

# Teacher Instructions

**Module:** SEO

**Unit:** 2

**Topic:** SEO

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Pick the best practices  
and  
teaching methods!

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## 1. Number of units

| UNITS |                          |
|-------|--------------------------|
| 2.1   | How Search Engine Work   |
| 2.2   | SEO Strategy             |
| 2.3   | SEO Strategy - Explore   |
| 2.4   | SEO Strategy - Establish |
| 2.5   | SEO Strategy - Enhance   |
| 2.6   | SEO Strategy - Enlarge   |
| 2.7   | SEO Strategy - Evaluate  |

## 2. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |  |
|------------------------------|--|
| 1                            | Describe how search engines work                   |
| 2                            | Explain how to submit a website to a search engine |
| 3                            | Construct a SEO Strategy                           |
| 4                            | Explain the steps of an SEO Strategy               |
| 5                            | Explain the sales funnel                           |
| 6                            | Determine the objectives                           |
| 8                            | Outline competitors SEO strategy                   |
| 9                            | Develop a keyword strategy                         |
| 10                           | Construct a SEO audit                              |
| 11                           | Assess a SEO audit                                 |

|           |  |
|-----------|--|
| <b>12</b> | Develop a plan for optimization of a SEO Strategy  |
| <b>13</b> | Perform a SEO optimization                         |
| <b>14</b> | Construct a link building strategy to leverage SEO |
| <b>15</b> | Construct a social media strategy to leverage SEO  |
| <b>16</b> | Assess the performance of the SEO strategy         |

### 3. Units detailed information

| UNITS              |  |                                       |                                 |
|--------------------|--|---------------------------------------|---------------------------------|
| <b>2.1</b>         | How Search Engine Work                     |                                       |                                 |
| Unit duration time | Number of assignments                      | Number of activities in the classroom | Duration time of the assignment |
| 4 hours            | 2  | 2                                     | 3 hours                         |
| Topics             | Description                                |                                       |                                 |
| 1                  | How search engines work                    |                                       |                                 |
| 2                  | How to submit a website to a search engine |                                       |                                 |
| <b>2.2</b>         | SEO Strategy                               |                                       |                                 |
| Unit duration time | Number of assignments                      | Number of activities in the classroom | Duration time of the assignment |
| 1 hour             | 1  | 1                                     | 1 hour                          |
| Topics             | Description                                |                                       |                                 |
| 1                  | Steps in a SEO Strategy                    |                                       |                                 |

| <b>2.3</b>         |                                     | Strategy – Explore                    |                                 |  |
|--------------------|-------------------------------------|---------------------------------------|---------------------------------|--|
| Unit duration time | Number of assignments               | Number of activities in the classroom | Duration time of the assignment |  |
| 16 hours           | 4                                   | 4                                     | 16 hours                        |  |
| Topics             | Description                         |                                       |                                 |  |
| 1                  | Explain the sales funnel            |                                       |                                 |  |
| 2                  | Determine the objectives            |                                       |                                 |  |
| 3                  | Outline competitors SEO strategy    |                                       |                                 |  |
| 4                  | Develop a keyword strategy          |                                       |                                 |  |
| <b>2.4</b>         |                                     | SEO Strategy - Establish              |                                 |  |
| Unit duration time | Number of assignments               | Number of activities in the classroom | Duration time of the assignment |  |
| 2 hours            | 1                                   | 1                                     | 3 hours                         |  |
| Topics             | Description                         |                                       |                                 |  |
| 1                  | Auditing the SEO Strategy           |                                       |                                 |  |
| <b>2.5</b>         |                                     | SEO Strategy - Enhance                |                                 |  |
| Unit duration time | Number of assignments               | Number of activities in the classroom | Duration time of the assignment |  |
| 12 hours           | 1                                   | 3                                     | 16 hours                        |  |
| Topics             | Description                         |                                       |                                 |  |
| 1                  | Optimize the website                |                                       |                                 |  |
| 2                  | Optimize content for a SEO Strategy |                                       |                                 |  |
| 1                  | Technical optimization              |                                       |                                 |  |

