

**SKILLS FRAMEWORK FOR RETAIL  
TECHNICAL SKILLS AND COMPETENCIES (TSC) REFERENCE DOCUMENT**

<b>TSC Category</b>	Outreach and Traffic Optimisation					
<b>TSC</b>	Search Engine Optimisation (SEO)					
<b>TSC Description</b>	Optimise online digital assets and content of brands and products to enable and enhance discoverability by search engines					
<b>TSC Proficiency Description</b>	<b>Level 1</b>	<b>Level 2</b> <b>RET-OTO-2005-1.1</b>	<b>Level 3</b> <b>RET-OTO-3005-1.1</b>	<b>Level 4</b> <b>RET-OTO-4005-1.1</b>	<b>Level 5</b> <b>RET-OTO-5005-1.1</b>	<b>Level 6</b>
		Execute tasks in support of SEO tools and techniques for the organisation's digital assets and content across channels	Apply SEO tools and techniques for the organisation's digital assets and content across channels and recommend improvements for SEO efforts	Manage and monitor SEO campaigns for the organisation's digital assets and contents across channels and conduct analysis on performance of SEO campaigns	Formulate overarching SEO strategies for the organisation's digital assets and content and evaluate effectiveness of SEO strategies across channels in terms of return-on-investment	
<b>Knowledge</b>		<ul style="list-style-type: none"> <li>• Organisation's SEO strategies</li> <li>• Search terms, keywords and keyword density</li> <li>• Search engine ranking</li> <li>• Search engine methods of assessing SEO</li> <li>• Social network media in the context of SEO</li> <li>• Internet marketing strategies of a website</li> <li>• Principles involved in conducting search engine programs</li> <li>• Processes involved in routine keyword discovery, expansion and optimisation</li> <li>• Competitor landscape in terms of advertising links</li> <li>• Current and emerging trends and developments of SEO</li> <li>• Current and emerging trends of social media and internet marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's SEO strategies</li> <li>• Search terms, keywords and keyword density</li> <li>• Search engine ranking</li> <li>• Search engine methods of assessing SEO</li> <li>• Social network media in the context of SEO</li> <li>• Internet marketing strategies of a website</li> <li>• Principles involved in conducting search engine programs</li> <li>• Processes involved in performing key word discovery, expansion and optimisation</li> <li>• Competitor landscape in terms of advertising links</li> <li>• Current and emerging trends and developments of SEO</li> <li>• Current and emerging trends of social media and internet marketing</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's SEO strategies</li> <li>• Search terms, keywords and keyword density</li> <li>• Search engine ranking</li> <li>• Search engine methods of assessing SEO</li> <li>• Social network media in the context of SEO</li> <li>• Internet marketing strategies of a website</li> <li>• Criteria for evaluating internet marketing strategies of a website</li> <li>• Processes involved in managing search results</li> <li>• Criteria for evaluating search performance across channels</li> <li>• Elements and structure of websites and webpages</li> </ul>	<ul style="list-style-type: none"> <li>• Organisation's SEO strategies</li> <li>• Search terms, keywords and keyword density</li> <li>• Search engine ranking</li> <li>• Search engine methods of assessing SEO</li> <li>• Social network media in the context of SEO</li> <li>• Internet marketing strategies of a website</li> <li>• Criteria involving keyword enhancements and search engine marketing (SEM)</li> <li>• Types of internet marketing methods and best practices related to SEO</li> <li>• Factors to improve SEO position for target keywords</li> <li>• Current and emerging technology trends in terms of SEO</li> </ul>	
<b>Abilities</b>		<ul style="list-style-type: none"> <li>• Conduct routine keyword discovery, expansion and optimisation</li> <li>• Research and analyse competitor advertising links</li> <li>• Maintain operability of</li> </ul>	<ul style="list-style-type: none"> <li>• Perform keyword discovery, expansion and optimisation</li> <li>• Administer search engine programs (i.e. XML sitemaps, shopping feeds, webmaster tools)</li> </ul>	<ul style="list-style-type: none"> <li>• Manage keyword research in alignment with SEO objectives to optimise existing content and uncover new opportunities</li> <li>• Provide SEO</li> </ul>	<ul style="list-style-type: none"> <li>• Define strategies for content development in alignment with SEO objectives</li> <li>• Develop link building strategies</li> <li>• Define website</li> </ul>	

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		<p>search engine programs (i.e. XML sitemaps, shopping feeds, webmaster tools)</p> <ul style="list-style-type: none"> <li>• Execute tests, collect and analyse data to support SEO analysis</li> <li>• Keep abreast of SEO, search engine, social media and internet marketing industry trends and developments</li> <li>• Monitor search engine performance</li> <li>• Analyse internet marketing requirements</li> </ul>	<ul style="list-style-type: none"> <li>• Research and analyse competitor advertising links</li> <li>• Conduct SEO analysis and analyse search performance across various channels</li> <li>• Identify trends and developments pertaining to SEO, search engines and internet marketing</li> <li>• Coordinate with editorial and marketing teams to inform results based on SEO analysis outcomes to optimise content creation</li> <li>• Prepare and implement internet search engine marketing strategies</li> </ul>	<p>recommendations pertaining to elements and structure of websites and web pages</p> <ul style="list-style-type: none"> <li>• Manage search results and evaluate search performance across channels to improve rankings</li> <li>• Monitor web analytics dashboards and reports to provide inputs on SEO strategies</li> <li>• Partner with editorial and marketing teams to optimise content creation</li> <li>• Evaluate and interpret the internet marketing strategies of a website</li> </ul>	<p>architecture, content, linking and other factors to improve SEO position for target keywords</p> <ul style="list-style-type: none"> <li>• Collaborate with editorial and marketing teams to drive SEO in content creation and content programming</li> <li>• Partner with development team to ensure SEO best practices are properly implemented on newly developed codes</li> <li>• Define internet marketing methods and best practices</li> <li>• Define the internet marketing strategies of a website</li> <li>• Make recommendations for keyword enhancements and SEM</li> </ul>	
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