

## Teacher Instructions

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

Have students read Web Writing Tips (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 web pages for a student project.

Step 1. Define Keyword

Step 2. Create a Page Name

Step 3. Create a Permalink

Step 4. Create a Page Title

Step 5. Edit Body Text

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

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

### Homework (45-50 TRT)

Students to interview three people asking:

1. Does the headline grab you?
2. Is the content helpful?
3. Is it 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 an intermediate understanding of SEO.
- Coach students in creating web pages.

### 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. Keyword placement & frequency affect SEO ratings.

<input type="checkbox"/>	<input type="checkbox"/>
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2. Spelling and punctuation affect SEO ratings.

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3. Readability affects SEO ratings.

<input type="checkbox"/>	<input type="checkbox"/>
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4. There's no reason to place the keyword in the page name.

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5. A web page's address is called a permalink or "slug."

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6. It's ideal to place the keyword inside the permalink.

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7. It's ideal to place the keyword inside the page title.

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8. Headlines come in varying degrees of importance from h1 to h6.

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9. Alternative text describes an image.

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10. Meta descriptions are used in SERP descriptions.

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## TEACHER L6 REFLECTIONS

### Notes

### Reflections

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