



<b>Unit title</b>	Search Engine Marketing 2
<b>SQA code</b>	H8RK 04
<b>SCQF level</b>	8
<b>SCQF credit points</b>	8
<b>SSC ref</b>	N/A

## History of changes

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<b>Version number</b>	<b>Date</b>	<b>Description</b>	<b>Authorised by</b>

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Title	Search Engine Marketing 2	
Learning Outcomes		Assessment Criteria
The candidate will:		The candidate can:
1	Understand how search engine marketing fits into the marketing objectives of a business.	1.1 Compare SEO and paid search. 1.2 Explain the techniques used to improve organic search engine positioning. 1.3 Explain how to optimise the location of paid search ads. 1.4 Explain the factors to consider when planning a search marketing campaign for a business. 1.5 Explain how audience targeting technologies are used to optimise paid search ads. 1.6 Explain the relationship between a paid search ad and the landing page.
2	Understand the role of keywords in a search marketing campaign.	2.1 Explain the considerations for selecting keywords and keyword phrases. 2.2 Analyse competitor keywords and keyword phrases. 2.3 Explain how to leverage current events to optimise campaigns. 2.4 Explain the data required from technology to measure success.
3	Be able to manage a search marketing campaign.	3.1 Plan a search marketing campaign. 3.2 Select keyword and keyword phrases for a search marketing campaign to meet requirements of a brief. 3.3 Edit web copy for optimisation. 3.4 Create a paid search ad to meet requirements of a brief. 3.5 Manage a paid search ad campaign.

<b>Learning Outcomes</b>	<b>Assessment Criteria</b>
<b>The candidate will:</b>	<b>The candidate can:</b>
	<p>3.6 Evaluate the success of a search marketing campaign against the aims and objectives of the brief.</p> <p>3.7 Evaluate own performance in running paid search campaigns.</p> <p>3.8 Recommend actions for improvement of own and campaign performance.</p>

<b>Additional information about the Unit</b>
<b>Unit purpose and aim(s)</b>
<p>This Unit is designed to develop the candidates knowledge, understanding and skills in search engine marketing. Candidates will develop their understanding of search engine marketing and how it fits into the marketing objectives of a business.</p> <p>Candidates will also be required to plan, manage, run and evaluate a search marketing campaign. They will also be required to recommend actions for improvement of their own performance and that of the campaign.</p>
<b>Details of the relationship between the Unit and relevant national occupational standards (if appropriate)</b>
N/A
<b>Details of the relationship between the Unit and other standards or curricula (if appropriate)</b>
N/A
<b>Assessment requirements specified by a sector or regulatory body (if appropriate)</b>
N/A

### **Assessment (evidence) Requirements**

Candidates must cover all the Learning Outcomes and Assessment Criteria including planning, managing and evaluating a search marketing campaign.

This Unit is designed to assess the skills of candidates in the workplace. Observation of candidate 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

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](http://www.sqa.org.uk).