|                    |  |                                       |                                 |
|--------------------|--|---------------------------------------|---------------------------------|
| 2                  | Local SEO                                      |                                       |                                 |
|                    |  |                                       |                                 |
| <b>2.6</b>         | <b>SEO Strategy - Enlarge</b>                  |                                       |                                 |
| Unit duration time | Number of assignments                          | Number of activities in the classroom | Duration time of the assignment |
| 2 hours            | 1  | 2                                     | 4 hours                         |
| Topics             | Description                                    |                                       |                                 |
| 1                  | Link building Strategy                         |                                       |                                 |
| 2                  | Using Social Media to Amplify the SEO Strategy |                                       |                                 |
|                    |  |                                       |                                 |
| <b>2.7</b>         | <b>SEO Strategy - Evaluate</b>                 |                                       |                                 |
| Unit duration time | Number of assignments                          | Number of activities in the classroom | Duration time of the assignment |
| 2 hours            | 1  | 2                                     | 2 hours                         |
| Topics             | Description                                    |                                       |                                 |
| 1                  | Prepare the data                               |                                       |                                 |
| 2                  | Metrics  |                                       |                                 |



# Teacher Instructions

**Module: SEO**

Unit: 2.2

Topic: SEO Strategy

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## 1. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |                                      |
|------------------------------|--------------------------------------|
| 1                            | Construct a SEO Strategy             |
| 2                            | Explain the steps of an SEO Strategy |

## 2. Course content to be delivered in your unit

| COURSE CONTENT TO BE DELIVERED IN YOUR UNIT |  |
|---|--|
| Topics                                      | 1 – Steps in a SEO Strategy  |
| Bridge-In                                   | <p>Open the topic by asking students if they think it's possible for a small-sized company to be in the first position on the SERP and a larger company to be in the secondary positions?</p> <p>Continue by asking if they think it is possible for a company to use "lesser known" or "less clear" methods to rank in the first position of the SERP?</p>  |
| Course content and in-class activities      | <p><b>CONTENT – Steps in a SEO Strategy</b><br/>Describe that Search Engine Optimization - SEO, is a strategy, consisting of a set of steps that aims to place the pages of a website in search engine results, preferably in the top positions, when the user types certain keywords</p> <p>Describe the five steps of an SEO strategy – 5E:</p> <ol style="list-style-type: none"> <li>1. Explore</li> <li>2. Establish</li> <li>3. Enhance</li> <li>4. Enlarge</li> <li>5. Evaluate</li> </ol> <p><b>ACTIVITIES – Steps in a SEO Strategy</b><br/>Ask students to conduct research and determine the main references in defining an SEO strategy.</p> |
| Assigned readings                           |  |

|  |  |
|--|--|
|  | <p><b>Steps in a SEO Strategy</b></p> <p>Chapter ii): McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.</p> <p>Chapter 3. SEO Planning: Customizing Your Strategy: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.</p> <p>Chapter 1: Davies, D., Tuxford, A., Cameron-Kitchen, T., &amp; Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.</p> <p>Chapter 10: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.</p> |
| <p>Assessment list and due dates</p>   | <p><b>SUMMATIVE ASSESSMENTS – Steps in a SEO Strategy</b></p> <p>Discussion: Ask students what steps are present in all the different methodologies on creating an SEO strategy.</p> <p><b>FORMATIVE ASSESSMENTS – Topic Exit Ticket</b></p> <p>If you were writing a quiz on today’s material, what two questions would you add? In your opinion, what is the most important thing we learned today?</p>  |
| <p>Instructor preparation involved</p> |  |



