

Unit 305

Content Management System Website Creation

SECTION ONE

- 1.0 Be able to create a plan for the components of a content management system (CMS) website
- 1.1 Define the term Content Management System (CMS)
- 1.2 Describe the features and functions of CMS Website software
- 1.3 Explain the advantages and disadvantages of different hosting options
- 1.4 Describe what success could look like when using a CMS website
- 1.5 Identify keywords and/or keyword phrases to be used on each page of a website
- 1.6 Register with a hosting provider with a suitable domain name in relation to keywords and/or keyword phrases identified
- 1.7 Identify the website template to be used for a website
- 1.8 Plan the content and layout needed for each page on a website
- 1.9 Explain how laws, guidelines and constraints affect the content and use of websites
- 1.10 Explain when and why to use different file types for saving content

SECTION TWO

- 2.0 Be able to use CMS software to create a website
- 2.1 Customise a website template in relation to a plan
- 2.2 Use planned content to populate a website template
- 2.3 Use programming and development techniques to add features and enhance a website
- 2.4 Include keywords and/or keyword phrases in website meta- tags
- 2.5 Include a blog in a website implementation
- 2.6 Store and retrieve files in line with local guidelines and conventions where available
- 2.7 Include links to social Networking Sites in relation to a plan
- 2.8 Include buttons to share content on a website
- 2.9 Use testing methods to check that all elements and features of a website are working
- 2.10 Register a website with search engines

SECTION THREE

- 3.0 Understand how to make a website accessible
- 3.1 Define the term 'Accessible websites'
- 3.2 explain the legal guidelines relating to web accessibility
- 3.3 explain how parts of a website should be modified to make it accessible
- 3.4 analyse whether a website follows accessibility guidelines
- 3.5 identify improvements to a website to ensure it follows accessibility guidelines

SECTION FOUR

- 4.0 Be able to measure and improve the return on investment (ROI) of a website
- 4.1 Explain the importance of measuring traffic to a website
- 4.2 Identify methods of measuring the return on investment (ROI) of a website
- 4.3 Use analytic tools to monitor the traffic to a website
- 4.4 Define the term 'bounce rate'
- 4.5 Explain the impact of bounce rate on a website
- 4.6 Identify improvements to a website based on analytical information