

INSDGM0011 - Create, manage and modify content of a website with content management systems (CMS)

Overview

This standard is part of competence area related to using the digital technologies, channels and platforms. It covers creating, managing and modifying content of a website with content management systems (CMS). You are familiar with different types of CMS software, including cloud-based solutions. You can create, edit, publish and continuously manage website content by using presentation layers based on a set of templates, without programming or writing codes. Using CMS systems enables you, as a digital marketer, to increase the search engine ranking by keeping the content regularly updated, relevant and fresh. You can also add options for external interactions, such as likes, comments, forums and customer service support channels. You use workflow to maintain control over your website content. At times you may extend the CMS functionalities by utilising additional plug-ins or modules. The overall CMS allows your products, services or brands to be relevant through marketing campaigns' management and other multi-channel activities. This standard is for Digital Marketing professionals who are involved in creating, managing and modifying content of a website with content management systems (CMS).

Performance criteria

You must be able to:

1. confirm the features and the content for your products, services or brands
2. research the range of current content management systems (CMS)
3. identify the type of CMS software, its features and limitations
4. confirm the layout and design options for your website
5. create a design system with reusable components and patterns
6. identify the structures and levels for your website navigation
7. group the navigation structures into a primary, secondary, and tertiary sets
8. use the navigation tools and content display options
9. plan out the website templates for each new page
10. develop pages containing main topics and sub-topics
11. design each web page interface to fit within the visible first area
12. create the content or set of documents for relevant pages of your website
13. ensure the clickable and non-clickable elements are clearly visible
14. label icons, images and other elements accordingly
15. use the standard fonts for HTML text, or embed fonts through CSS or other technologies
16. standardise all graphic objects in the size that fits the visibility of your pages
17. use the graphic content transparency on the correct background colour
18. adjust the design to match the content of your products, services or brands
19. implement your organisation's systems, business software platforms or databases, if required
20. implement external user interactions and customer service support options
21. refine, update and schedule content on a regular basis
22. follow the legal, regulatory and ethical requirements relating to marketing activities

Knowledge and understanding

You need to know and understand:

1. your products, services or brands and their features
2. the stages of content development for your products, services or brands
3. the range of current content management systems (CMS)
4. the principles of research to identify the type of CMS software to use
5. the features and limitations of chosen CMS software
6. the layout and design options for your website
7. the components and patterns of your design system
8. the navigation structures and levels for your website
9. the primary, secondary, and tertiary sets for navigation structures
10. the navigation tools and content display options
11. the website templates
12. the topics and sub-topics for your website pages
13. the web page interface and its size options
14. why it is important to ensure your content is displayed on visibility first area
15. the content elements for your website pages
16. the difference between clickable and non-clickable elements
17. the relevant formats for the graphic elements and images
18. how the image and the background should be presented
19. how to label icons, images and other elements
20. the set of fonts for HTML text
21. how to embed fonts through CSS or other technologies
22. how to standardise all graphic objects in the relevant size to fit your web pages
23. how the design should match the consistency of your products, services or brands
24. your organisation's systems, business software platforms or databases
25. the types of external user interactions
26. how to implement the customer support provision, if required
27. why it is important to refine, update and schedule content on a regular basis
28. the legal, regulatory and ethical requirements in relation to marketing activities

Relevant Occupations Digital Marketing Executive, Digital Marketing Manager, Digital Marketing Analyst

Suite Digital Marketing

Keywords content management systems, content management platforms, products and services, digital marketing, marketing strategy, marketing content, social media, marketing software, analysis, analytics, website, customer support