

Principal Moderator Feedback

January 2011

Applied GCE

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Information and Communication
Technology (6963)

Paper 01 - Web Management

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General Comments

A very small amount of centres submitted entries for this unit in the January window. Generally, the candidates had supplied front sheets that were easy to navigate and the centre had produced eRecord sheets indicating why the assessor had awarded the marks. Most of the eportfolios submitted were in the correct file format with all the evidence easily identified.

The new specification requires that a copy or a live URL of the final web site be included in the ePortfolio. In the majority of cases this was true, however in a minority this was not supplied leading to catastrophic results. The moderator will use the final site to vindicate several pieces of evidence and so it is vital that the candidate supplies access to the final site pages.

One other change to the specification needs to be highlighted. The technique of using Titles and META Tags now only count as one promotion strategy. The candidates need to provide a discussion of five strategies and implement two of these.

Comments on strand A - Web Hosting and upload of files

This strand was generally well assessed with several almost professional web sites produced. All sites were published to a service provider and almost all were tested in some depth.

The client needs are still not being supplied limiting the candidate to mark band 2. The client should have several general needs that can be used to determine the correct choice of provider.

Comments on strand B - Promoting the website

The majority of techniques chosen to promote the web site were valid and there was evidence that the effectiveness was critically assessed effectively. Some of the methods used to measure effectiveness were not valid. The assessment of their effectiveness can only be carried out if the candidates measure the visits in some way over a long period in time. This could involve a hit counter or an increase in feedback traffic.

Comments on strand C - Capturing visitor information

This strand continues to present high quality feedback forms and is being assessed accurately. Some of the forms were very professional with centres attempting to link them in with a database solution. While this is not a requirement of the strand it has to be applauded. Legal considerations were covered by some in-depth privacy policies and testing continues to show improvement, with evidence of emails being received and validation being applied and tested using dummy data.

Comments on strand D - Site Management

This was the weakest strand seen in this January window.

Accessibility is being assessed using WAVE, legal assessment is generally very good and there was evidence of effective monitoring of the site performance. However, a large part of this strand depends on the technical information and the evidence of updates, and these are not being assessed accurately.

There was still an amount of centres who allowed the candidates to add the eMarketing update features after they had published to the Internet. The site should be complete before publishing in order to give the visit strategies a chance to be effective and to allow a reasonable amount of feedback to be gathered. Maintenance should involve changes made after the updates have been implemented, such as changes to site content due to

testing, product changes and events. Candidates need to supply evidence of all the updates made over at least an 8 week period.

Technical information varied widely across the centres, with some producing detailed reports while others barely provided a site map. Site Maps, URL or a copy of the site, a history of development and details of each update should be provided as a minimum. For the higher mark bands, the candidate should provide important code, with an explanation of the more advanced features and a detailed record of the changes made during the 8 week period. The technical documentation should allow future maintenance to be carried out by a third party.

Comments on strand E - Evaluation

Site performance evaluations continue to be improved, with several accounts using statistics effectively. The evaluation of the candidate performance did vary and this was not assessed accurately. To gain marks in and above mark band 2, the candidate must discuss their strengths and weaknesses in some depth.

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