

**Competency Standards for National Skill Certificate –3in
Digital Marketing (Search Engine Optimization-SEO) for Freelancer in ICT
Sector**

Course Structure

SL	Unit Code and Title		UoC Level	Nominal Duration (Hours)
The Generic Competencies				15
1	GU005L2V1	Carry out workplace interaction in English	3	15
The Sector Specific Competencies				
The Occupation Specific Competencies				220
1	OUDMO005L4V1	Create and Manage Ad Campaign	4	30
2	OUDMO006L4V1	Apply Local SEO Techniques	4	90
3	OUDMO007L4V1	Identify and Setup Google Webmaster Tool and Google Analytics	4	25
4	OUDMO008L4V1	Interpret and Practice Email Marketing	4	40
5	OUDMO009L4V1	Apply Video Marketing	4	35
Total Nominal Learning Hours				235

Units & Elements at Glance

The Generic Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
GU005L2V1	Carry out workplace interaction in English	<ol style="list-style-type: none">1. Interpret workplace communication and etiquette2. Interpret workplace documents3. Participate in workplace meetings and discussions4. Practice professional ethics at workplace	15

The Sector Specific Competencies

The Occupation Specific Competencies

Code	Unit of Competency	Elements of Competency	Duration (Hours)
OUDMO005L4V1	Create and Manage Ad Campaign	<ol style="list-style-type: none"> 1. Create Campaign 2. Manage Google Analytics 3. Remarket Campaign 	30
OUDMO006L4V1	Apply Local SEO Techniques	<ol style="list-style-type: none"> 1. Interpret the concept of local SEO 2. Interpret search engine optimization of a local business website 3. Setup Google my business page 4. Setup structured data/schema markup 5. Create the structure of a website for local SEO 	90
OUDMO007L4V1	Identify and Setup Google Webmaster Tool and Google Analytics	<ol style="list-style-type: none"> 1. Setup Google Webmaster Tool/ Google search console 2. Check and monitor Google Analytics 	25
OUDMO008L4V1	Interpret and Practise Email Marketing	<ol style="list-style-type: none"> 1. Interpret Email Marketing 2. Discuss and apply types of email 3. Collect email 	40
OUDMO009L4V1	Apply video Marketing	<ol style="list-style-type: none"> 1. Interpret basic video marketing 2. Practice YouTube Marketing 	35