



## AIP (SEO) Competencies (N15)

This document defines roles and competencies for an Accredited Internet Professional (AIP) of the Society of Internet Professionals (SIP) specializing in the area of Search Engine Optimization (SEO).

Competencies are prepared by conducting a task analysis of the job. Seniority or length of experience was not a factor in compiling the list. An acquired competency assumes that the task will be performed independently without supervision. Preparation of these competencies was initiated by SIP in 1999, combined with work done by the Association of Web Professionals (AWP) in 2001 and revised in 2004 by the Accreditation & Certification Committee (ACC) of SIP. Competencies normally deal with the technical aspects of the job.

### A. Description of AIP

Competencies common to all streams are outlined in a separate document (N04: Common Competencies of AIP), available from our web site:

[http://sipgroup.org/resources/docs/a105\\_common\\_competencies.pdf](http://sipgroup.org/resources/docs/a105_common_competencies.pdf)

Competencies described in the above document together with the technical competencies described in this document form overall competencies for this stream.

### B. Description of AIP (SEO)

Search Engine Optimization (SEO) Professional is a practicing Internet professional who integrates web technologies to market and promote businesses and their web sites. A SEO Specialist is a combination of search engine marketing strategist and public relations specialist with a good knowledge of online and offline business promotion practices.

### C. Competencies

The competencies have been grouped into the following technical areas:

1. e-Marketing Planning
2. Industry Awareness
3. Online Marketing
4. Search Engine Marketing Strategies
5. Online Public Relations

#### 1. e-Marketing Planning

Identify and establish e-Marketing goals of an organization and produce an e-Marketing Plan to achieve these goals in conjunction with the organization's Business Plan.

- Identify opportunities and strategies for improving marketing and promotion of the organization
- Gap analysis skills
- Ability to present findings of analysis
- Interviewing skills
- Ability to write a valid data collection instrument
- Definition and gathering of metrics.

#### 2. Industry Awareness

Understanding of the current and future climate of the company's industry and ability to formulate strategies that respond to that climate.

- Knowledge of the company's position within the industry

---

## Society of Internet Professionals™ (SIP™)



- 
- Knowledge of competition's position within the industry
  - Knowledge of the company's supply chain structure and process
  - Understanding of future forces affecting the industry
  - Understanding of competition that exists outside the normal bounds of one's industry
  - Ability to create strategies and contingency plans that allow the organization to have a competitive advantage in this environment.

### 3. Online Marketing

Understanding of Internet business models and processes and a strong understanding of interactive marketing concepts and strategies:

- Banner campaign management
- E-mail campaign analysis/deployment
- Tag-based or token embedded online traffic reporting tool
- Web site quality assessment
- Web analytics and conversion improvement
- Visitor behaviour analysis
- PPC campaign management and ROI improvement.

### 4. Search Engine Marketing Strategies

Knowledge of Internet search engines and how to optimize interaction with and use of these for marketing the business.

- Search engine optimization of web sites
- Keyword research, analysis and management
- On-page and off-page web site optimization
- Advanced and site-specific optimization techniques
- Web site structure optimization
- Rank monitoring and ranking trends analysis
- Link popularity and link profile analysis and improvement

### 5. Online Public Relations

Knowledge of public relations issues, online promotions and methodologies in order to integrate these with e-marketing strategies.

- Understanding of public relations
- Preparation and deployment of media releases using Internet based tools
- Understanding of affiliation and sponsorship programs to promote the organization
- Tracking of publicity results.

### D. Related AIP Documents and Resources

SIP has been working to restructure the old Certified Member of SIP (CMSIP) program and ex-AWP Certification Programs into the revised Accredited Internet Professional (AIP) program. As of January 2005, 13 streams are identified. Documents related to the AIP program and associated streams are posted on the SIP web site:

<http://sipgroup.org/resources/docs.html>

### E. Details & Application Package

Take the Self-Assessment, review competencies & download the application from our web site:

<http://www.sipgroup.org/certification.html>