

Qualification factsheet

Qualification overview

Qualification title	NCFE Level 3 Certificate in Search Engine Optimisation (SEO) and Analytics		
Qualification number (QN)	610/0585/X		
Total qualification time (TQT)	230	Guided learning hours (GLH)	180
UCAS	This qualification has been allocated UCAS points. Please refer to the UCAS website for further details of the points allocation and the most up-to-date information.		
Entry requirements	<p>Learners must be aged 16 or over. Entry is at the discretion of the centre, in accordance with the Equality Act 2010 and Northern Ireland equality law.</p> <p>There are no specific prior skills/knowledge a learner must have for this qualification. However, learners may find it helpful if they have already achieved a level 2 digital skills or digital promotion for business-related qualification.</p>		

About this qualification

This qualification is designed for learners who are working in, or would like to work in, a role where search engine optimisation and analytics is a requirement. It is ideal for those who want to consolidate their existing knowledge, which can support with progression into employment or proceeding to further study in this area.

Upon successful completion of the required units, the learner will gain the knowledge and skills to support progression into employment in the digital sector, especially in roles requiring the implementation of search engine optimisation strategies.

Qualification structure

Mandatory units

Introduction to SEO (T/650/1706)
Understand the use of search queries and search engine results in SEO (Y/650/1707)
Understand the use of research in SEO (A/650/1708)
Understand the use of optimisation and on-page design (D/650/1709)
Application of technical SEO (J/650/1710)
Understand link building in off-page SEO (K/650/1711)
Measuring and analysing SEO performance (L/650/1712)

Assessment

Internally assessed and externally quality assured portfolio of evidence.

Placement requirements

Work/industry placement experience is not required.

Progression opportunities

Learners who achieve this qualification could progress to the following:

- employment:
 - search engine optimisation analyst
 - content marketing analyst
 - search engine analyst
 - search engine marketer
- further education:
 - level 4 apprenticeship - marketing executive
 - level 4 apprenticeship - digital accessibility specialist
 - level 4 diploma in digital marketing
 - level 4 award in social media and digital marketing
 - level 4 award in search engine marketing
- higher education:
 - digital marketer (integrated degree)
 - digital user experience (UX) professional (integrated degree)
 - creative digital design professional (integrated degree)

Progression to higher level studies

Level 3 qualifications aim to facilitate progression to higher level study, which requires knowledge and skills different from those gained at levels 1 and 2. Level 3 qualifications enable learners to:

- apply factual, procedural and theoretical subject knowledge
- use relevant knowledge and methods to address complex, non-routine problems
- interpret and evaluate relevant information and ideas
- understand the nature of the area of study or work
- demonstrate an awareness of different perspectives and approaches
- identify, select and use appropriate cognitive and practical skills
- use appropriate research to inform actions
- review and evaluate the effectiveness of their own methods



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