

## Teacher Instructions

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

Have students read FAQ 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 (15-45 TRT)

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

Step 1. Define Keywords.

Step 2. Edit.

### 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:T**, **6:T**, **7:T**, **8:T**, **9:F**, **10:T**

### Homework (45-50 TRT)

Students to interview three people asking:

1. Are these the best FAQs?
2. Were the answers helpful?
3. Were they easy to read?

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 FAQs.

### 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.

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

Answer the following true/false questions:

True      False

1. “FAQ” stands for “Frequently Answered Questions.”

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2. FAQs should strive to answer the most common questions.

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3. FAQs are often placed on landing pages to improve SEO.

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4. FAQs are helpful to prepare for showcases and presentations.

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5. FAQs are a format that makes content skim-able.

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6. FAQs can make a lot of text graphically attractive.

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7. It’s fine to offer deep information in FAQ answers.

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8. For long answers, it’s good to use the keyword more than once.

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9. Keywords should not be placed in both Questions and Answers.

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10. It’s good FAQ practice to assume the role of the expert.

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## TEACHER L4 REFLECTIONS

### Notes

### Reflections

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