

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Have students read SEO Keyword Strategy (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 a Keyword Strategy for a student project.

Step 1. Stalk Competitors

Step 2. Verify Keyword Potency

Step 3. Create a Strategy

Step 4. Monitor Your Performance

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:F**

Homework (45-50 TRT)

Students to interview three people asking:

1. Can you think of any other competitors?
2. Are competitor's and my keywords useful?
3. What are the keywords you'd use to fund my offerings?

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 advanced understanding of SEO.
- Coach students in creating a keyword strategy.

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 strategy.
- 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. A main goal of keyword strategy is winning #1 search rankings.

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2. Keyword strategy balances amount of volume vs competition.

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3. #1 keyword rankings are all worth about the same.

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4. #1 rankings for popular keywords can be very difficult to win.

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5. Winning many low-competition keywords is a good strategy.

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6. Stalk competitor websites to research their keywords.

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7. Stalking competitors may reveal “holes” in the keyword market.

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8. Always start by winning high-competition keywords first.

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9. Use a Validation Service like Adwords to research keywords.

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10. Once keywords are set, monitoring performance won't help.

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TEACHER L9 REFLECTIONS

Notes

Reflections

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