STANDARD TASK ANALYSIS FORM

Duty/Task: A-5 Develop/maintain website (internet presence)								
STEPS (Required to Perform the Task)	**PERFORMANCE STANDARDS (Observable & Measurable Criteria)**	**TOOLS, EQUIPMENT, SUPPLIES & MATERIALS (Needed)**	**REQUIRED KNOWLEDGE AND SKILLS (Math, Science, & Language)**	**SAFETY (Concerns)**	**WORKER BEHAVIORS (Important to Worker Success)**	**DECISIONS (Identify Decisions that Must be Made by the Worker)**	**CUES (Identify the Data Needed for Making Correct Decisions)**	**ERRORS (Indicate What May Result if Incorrect Decisions are Made)**
1 Develop a website by registering a domain name, selecting a service provider, and determining what you can do and what you need to hire someone to do	1 Registered a domain name(s) with a reputable service provider that relates to your branding, and determined what you can do and where you need help on your website	1 List of hosting services (to register web address and host website), website development resources from industry organizations such as extension, farm bureau and other organizations, list of possible website designers	1 Basic knowledge of websites, knowledge of local hosting options, knowledge of industry organizations and resources offered, computer skills	1 N/A	1 Discerning, decisive, knowledgeable	1 What is my domain name going to be? What service provider should I choose? Do I have the skills to develop my own website? Does my domain name reflect my brand?	1 Service provider offerings and relationship benefit business, self assessment of website knowledge, domain name reflects brand	1 Will pay too much for website hosting, selected host features won't grow with the business, domain name will detract from the business
2 Develop site design, content, features, and how it integrates with traditional marketing and social networking	2 Researched site designs aligned with the branding and image you want to portray, talked to potential customers and respected colleagues to determine the content and features they would see as valuable in a website, and ensured integration of traditional marketing and social networking	2 Website templates, examples of websites with desirable features, summary of marketing materials to review consistency of image and messages on website, traditional media and social networking, list of potential features from hosting services	2 Knowledge of website design and features, basic marketing knowledge, computer skills, industry knowledge, knowledge of website trends, knowledge of branding and how to make it work,	2 N/A	2 Creative, customer focused, knowledgeable	2 Does my site design reflect my brand? What are the costs for me to develop my site vs. hiring someone to do it? Is some combination of both best? What are the features I will include in my website? How does the website integrate with traditional marketing and social networking? How can I use social networking to enhance my website?	2 Research of costs, available budget, features offered grow with the business, website integrates easily with traditional marketing and social networking, have abilities to use social media to enhance website	2 cost will exceed budget, won't be able to access features needed to help business grow, website will seem disjointed when trying to integrate with traditional marketing and social networking, won't be able to use social media to enhance website
3 Manage, maintain and measure website effectiveness	3 Built analytics into the website, developed management schedule to maintain and continually develop website, and identified someone to take care of the business aspects of website administration (e.g. renewing domain name, host relations)	3 Sample report from hosting service or third party analytic provider, printed website management schedule, customer service manual that clarifies how to handle customer inquiries and other issues	3 Time management skills, computer skills, knowledge of industry, knowledge of benchmarking, business management skills, interpersonal skills, customer relations skills, analytical skills	3 Awareness of website security	3 Analytical, discreet, personable, thick skinned	3 Who will manage and maintain the website? Am I getting the information I need from my website? Are there other analytics that would provide useful information? What do I consider an effective website? Have there been any unexpected good or bad consequences?	3 Available internal talent, information/analytics received are useful, number or content of customer inquiries	3 Won't maintain an effective website, may frustrate potential and existing customers, website won't help the business grow
Analyst: John Moser			Specific Relevant References:					
Expert Workers:								
Julie Fox								
Rob Leeds								