# Teacher Instructions

**Module: SEO**

Unit: 2.3

Topic: Strategy – Explore

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## 1. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |                                  |
|------------------------------|----------------------------------|
| 1                            | Explain the sales funnel         |
| 2                            | Determine the objectives         |
| 3                            | Outline competitors SEO strategy |
| 4                            | Develop a keyword strategy       |

## 2. Course content to be delivered in your unit

| COURSE CONTENT TO BE DELIVERED IN YOUR UNIT |  |
|---|--|
| Topics                                      | 1 – Explain the sales funnel<br>2 – Determine the objectives<br>3 – Outline competitors SEO strategy<br>4 – Develop a keyword strategy   |
| Bridge-In                                   | <p>Open the topic by asking the students what would happen if there were no research about the audience and the competitors.</p> <p>Research is an important part of search engine optimization (SEO) because it helps understand the audience and the topics they are interested in. It also helps identify the keywords and phrases that people are using to search for the products, services, or information. It also allows you to evaluate competitors and determine opportunities.</p>  |
| Course content and in-class activities      | <p><b>CONTENT</b></p> <p><b>1. Explain the sales funnel</b><br/>Explain the concept of the sales funnel, consumer journey or other model of consumer behaviour, showing that as behaviour evolves, so does the way consumers search for information.</p> <p><b>2. Determine the objectives</b><br/>Defining objectives is an important part of any SEO strategy because it helps to ensure that the time and resources being invested in SEO are being directed towards achieving specific, measurable goals. Having clear objectives also helps to prioritize</p> |

tasks and focus the efforts of the entire team. Without defined objectives, it can be difficult to determine the success or effectiveness of an SEO campaign and to identify areas for improvement.

Relate the objectives of an SEO strategy to the strategic objectives of the organisation and its positioning.

### **3. Outline competitors SEO strategy**

Outlining the competitors in a SEO strategy is important because it helps to provide context and to inform the overall direction of the campaign. Understanding who the competitors are and what they are doing can help to identify opportunities and challenges, and to develop a unique and effective strategy. By analysing the strengths and weaknesses of competitors, it is possible to identify areas where the business can differentiate itself and potentially gain an advantage in the market. In addition, monitoring the activities of competitors can provide valuable insights into industry trends and changes in consumer behaviour.

### **4. Develop a keyword strategy**

Keywords are an important part of a SEO strategy because they help to inform the content and structure of a website, and they are one of the primary ways that search engines determine the relevance and authority of a webpage. By including relevant keywords in the content and metadata of a website, it is possible to improve the visibility of that website in search engine results pages (SERPs) for those keywords. This, in turn, can help to drive targeted traffic to the website and to increase the chances of converting that traffic into customers or leads. Keywords are also an important factor in the user experience, as they help to provide context and to guide users to the most relevant content on a website.

## **ACTIVITIES**

### **1. Explain the sales funnel**

Ask students to search the Internet and identify proposals from various authors and companies that describe sales funnels. Ask them to research what the consumer journey is and models of consumer behaviour.

### **2. Determine the objectives**

For the next list, choose an organization and its website:

- Online store.
- Online brand presence.
- Information repository (e.g., news)

Determine the SEO objectives

### **3. Outline competitors SEO strategy**

For the next list, choose an organization and its website:

- Online store.
- Online brand presence.
- Information repository (e.g., news)

