

## Unit 21: Hosting and managing websites

Candidate:

Assessor:

Date:

AO	Pass	Merit	Distinction
<b>AO1</b> Specify website hosting requirements	Candidates identify an appropriate and available domain name for their website.  Candidates identify <b>a</b> suitable website hosting package and describe the main features in <b>basic</b> terms.	Candidates identify an appropriate and available domain name and <b>domain suffix</b> for their website.  Candidates <b>identify two</b> alternative website hosting packages.  They <b>justify</b> their choice with a <b>clear</b> explanation of the main features, including the scripting language(s) supported.	Candidates identify an appropriate and available domain name and <b>domain suffix</b> for their website.  Candidates <b>compare two</b> alternative website hosting packages.  They <b>fully justify</b> their choice with a <b>clear</b> explanation of the main features, including the scripting language(s) supported.
	P M D		
<b>AO2</b> Upload a website and test all features	Candidates upload their website to a web server.  Candidates provide <b>basic</b> evidence of testing that all pages, resources and hyperlinks operate correctly.  Candidates <b>may not</b> use appropriate file naming conventions.	Candidates upload their website to a web server.  Candidates provide <b>detailed</b> evidence of testing and ensure that all pages, resources and hyperlinks operate correctly.  Candidates <b>use</b> appropriate file naming conventions.	Candidates upload their website to a web server.  Candidates provide <b>comprehensive</b> evidence of testing and ensure that all pages, resources and hyperlinks operate correctly.  Candidates <b>organise</b> files in a folder hierarchy and <b>use</b> appropriate file and folder naming conventions.
	P M D		
<b>AO3</b> Implement server-side scripts and outline the relevant legal considerations	Candidates produce a <b>basic</b> design plan for a website feature that will capture feedback from visitors.  They outline <b>briefly</b> the appropriate legal considerations.  Candidates implement the feature using server-side scripting, capturing user feedback in an email, file or database and provide evidence of testing.  There is <b>some</b> acknowledgement of information sources used.	Candidates produce a <b>detailed</b> design plan for a website feature that will capture feedback from visitors.  They outline <b>clearly</b> the impact of appropriate legal considerations.  Candidates <b>fully</b> implement the feature using server-side scripting, capturing user feedback in a file or database.  They provide <b>detailed</b> evidence of testing.  Candidates <b>implement</b> at least <b>two</b> additional server side scripts, produce an accurate summary of how they function and clearly acknowledge the information sources used.	Candidates produce a <b>comprehensive</b> design plan for a website feature that will capture feedback from visitors.  They outline <b>in full</b> the impact of appropriate legal considerations.  Candidates <b>fully</b> implement the feature using server-side scripting, capturing user feedback in a file or database.  They provide <b>comprehensive</b> evidence of testing.  Candidates <b>implement</b> at least <b>two</b> additional server side scripts, produce an accurate and concise summary of how they function and clearly acknowledge the information sources used.  At least <b>one</b> script should be original or significantly customised.
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<b>AO4</b> Promote a website	Candidates identify <b>some</b> keywords or key phrases for search engine optimisation, with <b>little</b> or <b>no</b> supporting evidence.  Candidates show <b>basic</b> evidence of optimising at least <b>one</b> page of their website for their chosen keywords.  Candidates provide a <b>basic</b> description of methods for generating traffic to their website, supported with <b>few</b> or <b>no</b> examples.	Candidates identify <b>many</b> appropriate keywords and key phrases for search engine optimisation, with <b>some</b> supporting evidence.  Candidates show <b>detailed</b> evidence of optimising at least <b>three</b> pages of their website using <b>appropriate</b> keywords based upon the content of the page.  Candidates provide a <b>detailed</b> description of <b>appropriate</b> methods for traffic generation to their website, supported with <b>appropriate</b> examples.	Candidates identify the <b>most effective</b> keywords and key phrases for search engine optimisation, with <b>justification</b> and supporting evidence.  Candidates show <b>comprehensive</b> evidence of optimising at least <b>five</b> pages of their website using <b>effective</b> keywords based upon the content of the page.  Candidates provide a <b>comprehensive</b> description of <b>effective</b> methods for traffic generation to their website, supported with a variety of <b>well chosen</b> examples.
	P M D		
<b>AO5</b> Maintain a website	Candidates produce <b>basic</b> user documentation for editing and uploading pages.  They provide evidence that they have made <b>some</b> changes to the site since it was uploaded.	Candidates produce <b>clear</b> user documentation for editing and uploading pages.  They make <b>some</b> changes to the site after uploading, and provide evidence of quality assurance.	Candidates produce <b>clear</b> user documentation for editing and uploading pages; clear and appropriate technical language is used.  They make <b>some</b> changes to the site after uploading, and provide <b>comprehensive</b> evidence of quality assurance and corrections.
	P M D		
<b>AO6</b> Describe how to monitor website usage and performance	Candidates provide a <b>simple</b> description of how they would monitor website usage and performance.	Candidates provide a <b>clear</b> description of how they would monitor website usage and performance.	Candidates provide a <b>detailed</b> description of how they would monitor website usage and performance.  They <b>identify</b> how they could use the results of analysis reports to improve their website.
	P M D		

AO1	AO2	AO3	AO4	AO5	AO6

Overall: