



# PROFILE SHEET WSP-G3-007 “SEARCH ENGINE EXPERT”

G3 Web Skills Profiles - version 2.0

Generation 3 European ICT Professional Profiles

Appendix to the official specification of 30 June 2014

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**Current version:** <http://www.skillprofiles.eu/stable/g3/en/v2/profiles/WSP-G3-007.pdf>

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**Previous version:** <http://www.skillprofiles.eu/stable/g3/en/v1/profiles/WSP-G3-007.pdf>

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**Latest version:** <http://www.skillprofiles.eu/stable/g3/en/profiles/WSP-G3-007.pdf>

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## Profile WSP-G3-007. Search Engine Expert

This section is normative.

The profile sheet, listed below and described in appendix B, is an integral part of the document, "G3 Web Skills Profiles - version 2.0 - Generation 3 European ICT Professional Profiles", official specification of 30 June 2014" [WSPG3-03].

Profile WSP-G3-007	Search Engine Expert
<b>Summary statement</b>	Professional position responsible for achieving the best return on investment (ROI) in light of visibility in search engines and related services by managing and supporting the development of Web services and digital marketing.
<b>Mission</b>	<p>The Search Engine Expert is responsible for the various phases of the support project and for verifying the results for its positioning in search engines, issuing optimization rules as part of the development of Web services.</p> <p>Since achievement and assessment of results is strongly linked both to the project and to the type of work, he or she may work within an organization, or, alternatively, as a freelancer or for specialized Web marketing agencies.</p>
<b>Deliverables</b>	<p><b>Accountable (A)</b></p> <ul style="list-style-type: none"> <li>• Audit Report.</li> <li>• Project plan.</li> </ul> <p><b>Responsible (R)</b></p> <ul style="list-style-type: none"> <li>• Specifications for the solution.</li> <li>• Documentation for the solution.</li> </ul> <p><b>Contributor (C)</b></p> <ul style="list-style-type: none"> <li>• Test procedures.</li> <li>• Quality assurance (e.g. Kaizen).</li> </ul>
<b>Main tasks</b>	<ul style="list-style-type: none"> <li>• Provide project-specific directives to the Web development sector, collaborating with it.</li> <li>• Provide the staff responsible for publishing and organizing Web content with appropriate training in producing information optimized for search engines.</li> <li>• Plan and manage online promotion, both on microblogging platforms and social networks. May support the development of Web interfaces, applications, or content.</li> <li>• Control positioning and create periodic reports.</li> </ul>
<b>E-CF competences</b>	<ul style="list-style-type: none"> <li>• <b>A.6. Application Design:</b> Level e-1.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>B.3. Testing:</b> Level e-1.</li> <li>• <b>D.3. Education and Training Provision:</b> Level e-2.</li> <li>• <b>D.12. Digital Marketing:</b> Level e-4.</li> <li>• <b>E.6. ICT Quality Management:</b> Level e-3.</li> </ul>
<b>Skills / Knowledge</b>	<p><b>Technical</b></p> <ul style="list-style-type: none"> <li>• Knowledge of the behavior of search engine components and rules.</li> <li>• Ranking optimization principles for the algorithms currently used by search engines.</li> <li>• Content and data mash-up techniques optimized for search engines.</li> <li>• Knowledge of main Web recommendations and standards.</li> <li>• Knowledge of and experience with using testing tools.</li> </ul> <p><b>Informatics</b></p> <ul style="list-style-type: none"> <li>• Mark-up and style sheets (e.g. XHTML, HTML and CSS).</li> <li>• ISO/IEC 40500:2012 - Information technology -- W3C Web Content Accessibility Guidelines (WCAG) 2.0.</li> <li>• Web publication tools (e.g. CMS, Blog and Editor).</li> <li>• Basics of server side web scripting and web server languages (e.g. PHP, JSP, ASP, Apache, IIS).</li> </ul> <p><b>Strengthening</b></p> <ul style="list-style-type: none"> <li>• Scripting languages for integration with social media (e.g. ECMAScript).</li> </ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"> <li>• R.O.I. (Return On Investment) and Social Media R.O.I.</li> <li>• Improve the prestige of the brand and/or the object being promoted in Search Engines and Social Media.</li> <li>• Improve the position in predefined S.E.R.P. (Search Engine Results Pages).</li> <li>• Evaluation of the existing or pre-existing optimization level of the product.</li> </ul>
<b>Qualification / Certifications</b> <i>(this section is informative)</i>	<ul style="list-style-type: none"> <li>• Google Analytics Individual Qualification.</li> </ul>
<b>Attitudes (non ICT)</b> <i>(this section is informative)</i>	<p><b>Interpersonal and Organizational</b></p> <ul style="list-style-type: none"> <li>• Strong communication skills.</li> <li>• Active listening.</li> <li>• Problem solving.</li> </ul> <p><b>Linguistic</b></p> <ul style="list-style-type: none"> <li>• Good knowledge of the national language or the language used by the working group - minimum level: C1 QCER.</li> <li>• Good knowledge of the English language - recommended</li> </ul>

