

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Have students read SEO Content Planning (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 a Content Plan for a student project.

Step 1. Define Landing Pages

Step 2. Create Engaging Post Titles

Step 3. Optimize Post Scheduling

Step 4. Seek Matching Anchor Text Backlinks

Step 5. See Multiple Channel Backlinks

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:T, 9:T, 10:T

Homework (45-50 TRT)

Students to interview three people asking:

1. Do our landing page titles seem useful?
2. Are our blog post titles engaging?
3. Are our backlink targets relevant?

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 an intermediate understanding of SEO.
- Coach students in creating a Content Plan.

Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in digital marketing or SEO writing.
- 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. "On-page" SEO means engineering keyword landing pages.

<input type="checkbox"/>	<input type="checkbox"/>
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2. Each landing page should have it's own unique keyword.

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3. Blog posts are not a type of landing page.

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4. Portfolio posts are a common type of landing page.

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5. "Off-Page" SEO is getting others' web pages to link to your's.

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6. A hyperlink moves a surfer from one web page to another.

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7. A "backlink" is a type of hyperlink from an outside site to yours.

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8. The text in a hyperlink is called "Anchor Text."

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9. Anchor text should include the target landing page's keyword.

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10. Domain authority is largely influenced by backlinks.

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TEACHER L5 REFLECTIONS

Notes

Reflections

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