Determine your competitors and their SEO strategies

|                   |  |
|-------------------|--|
|                   | <p><b>4. Develop a keyword strategy</b><br/>For the next list, choose an organization and its website:</p> <ul style="list-style-type: none"> <li>- Online store.</li> <li>- Online brand presence.</li> <li>- Information repository (e.g., news)</li> </ul> <p>Develop a keyword strategy for the organization</p>   |
| Assigned readings | <p><b>1. Explain the sales funnel</b><br/> <a href="https://raddinteractive.com/the-seo-marketing-sales-funnel-guiding-people-to-conversion/">https://raddinteractive.com/the-seo-marketing-sales-funnel-guiding-people-to-conversion/</a><br/> <a href="https://moz.com/beginners-guide-to-content-marketing/marketing-funnel">https://moz.com/beginners-guide-to-content-marketing/marketing-funnel</a><br/> <a href="https://neilpatel.com/blog/seo-for-conversion-funnel/">https://neilpatel.com/blog/seo-for-conversion-funnel/</a><br/> <a href="https://searchengineland.com/how-to-use-the-marketing-funnel-for-seo-inbound-marketing-173663">https://searchengineland.com/how-to-use-the-marketing-funnel-for-seo-inbound-marketing-173663</a><br/> <a href="https://www.semrush.com/blog/marketing-funnel/">https://www.semrush.com/blog/marketing-funnel/</a></p> <p><b>2. Determine the objectives</b><br/>         Chapter 1.2: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.<br/>         Chapter 3: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.<br/><br/> <a href="https://ahrefs.com/blog/seo-goals/">https://ahrefs.com/blog/seo-goals/</a><br/> <a href="https://www.spyfu.com/blog/seo-goals-to-target-this-year/">https://www.spyfu.com/blog/seo-goals-to-target-this-year/</a><br/> <a href="https://moz.com/blog/the-6-goals-of-seo-choosing-the-right-ones-for-your-business">https://moz.com/blog/the-6-goals-of-seo-choosing-the-right-ones-for-your-business</a></p> <p><b>3. Outline competitors SEO strategy</b><br/>         Chapter Researching the Competition: Fleischner, M. H. (2011). SEO made simple: strategies for dominating the world's largest search engine (2nd ed).<br/>         Chapter Determining Top Competitors: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.<br/>         Chapter 4: Davies, D., Tuxford, A., Cameron-Kitchen, T., &amp; Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.</p> <p><b>4. Develop a keyword strategy</b><br/>         Chapter 12: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.<br/>         Chapter Keywords: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.<br/>         Chapter Keyword Research Shortcut: Fleischner, M. H. (2011). SEO made simple: strategies for dominating the world's largest search engine (2nd ed.).<br/>         Chapter 5: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.</p> |

|  |  |
|--|--|
|  | <p>Chapter 3: Davies, D., Tuxford, A., Cameron-Kitchen, T., &amp; Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.</p> <p>Chapter Choose the Right Keyword for Your Niche: Williams, R. N. (2017). Step-by-step SEO basics (New ed.). Flame Tree Publishing.</p> <p>Chapter Keyword research. The most important step of SEO: Clarke, A. (2022). SEO 2022: Learn Search Engine Optimization with Smart Internet Marketing Strategies. Simple Effectiveness LLC.</p>  |
| <p>Assessment list and due dates</p>   | <p><b>SUMMATIVE ASSESSMENTS</b></p> <p>For the next list, choose an organization and its website:</p> <ul style="list-style-type: none"> <li>- Online store.</li> <li>- Online brand presence.</li> <li>- Information repository (e.g., news)</li> </ul> <p>Determine the SEO objectives<br/> Determine your competitors and their SEO strategies<br/> Develop a keyword strategy for the organization</p> <p><b>FORMATIVE ASSESSMENTS – Topic Exit Ticket</b></p> <p>What gave you the most difficulty today and why?<br/> What is something you need further clarification on?</p> |
| <p>Instructor preparation involved</p> | <p>Divide the class in groups of 3 or 4 elements.<br/> Make sure students bring their laptops.</p> <p>Create a list of websites and provide that list to students for different assignments.</p>   |

# Teacher Instructions

**Module: SEO**

**Unit: 2.4**

**Topic: SEO Strategy – Establish**

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## 1. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |                       |
|------------------------------|-----------------------|
| 1                            | Construct a SEO audit |
| 2                            | Assess a SEO audit    |