	<p>minimum level: B2 QCER.</p> <ul style="list-style-type: none"> <li>• Good knowledge of common Web user language (e.g. slang, acronyms).</li> </ul>
<p><b>Relationships / Reporting line</b> <i>(this section is informative)</i></p>	<p><b>Interacts with:</b></p> <ul style="list-style-type: none"> <li>• Web Community Manager</li> <li>• E-commerce Specialist</li> <li>• Frontend Web Developer</li> <li>• Information Architect</li> <li>• Mobile Application Developer</li> <li>• Reputation Manager</li> <li>• Web Content Specialist</li> </ul> <p><b>Reports to:</b></p> <ul style="list-style-type: none"> <li>• Web Project Manager</li> <li>• Digital Strategic Planner</li> </ul>

## Appendices

### Appendix A. Glossary

#### Informational (informative)

for the purposes of information and not required for compliance.

*Note: The content required for compliance is referred to as "normative".*

#### normative

Required for obtaining compliance.

*Note: Content listed as "informative" or "non-normative" is never necessary for compliance.*

### Annex B. Profile sheet structure

The Web skills profiles are identified by an unambiguous code and are structured in reference to paragraph 4.2 of the CWA CEN document, "European ICT Professional Profiles" [CWA-01] updated upon European e-Competence Framework 3.0 [CWA-02].

- **Profile Title.** Name - including the identification code - of the Web skill profile according to the unambiguous international catalogue from the IWA/HWG.
- **Summary statement.** Lists the primary purpose of the profile. The purpose is to give all stakeholders and users a brief, concise description of the specified Web skill profile, written in a form understandable by ICT professionals, managers, and Human Resources staff.
- **Mission.** Describes the basic assignment of the profile. The purpose is to specify the working role defined in the Web Skill Profile.
- **Deliverables.** Describes the documents produced by the job description as accountable (guarantee), responsible (support), and contributor (contribution).
- **Main tasks.** Provides a list of typical tasks carried out by the profile. A task is an action undertaken to achieve a result in a broadly defined context and contributing to the definition of the profile.
- **E-CF competences.** Provides a list of the skills necessary (taken from the e-CF references) to carry out the assignment. A skill is the outcome of the previous definition of the Profile and helps to differentiate profiles.
- **Skills / knowledge.** A list of abilities and knowledge necessary for the definition of the profile, subdivided into technical, informatics, and strengthening (improving abilities for the profile).
- **Key Performance Indicators (KPIs).** Based on KPI (Key Performance Indicators), the area of application of the KPI is a more generic indicator, consistent with the grade level of the overall profile. It applies for adding depth to the assignment.

- **Qualification / Certifications.** These are the recommended, but not essential, qualifications and certifications for carrying out the activities in the profile. However, these qualifications and certifications may be used for developing knowledge of specific skills within the profile. This section is for informational purposes.
- **Attitudes (non ICT).** A list of aptitudes supporting the abilities and knowledge, subdivided into interpersonal/organizational and linguistic. This section reports references to the QCER [CE-01], which promotes the understanding of specific language certifications. This section is for informational purposes.
- **Relationships / Reporting line.** A list of Web skills profiles and not with whom the profile discusses (relationships) or reports (reporting lines). This section is for informational purposes.

## Annex C. References

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[CE-01]	<b>Council of Europe</b> <i>Common European Framework of Reference for Languages: Learning, Teaching, Assessment (CEFR) (January 2002)</i> <a href="http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp">http://www.coe.int/t/dg4/linguistic/CADRE_EN.asp</a>
[CWA-01]	<b>CEN (European Committee for Standardization)</b> <i>CWA 16458:2012 European ICT Professional Profiles updated by e -CF version 3.0 competences (March 2014)</i> <a href="http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU_ICT_Professional_Profiles_CWA_updated_by_e_CF_3.0.pdf">http://relaunch.ecompetences.eu/wp-content/uploads/2013/12/EU_ICT_Professional_Profiles_CWA_updated_by_e_CF_3.0.pdf</a>
[CWA-02]	<b>CEN (European Committee for Standardization)</b> <i>CWA 16234:2014 Part 1. European e-Competence Framework 3.0. A common European Framework for ICT Professionals in all industry sectors (March 2014)</i> <a href="http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf">http://ecompetences.eu/wp-content/uploads/2014/02/European-e-Competence-Framework-3.0_CEN_CWA_16234-1_2014.pdf</a>
[WSPG3-01]	<b>IWA (International Webmasters Association)</b> <i>G3 Web Skills Profiles - version 2.0 Generation 3 European ICT Professional Profiles Official specification of 30 June 2014 (English version)</i> <a href="http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf">http://www.skillprofiles.eu/stable/g3/en/2013-06-30.pdf</a>