

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Have students read SEO Website 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 Website Design for a student project.

Step 1. Secure a Website Address

Step 2. Define a Website Host

Step 3. Choose a CMS Platform

Step 4. Create a Title & Tagline

Step 5. Build a Site Map

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:F, 8:T, 9:T, 10:F

Homework (45-50 TRT)

Students to interview three people asking:

1. Do you like the website title, tagline and description?
2. Would the pages listed answer your questions?
3. What keywords would you use to find my website?

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 planning a website.

Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in digital marketing, website design or SEO content 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. A website is a “living” document that changes over time.

<input type="checkbox"/>	<input type="checkbox"/>
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2. For SEO, the main goal is to promote keyword landing pages.

<input type="checkbox"/>	<input type="checkbox"/>
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3. Blog and portfolio post pages are key types of landing pages.

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4. Strive to get anchor text links on others’ websites to yours.

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5. Posts are a key building block to email newsletters.

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6. E News services help bulk emails avoid being seen as “Spam.”

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7. A 70% Bounce Rate is very good.

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8. Two (2) Average Pages views is typical for most websites.

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9. Use Analytics Tools to track Bounce Rate and Page Views.

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10. A website domain and host are the same thing.

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TEACHER L10 REFLECTIONS

Notes

Reflections

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