

Teacher Instructions

Bellwork (0-10 min. Total Run Time)

Have students read Selling on the Internet (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, plan to sell online for a student project.

Step 1. Build Your Brand Story

Step 2. Define a Payment Service

Step 3. Select Selling Sites

Step 4. Create SEO Sales Content

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

Homework (45-50 TRT)

Students to interview three people asking:

1. Do you like the brand story?
2. Is the sales location ideal?
3. Is the sales information useful and complete?

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 an e-commerce plan.

Teaching Tips

- Present examples that are relevant to your students.
- Be a “Creative Coach,” not a Lecturer.
- Invite expert(s) in ecommerce, 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. For e-commerce, it's good to build an attractive company brand.

2. You can sell products on many Internet sites at the same time.

3. A Payment Gateway makes for safe and secure online payments.

4. "Drop Shipping" is the packing and shipping of products.

5. A drop shipper must be either the maker or seller.

6. Some ecommerce sites offer both sales & drop ship services.

7. You have the option to run your own ecommerce website.

8. For your own website, you can be your own payment gateway.

9. Keywords in sales content helps create interest in products.

10. You should always respond to complaints and service requests.

TEACHER L11 REFLECTIONS

Notes

Reflections

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