates in the workplace and can be assessed on or off the job. Candidates must cover all the Learning Outcomes and Assessment Criteria.

Candidates may be able to prove their occupational knowledge and understanding through performance in the workplace. In addition to performance, questioning may be used to:

♦ confirm knowledge and understanding where it is not apparent from performance
♦ address gaps in knowledge and understanding in performance
♦ authenticate evidence by asking candidates to explain part of the evidence and/or describe the process of producing it

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

Guidance on Instruments of Assessment

Appropriate Instruments of Assessment for assessing candidates' knowledge and understanding include:

♦ Oral questions
♦ Written questions
♦ Multiple-choice questions
♦ Case studies
♦ Assignments
♦ Professional discussion
♦ Product evidence
♦ Witness testimony
♦ Personal statement

The choice of method should reflect any special assessment requirements candidates may have. For example, some candidates do not respond well to written questions — in any case, it is important to ensure that the appropriate reading level is used.

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**.