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1 Giltspur Street  
London  
EC1A 9DD  
T +44 (0)20 7294 2468  
F +44 (0)20 7294 2400  
[www.cityandguilds.com](http://www.cityandguilds.com)

## City & Guilds

### 600/7231/3 City & Guilds Level 3 Certificate in Principles of Website Creation and Optimisation

## OVERVIEW

### What does this qualification cover?

The qualification provides learners the opportunity to develop specific aspects of using social media that is liable to lead to further learning either in this area or across a wider social media curriculum. They will learn the ability to create affective website content that enables businesses to be easily found using a variety of browsers, taking advantage of the various optimisation strategies of those browsers.

The learner must undertake all units in this qualification:

- Principles of Keywords and Optimisation
- Creating and Optimising Content for the Web
- Content Management System Website Creation

### Who could take this qualification?

The Level 3 Certificate in Principles of Website Creation and Optimisation is designed for those looking to develop their skills and knowledge to go onto further learning or training and to support learners future ability and effectiveness within this industry.

The qualification is suitable for a wide age range starting at 16.



## **What could this qualification lead to?**

### Will the qualification lead to employment?

This qualification is suitable for those who are responsible for helping develop content for a website and ensuring that it gains high ranking to enable clients to find the organisation easily, and could lead to roles such as;

- SEO Assistant
- Search Marketing Co-ordinator
- Manager with marketing responsibility in an SME
- Marketing Manager (new to Social Media)

### Will the qualification support progression to further learning?

The Level 3 Certificate in Principles of Website Creation and Optimisation provides skills and knowledge that would enable the learner to develop their learning further and progress on to programmes such as;

- Level 3 Certificate in Principles of Social Media Advertising and Promotion
- Level 3 Certificate in Social Media Marketing Within a Business
- Level 3 Certificate in Mobile Social Media for a Business
- Level 3 Certificate in the Principles of Social Media for a Business
- Level 3 Diploma in Social Media for Business
- Level 3 Diploma in Digital Marketing
- Level 4 Diploma in Digital Marketing
- Advanced Apprenticeship in Social Media and Digital Marketing
- Higher Apprenticeship in Social Media and Digital Marketing

### Using this size of qualification

This qualification has been created to provide specific skills and knowledge to develop one specific aspect of competency within the social media and digital marketing sector. The certificate size qualification supports learners who may wish to use this qualification as additional learning to programme of study or as a step towards a full diploma.

### Who supports this qualification?

#### **Training Providers**

Paul McKilliop  
**The Isle of Wight College**  
[Paul.mckillop@iecollege](mailto:Paul.mckillop@iecollege)

Chris Owen **Pera Training**  
[training@peratraining.com](mailto:training@peratraining.com)

Elizabeth Vidis **Agilisys**  
[marketing@archpprentices.co.uk](mailto:marketing@archpprentices.co.uk)