## 2. Course content to be delivered in your unit

| COURSE CONTENT TO BE DELIVERED IN YOUR UNIT |   |
|---|---|
| Topics                                      | Auditing the SEO Strategy   |
| Bridge-In                                   | Open the topic by asking students in which area auditing is often used. Refer to the area of accounting and explain why accounting auditing is important and required in business.  |
| Course content and in-class activities      | <p><b>CONTENT</b><br/>Refer to the audit as consisting of a set of assessments, the main ones being:</p> <ul style="list-style-type: none"> <li>• Audit website</li> <li>• Main Content</li> <li>• Supplementary Content</li> <li>• YMYL and EEAT</li> </ul> <p><b>ACTIVITIES</b><br/>Ask students if it is possible to categorise the activities of the SEO strategy audit into groups.</p>  |
| Assigned readings                           | <p>Chapter Auditing an Existing Site to Identify SEO Problems: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.</p> <p><a href="https://moz.com/learn/seo/crawl-site-audit">https://moz.com/learn/seo/crawl-site-audit</a><br/> <a href="https://moz.com/seo-audit-checklist">https://moz.com/seo-audit-checklist</a><br/> <a href="https://www.semrush.com/siteaudit/">https://www.semrush.com/siteaudit/</a><br/> <a href="https://pt.semrush.com/blog/auditoria-seo/">https://pt.semrush.com/blog/auditoria-seo/</a><br/> <a href="https://ahrefs.com/pt/site-audit">https://ahrefs.com/pt/site-audit</a><br/> <a href="https://ahrefs.com/blog/seo-audit/">https://ahrefs.com/blog/seo-audit/</a></p> |

|  |  |
|--|--|
| <p>Assessment list and due dates</p>   | <p><b>SUMMATIVE ASSESSMENTS</b><br/>For the next list, choose an organization and its website:<br/> <ul style="list-style-type: none"> <li>- Online store.</li> <li>- Online brand presence.</li> <li>- Information repository (e.g., news)</li> </ul>           Construct a SEO audit for the website</p> <p><b>FORMATIVE ASSESSMENTS – Topic Exit Ticket</b><br/>If you were writing a quiz on today’s material, what two questions would you add?<br/>Describe three things that you learned today, two things you need clarification on and one thing you found interesting.</p> |
| <p>Instructor preparation involved</p> | <p>Divide the class in groups of 3 or 4 elements.<br/>Make sure students bring their laptops.</p> <p>Create a list of websites and provide that list to students for different assignments.</p>  |



# Teacher Instructions

**Module: SEO**

**Unit: 2.5**

**Topic: SEO Strategy - Enhance**

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## 1. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |   |
|------------------------------|---|
| 1                            | Develop a plan for optimization of a SEO Strategy |
| 2                            | Perform a SEO optimization                        |

## 2. Course content to be delivered in your unit

| COURSE CONTENT TO BE DELIVERED IN YOUR UNIT |   |
|---|---|
| Topics                                      | <ul style="list-style-type: none"> <li>1 – Optimize the website</li> <li>2 – Optimize content for a SEO Strategy</li> <li>3 – Technical optimization</li> <li>3 – Local SEO</li> </ul>  |
| Bridge-In                                   | <p>Use an analogy referring to agriculture, asking students whether it is possible to harvest products recurrently without knowledge and without planting, caring for and collecting the crops. The farmer runs the danger of reaching harvest without any crops if one of the foundational elements fails. The farmer runs the danger of losing their entire farm if this occurs too frequently.</p> <p>The same is true for SEO; if one neglects one area for an extended period, one runs the danger of having a decrease in the SERP. If one ignores SEO for an extended period, the website position may completely decline.</p>   |
| Course content and in-class activities      | <p><b>CONTENT</b></p> <p><b>1. Optimize the website</b><br/>Website optimization in SEO refers to the process of improving various elements of a website to increase its visibility and ranking in search engine results pages (SERPs). It includes factors such as on-page optimization, user experience optimization, architecture information, etc.</p> <p><b>2. Optimize content for a SEO Strategy</b><br/>Optimizing content for SEO involves making sure that a website's content is relevant, valuable, and easy to discover for both users and search engines. Optimizing content requires the use relevant keywords, the create high-quality content, using proper tags, using internal and external links.</p> |

### 3. Technical optimization

Technical SEO refers to the practice of optimizing the technical aspects of a website to improve its visibility and ranking in search engines. It includes a wide range of practices and tactics, such as: crawl, URLs, speed, mobile, https, sitemaps, broken links, etc.

