**This unit has 6 learning outcomes.**

| **LEARNING OUTCOMES** | **ASSESSMENT CRITERIA** |
| --- | --- |
| **The learner will:** | **The learner can:** |
| 1. Understand the principles of Search Engine Optimisation (SEO). | * 1. Illustrate how search engines rank websites according to a range of criteria.   2. Compare differences between white hat SEO and black hat SEO terminology.   3. Illustrate white hat and black hat tactics.   4. Describe the Google page ranking system. |
| 1. Understand design of SEO friendly website layouts. | * 1. Describe techniques to improve page layouts and landing pages.   2. Assess areas for improvement on a sample site. |
| 1. Recognise techniques to include SEO friendly content. | * 1. Demonstrate keyword research.   2. Apply written content techniques to a sample page.   3. Compare relative importance of meta tags, titles, headings and body text. |
| 1. Understand Google Webmaster Tools and Google Analytics. | * 1. Describe Google Webmaster guidelines.   2. Demonstrate draft XML sitemap creation.   3. Demonstrate a website health check using Google Analytics. |
| 1. Understand site optimisation with off page tactics. | * 1. Describe a successful link building campaign.   2. Assess ways to acquire quality links.   3. Demonstrate research of a competitive environment for untapped links opportunities. |
| 1. Recognise how SEO trends affect website development. | * 1. Illustrate how some SEO practices can attract penalties.   2. Describe key features of Google Panda, Penguin and EMD. |

# Assessment information

**Guidance:**

This grid gives details of the assessment activities to be used with the unit attached.

Please refer to the OCNNI and NOCN Assessment Definitions document for definitions of each activity and the expectations for assessment practice and evidence for verification.

**The assessment activities for this unit are indicated in the table below:**

**Key: P = Prescribed** – this assessment method *must* be used to assess the unit.

**O = Optional** – this assessment method *could* be used to assess the unit.

|  |  |  |  |
| --- | --- | --- | --- |
| **Case study** | **O** | **Project** |  |
| **Written question & answer/test/exam** |  | **Role play/simulation** |  |
| **Essay** |  | **Practical demonstration** | **P** |
| **Report** | **O** | **Group discussion** |  |
| **Oral question and answer** | **O** | **Performance/exhibition** |  |
| **Written description** | **O** | **Production of artefact** | **O** |
| **Reflective log/diary** | **O** | **Practice file** | **O** |

**There should be at least one Prescribed method of assessment**

|  |  |
| --- | --- |
| **Linked to other qualifications** |  |
|  |  |
|  |  |

|  |  |  |
| --- | --- | --- |
| **Context & aims of unit:** |  | |
| **Owner:** |  | |
| **Unit Grading Structure** | | **PASS** |
| **Sector Subject Areas (SSA)**  ***More than one SSA can be listed*** | | **6.2** |
| **Unit Review Date (dd/mm/yyyy)** | |  |
| **Availability for Use** | | **Shared – open to all AOs to award credit**  **Restricted – open to a defined group of AOs to award credit including those belonging to NOCN only**  ***Please delete the category not required.*** |
| **Restricted organisations** | | ***Please specify all that apply if applicable.*** |
| **Assessment Guidance – mandatory**  ***Field cannot be left blank.*** | | **Free Text or N/A** |
| **Equivalences** | | ***Maximum length of 150 characters for equivalence description if applicable.*** |