

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Introduce the idea of SEO as a secret to becoming an influencer, blogger, seller or author in the 21st Century. Have students read SEO Basics & FAQs (2 pages).

Discussion (10-15 TRT)

Be the coach. Take student questions and challenge them to dream with and apply their new knowledge.

Exercise (15-45 TRT)

Have students, whether individually or in teams, create alternative names and logos for a student project. It's ideal to have a long-term project that students can work on throughout this course.

Step 1. Define Target Audiences

Step 2. Make a Keyword Cloud

Step 3. Create Name Candidates

Extra Credit: Create a Logo

Quiz (35-45 TRT) PDF at: [BizzyB.com/partners/seo-literacy](https://bizzyb.com/partners/seo-literacy)

Answers: **1:F**, **2:T**, **3:T**, **4:T**, **5:F**, **6:T**, **7:T**, **8:T**, **9:T**, **10:F**

Homework (45-50 TRT)

Instruct students to show name and logo candidates to three people, asking three main questions:

1. Which name is the most meaningful to you?
2. Which is the most engaging?
3. Which is the most memorable and easy to convey?

Record interviewee feedback on the Workbook Survey form.

50 Minute Minimum

Can be a longer class by adding core knowledge, exercises, or project time.

Preparation

- Student handouts by Workbook or BizzyB.com.
- Quizzes by PDF Print.

Teaching Goals

- Engage students by demonstrating SEO relevancy.
- Create a basic understanding of SEO.
- Coach students in creating names.
- Coach students in creating logos.

Teaching Tips

- Present examples that are relevant to your students.
- Be a "Creative Coach," not a Lecturer.
- Invite expert(s) in marketing, branding and/or graphic design.
- Include a long-term project for students to apply core concepts and skills.
- Consider breaking students up into teams for collaborative learning.
- Consider adding expert mentors to teams, particularly if using BizzyB.com.

Name: _____ Date: _____

Answer the following true/false questions:

True False

1. SEO stands for “Search Engine Organizer.”

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

2. SEO recommends content through matching keywords.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

3. “Surfers” on the Internet seek answers to questions.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

4. “Cloaking” seeks to unethically fool search engines.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

5. Cloaking is a great way to get ahead.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

6. “Spiders” are robots that crawl web pages.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

7. Search engines rate web pages by “Domain Authority.”

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

8. “SERP” stands for “Search Engine Report Page.”

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

9. It’s ideal to win #1 organic search rankings.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

10. A “Keyword” cannot be more than one word.

<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------

TEACHER L1 REFLECTIONS

Notes

Reflections

Suggestions (please make suggestions at bizzyb.com/contact)