### 4. Local SEO

Local SEO is a type of search engine optimization (SEO) that is focused on helping local businesses to rank higher in search engine results pages (SERPs) for geographically related keywords and phrases. The goal of local SEO is to make it easier for people in a specific geographic area to find and connect with local businesses.

#### ACTIVITIES

##### 1. Optimize the website

Identify half a dozen of the most important website pages and propose improvements to them.

##### 2. Optimize content for a SEO Strategy

One example of optimizing content for an SEO strategy could be conducting keyword research and using the results to update and improve existing content on the website.

##### 3. Technical optimization

One example of a technical SEO exercise could be optimizing the speed of the website.

#### Assigned readings

##### 1. Optimize the website

Chapter 6-12: Davies, D., Tuxford, A., Cameron-Kitchen, T., & Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.

Chapter 6: Enge, E., Spencer, S. M., & Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.

Chapter 14-16: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.

Chapter Website Structure: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.

Section 1: Fleischner, M. H. (2011). SEO made simple: strategies for dominating the world's largest search engine (2nd ed.).

##### 2. Optimize content for a SEO Strategy

Chapter 13, 14, 15, 23, 24, 26, 27 and 28: Davies, D., Tuxford, A., Cameron-Kitchen, T., & Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.

Chapter 7: Enge, E., Spencer, S. M., & Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.

Chapter 19: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.

Chapter Content SEO: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.

Chapter Content Marketing: Fleischner, M. H. (2011). SEO made simple: strategies for dominating the world's largest search engine (2nd ed.).

<https://moz.com/learn/seo/content-marketing>

<https://www.semrush.com/academy/courses/content-marketing-seo-fundamentals-with-eric-enge/>

<https://ahrefs.com/blog/content-marketing/>

### 3. Technical optimization

Chapter 6: Davies, D., Tuxford, A., Cameron-Kitchen, T., & Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.

<https://moz.com/beginners-guide-to-seo/technical-seo>

<https://moz.com/blog/category/technical-seo>

<https://www.semrush.com/blog/learning-technical-seo/>

<https://ahrefs.com/blog/technical-seo/>

<https://ahrefs.com/blog/technical-seo-audit/>

### 4. Local SEO

Chapter Mobile, Local, & Vertical SEO: Enge, E., Spencer, S. M., & Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.

Chapter 21: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.

Chapter Local SEO: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.

<https://moz.com/blog/category/local-seo>

<https://moz.com/learn/seo/local>

<https://www.semrush.com/local-seo/>

<https://www.semrush.com/blog/what-is-local-seo/>

<https://ahrefs.com/blog/local-seo/>

### SUMMATIVE ASSESSMENTS

For the next list, choose an organization and its website:

- Online store.
- Online brand presence.
- Information repository (e.g., news)

Redesign the main pages from an SEO perspective; suggest an information architecture

Redefine the content of the main pages of the website under the SEO approach

Make recommendations to improve technical issues

Revamp the digital strategy, adapting it to Local SEO

### FORMATIVE ASSESSMENTS – Topic Exit Ticket

Rate your understanding of today's topic from 1–10.

If you had to structure next class, what would the format look like?

