UNIT CODE	**OSM006**
UNIT TITLE	**Develop a basic website**
APPLICATION	This unit describes the performance outcomes, skills and knowledge required to plan for and build a basic website suited to organisation purposes and customer requirements. It requires the ability to plan and develop both the structure and content for the site and to test and evaluate the site before it goes live.
	It covers those skills needed by an organisation that chooses to develop its own site, using website building platforms, rather than using the services of information technology specialists.
	It can apply to individuals who work independently or with limited guidance from others, including senior operational personnel and business unit managers. It would apply to small business owner operators who are responsible for a range of functions.
	This unit applies to any type of organisation including commercial, not-for-profit and government organisations. It would, however, have particular application to small businesses. References to customers should be interpreted in the context of the particular industry and organisation which will use different terms to describe their stakeholders.
	This unit is designed for use across industries. Training and assessment should be contextualised to meet the particular requirements of the industry for which it is delivered.
	No occupational licensing, certification or specific legislative requirements apply to this unit at the time of publication.
PREREQUISITE UNIT	Nil
COMPETENCY FIELD	Online and Social Media
UNIT SECTOR	Cross Sector

ELEMENTS	PERFORMANCE CRITERIA

Elements describe the essential outcomes	Performance criteria describe the performance needed to demonstrate achievement of the element.
1. Plan website structure.	1.1 Determine website structure and style to suit organisation purpose and target audience requirements. 1.2 Identify required functions, capabilities and security requirements. 1.3 Determine need for interactive forms and functions to capture customer information and maximise customer interaction. 1.4 Plan layout and navigation flow for appearance, readability, links and ease of use. 1.5 Clearly document structure to facilitate efficient development. 1.6 Research and select website building software and hosting services based on website requirements.
2. Develop website content.	2.1 Select and evaluate organisation information to create website content relevant to website purpose. 2.2 Define information to be included in interactive forms and functions based on purpose. 2.3 Create and utilise a list of key words to promote and ensure search engine optimisation. 2.4 Use language, style and tone suited to organisational image and target audience. 2.5 Select non-text content features to complement website text. 2.6 Check content for accuracy, currency and relevance for purpose.
3. Create website pages.	3.1 Utilise functions and templates provided by website building software to create effective pages and navigation. 3.2 Select page titles and key words that reflect purpose or organisation and can be easily understood by audience. 3.3 Utilise key words throughout site to maximise traffic to website and targeted content. 3.4 Incorporate non-text content features to enhance page presentation. 3.5 Create interactive forms and functions to capture customer information and maximise interaction. 3.6 Develop linked webpages and ensure links are clearly named and unambiguous. 3.7 Use consistent design features across all pages for ease of readability and navigation. 3.8 Upload files to web hosting service according to technical requirements.
4. Test and critically evaluate website.	4.1 Test all website functions and navigation to confirm operational status and ease of use. 4.2 Test useability of interactive forms and functions. 4.3 Check accuracy of content and evaluate design for appeal and match to organisation image. 4.4 Run a range of searches to ensure key words are effective in driving traffic to the site and targeted content. 4.5 Adjust content, design, key words and navigation flow to ensure website is fit for purpose and meets organisation image requirements.

FOUNDATION SKILLS

Foundation skills essential to performance in this unit, but not explicit in the performance criteria are listed here, along with a brief context statement.	
SKILLS	**DESCRIPTION**
Reading skills to:	▪ interpret unfamiliar jargon and directions of different complexity found in different types of website platform building software ▪ interpret the intent of and extract relevant content from a range of different business documents of varying complexity.
Writing skills to:	▪ produce cohesive website content using clear and detailed language suitable for purpose and audience ▪ create content of online forms to elicit the required information using relevant headings and questions in a logical sequence.
Planning and organising skills to:	▪ coordinate multiple elements involved in developing a website in a logical and time efficient sequence.
Self-management skills to:	▪ critically evaluate own work to improve website content and functionality ▪ take responsibility for development of website from information collection through to evaluation and launch.
UNIT MAPPING INFORMATION	No equivalent unit.
LINKS	Link to Companion Volume Implementation Guide to be inserted.

TITLE	Assessment Requirements for OSM006 Develop a basic website

| PERFORMANCE EVIDENCE | Evidence of the ability to complete tasks outlined in elements and performance criteria of this unit in the context of the job role, and:

■ plan for and build one basic website suited to identified organisation purposes and customer requirements
■ integrate at least three of the following functions into the website structure:
  ○ search facility
  ○ interactive fillable forms
  ○ uploading and downloading information
  ○ active links to other sites
  ○ links to drive navigation to featured content
  ○ chat facilities for provision of information
  ○ facilities for customer feedback, testimonials and commentary on content
  ○ shopping cart and electronic payment facilities
  ○ security of:
    ● customer information through password protection
    ● images and information owned by website operator

■ utilise at least four of the following design features to create appeal and ease of readability and access:
  ○ coloured frames and banners
  ○ different fonts and colours for headings and text
  ○ lists using numbers and bullet points
  ○ images
  ○ videos
  ○ animations
  ○ sound files
  ○ tables, graphs or charts

■ test all functions and links built into the website
■ evaluate content, design and useability and identify three areas of potential change to be considered before the site goes live |

KNOWLEDGE EVIDENCE	**Demonstrated knowledge required to complete the tasks outlined in elements and performance criteria of this unit:**
	- specific to the particular industry and organisation, role of a website in the communications or marketing mix - common functions provided by basic websites and how these can be effectively used for different business purposes: - search facility - interactive fillable forms - uploading and downloading information - active links to other sites including social media pages - chat facilities for provision of information - facilities for customer feedback, testimonials and commentary on content - shopping cart and electronic payment facilities - security of: - customer private and financial information including through password protection - images and information owned by website operator - collection of data on traffic and user interaction with site - a range of website building software providers, website functionality provided, and advantages and disadvantages - different types of available templates, how to access and build into a website - how interactive fillable forms work and how information collected is provided to the website operator - features of effective website layout and navigation flow - functions that can be used to drive navigation to featured content and external web pages: - highlighted, coloured and underlined words - pop up messages - hyperlink text and tags in hypertext markup language (HTML) - general principles for effective website design and how the following design features can be used to create appeal, ease of readability and access: - consistency across pages - coloured frames and banners - headings - different fonts and colours - lists using numbers and bullet points - images, videos, animations, sound files - tables, graphs and charts - navigation tabs with simple directive language relevant to purpose - techniques for manipulating digital images and graphics, and their insertion into a website - principles of search engine optimisation (SEO) and how traffic is driven to websites through use of: - key words and density on the page - organic searches - features of browsers, search engines and web crawlers, and how they impact on website design, decisions and meta-tags - how web hosting services operate and a range of services offered by providers - methods used to test newly developed websites and logical sequence of tests to follow.

ASSESSMENT CONDITIONS	Assessment must ensure use of: • computers for the development of websites and content • website building software applications • diverse types of files for use on websites • information about web hosting services and providers. Assessors must satisfy the Standards for Registered Training Organisations requirements for assessors, and: • have at least three years' workplace experience in developing basic websites where they have applied the skills and knowledge covered in this unit of competency.
LINKS	Link to Companion Volume Implementation Guide to be inserted.