

## Teacher Instructions

### Bellwork (0-10 min. Total Run Time)

Have students read Description Writing Basics (1 page).

### Discussion (10-15 TRT)

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

### Exercise 1 (15-25 TRT)

Have students edit to find the slogans. Answers:

Apple: Apple Computer, Inc. ~~is a really cool company that~~ designs, manufactures and markets personal computers, software and peripheral devices.

Nike: Nike is the largest seller of athletic footwear and apparel in the ~~whole wide~~ world.

Wendy's: ~~It's an exciting time to join Wendy's.~~ Wendy's is a quick-serve restaurant franchise that specializes in hamburgers.

### Exercise 2 (25-45 TRT)

Have students, whether individually or in teams, create alternative descriptions for a student project.

Step 1. Define Keyword(s).

Step 2. Edit Description for Efficiency.

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

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

### Homework (45-50 TRT)

Students to interview three people asking:

1. Which description is the most clear to you?
2. Which is the most convincing?
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 descriptions.

### Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in marketing, writing and/or sales.
- 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.

STUDENT L3 QUIZ | Create a Great Description

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Answer the following true/false questions:

True      False

1. A description should orient readers with basic information.

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

2. A description should ideally state what's unique or special.

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

3. Keywords in a description aren't helpful.

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

4. A good way to write a description is to start with an "is..."

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

5. A good way to write a description is to include an "...est" word.

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

6. It's ideal to put a keyword in the first sentence of a description.

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

7. Try to keep all words on the same topic as the keyword.

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

8. It's not important to use traditional punctuation and spelling.

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

9. Use short and common words when possible.

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

10. Break up compound sentences into separate ones.

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

## TEACHER L3 REFLECTIONS

### Notes

### Reflections

### Suggestions (please make suggestions at [bizzyb.com/contact](https://bizzyb.com/contact))