Assessment list and due dates

|                                 |   |
|---------------------------------|---|
|                                 |   |
| Instructor preparation involved | <p>Divide the class in groups of 3 or 4 elements.<br/>Make sure students bring their laptops.</p> <p>Create a list of websites and provide that list to students for different assignments.</p> |



# Teacher Instructions

**Module: SEO**

**Unit: 2.6**

**Topic: SEO Strategy - Enlarge**

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## 1. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |  |
|------------------------------|--|
| <b>1</b>                     | Construct a link building strategy to leverage SEO |
| <b>2</b>                     | Construct a social media strategy to leverage SEO  |

## 2. Course content to be delivered in your unit

| COURSE CONTENT TO BE DELIVERED IN YOUR UNIT |  |
|---|--|
| Topics                                      | 1 – Link building Strategy<br>2 – Using Social Media to Amplify the SEO Strategy   |
| Bridge-In                                   | <p>The easiest metaphor for link building is that of popularity: At school, the popular "cool kids" are more likely to hang out with other cool kids, but as a "less-cool child," you may earn some popularity by befriending one of them. Links operate in a similar manner.</p>  |
| Course content and in-class activities      | <p><b>CONTENT</b></p> <p><b>1. Link building Strategy</b><br/>           Link building is the process of acquiring hyperlinks from other websites to your own. This is an important part of search engine optimization (SEO) because search engines use links to discover new web pages and to understand how the pages are related to each other and to the rest of the web. A link building strategy is a plan for acquiring links to your website from other websites.</p> <p><b>2. Using Social Media to Amplify the SEO Strategy</b><br/>           Social media can be a useful tool to help enhance a SEO strategy and increase the visibility of a website. Social media platforms can drive traffic to your website. Social media can help to build brand awareness and credibility. Social media can help to improve your website's user experience. Social media can help to generate backlinks.</p> <p><b>ACTIVITIES</b></p> <p><b>1. Link building Strategy</b><br/>           An example of a link building exercise would be to ask students how to reach out to other website owners and ask them to link to their website</p> |

|                               |   |
|-------------------------------|---|
|                               | <p>Another example of a link building exercise could be creating and promoting infographics or other types of visual content.</p> <p><b>2. Using Social Media to Amplify the SEO Strategy</b><br/>One example of using social media to amplify an SEO strategy could be creating and promoting a social media contest.</p>  |
| Assigned readings             | <p><b>1. Link building Strategy</b><br/>French, G., &amp; Ward, E. (2020). Ultimate guide to link building: how to build website authority, increase traffic and search ranking with backlinks (Second edition. ed.). Entrepreneur Press.<br/>Chapter 19: Davies, D., Tuxford, A., Cameron-Kitchen, T., &amp; Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.<br/>Chapter 18: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.<br/>Chapter Link Building: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.<br/>Chapters about links: Fleischner, M. H. (2011). SEO made simple: strategies for dominating the world's largest search engine (2nd ed.).</p> <p><a href="https://moz.com/beginners-guide-to-link-building">https://moz.com/beginners-guide-to-link-building</a><br/><a href="https://www.semrush.com/blog/link-building-strategies/">https://www.semrush.com/blog/link-building-strategies/</a><br/><a href="https://www.semrush.com/blog/link-building-strategies-professionals-choose/">https://www.semrush.com/blog/link-building-strategies-professionals-choose/</a><br/><a href="https://ahrefs.com/blog/link-building-strategies/">https://ahrefs.com/blog/link-building-strategies/</a></p> <p><b>2. Using Social Media to Amplify the SEO Strategy</b><br/>Chapter 29: Davies, D., Tuxford, A., Cameron-Kitchen, T., &amp; Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.<br/>Chapter 8: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.<br/>Chapter 20: Coombe, W. (2019). 3 Months to No. 1: The "no-nonsense" SEO Playbook for Getting Your Website Found on Google.<br/>Chapter Social Media: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group</p> <p><a href="https://moz.com/blog/category/social-media">https://moz.com/blog/category/social-media</a><br/><a href="https://www.semrush.com/blog/social-media-seo/">https://www.semrush.com/blog/social-media-seo/</a></p> |
| Assessment list and due dates | <p><b>SUMMATIVE ASSESSMENTS</b><br/>For the next list, choose an organization and its website:</p> <ul style="list-style-type: none"> <li>- Online store.</li> <li>- Online brand presence.</li> <li>- Information repository (e.g., news)</li> </ul>   |

