

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Have students get right to work on Video Script & Post Writing Exercises.

Exercise 1: Script & Make a Video (10-35 TRT)

Have students, whether individually or in teams, script and shoot a short video for a student project.

Step 1. Choose a Keyword

Step 2. Choose Referring Keywords

Step 3. Create Keyword Scenes

Step 4. Add Lower-Third Keyword

Optional Exercise 2: Post a Video (35-45 TRT)

Have students post their videos on a video share platform like YouTube. Include Post Title, Description, Tags, Category, Subtitles & Closed Captions and Thumbnail Preview.

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:T, 5:T, 6:T, 7:T, **8:F, 9:F**, 10:T

Homework (45-50 TRT)

Students to show script & finished video to three people asking:

VIDEO SCRIPT

1. Does this video concept grab you?
2. What words would you use to find this kind of video?
3. Do the scenes answer your questions about this subject?

OPTIONAL VIDEO POST

1. Does the video title grab you?
2. Are the description and tags helpful?
3. Does the video answer your questions?

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 and posting SEO videos.

Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in digital marketing, script or SEO writing or videographer.
- 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. An SEO video script should have a primary keyword to target.

<input type="checkbox"/>	<input type="checkbox"/>
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2. An SEO video script should identify referring keywords.

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3. Each scene in an SEO video should have a referring keyword.

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4. Lower-third graphics are helpful to communicating keywords.

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5. If interviewing, you should write questions with keywords.

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6. Add keyword to the video post title.

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7. Write post descriptions with keyword links to landing pages.

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8. Subtitles and closed captions have no effect on SEO.

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9. Thumbnail preview images aren't that important.

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10. YouTube is a video sharing, social & search platform.

<input type="checkbox"/>	<input type="checkbox"/>
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TEACHER L8 REFLECTIONS

Notes

Reflections

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