|  |   |
|--|---|
|  | <p>Develop a link building strategy<br/>Construct a social media SEO campaign to amplify SEO</p> <p><b>FORMATIVE ASSESSMENTS – Topic Exit Ticket</b><br/>Rate your understanding of today’s topic from 1–10.<br/>If you had to structure next class, what would the format look like?</p> |
| <p>Instructor preparation involved</p> | <p>Divide the class in groups of 3 or 4 elements.<br/>Make sure students bring their laptops.</p> <p>Create a list of websites and provide that list to students for different assignments.</p>   |



# Teacher Instructions

**Module: SEO**

**Unit: 2.7**

**Topic: SEO Strategy – Evaluate**

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Pick the best practices  
and  
teaching methods!

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# 1. Actionable learning outcomes

| ACTIONABLE LEARNING OUTCOMES |  |
|------------------------------|--|
| <b>1</b>                     | Assess the performance of the SEO strategy |

# 2. Course content to be delivered in your unit

| COURSE CONTENT TO BE DELIVERED IN YOUR UNIT |   |
|---|---|
| Topics                                      | <p>1 – Prepare the data<br/>2 – Metrics</p>   |
| Bridge-In                                   | <p>To show the importance of data and its implications for decision-making, use the recent Covid-19 pandemic as an analogy and compare it with the Spanish flu pandemic of the last century. Another example is to analyse the aftermath of World War II, using the death toll per country. Show that perceptions and intuitions sometimes lead to wrong decisions.</p>   |
| Course content and in-class activities      | <p><b>CONTENT</b></p> <p><b>1. Prepare the data</b><br/>The analysis should be carried out on data that reflect the reality and context of the organisation. Therefore, the preparation of data for analysis and subsequent reporting requires limiting the data to the traffic to be analysed.</p> <p><b>2. Metrics</b><br/>Metrics can be a valuable tool for evaluating the performance of a SEO strategy. They can provide a quantitative way to measure progress and assess the effectiveness of different tactics.</p> <p><b>ACTIVITIES</b></p> <p><b>1. Prepare the data</b><br/>Students should be questioned on the accuracy of the data supplied by the website or platform analytics tool. The groups should investigate and pinpoint the factors that might skew data collecting and ultimately result in inaccurate data being presented.</p> <p><b>2. Metrics</b><br/>After students know the metrics associated with an SEO strategy, they should group the metrics into categories.</p> |

|                                 |   |
|---------------------------------|---|
|                                 |   |
| Assigned readings               | <p><b>1. Prepare the data</b><br/>Chapter 4: Tonkin, S., Whitmore, C., &amp; Cutroni, J. (2010). Performance marketing with Google Analytics: Strategies and techniques for maximizing online ROI. Wiley Pub., Inc.<br/>Chapter 1: Why Understanding Your Web Traffic Is Important to Your Business<br/>Clifton, B. (2012). Advanced Web metrics with Google Analytics (3rd ed.). Wiley.<br/>Chapter 1 and 2: Kaushik, A. (2007). Web analytics an hour a day (1st edition ed.). Sybex.</p> <p><b>2. Metrics</b><br/>Chapter 31: Davies, D., Tuxford, A., Cameron-Kitchen, T., &amp; Morgan, S. (2021). How to Get to the Top of Google In 2021: The Plain English Guide to SEO. Independently Published.<br/>Chapter Metrics: McDonald, J. (2022). SEO workbook 2022: Search engine optimization success in seven steps. JM Internet Group.<br/>Chapter 11: Enge, E., Spencer, S. M., &amp; Stricchiola, J. (2015). The art of SEO: mastering search engine optimization (Third edition. ed.). O'REILLY.</p> |
| Assessment list and due dates   | <p><b>SUMMATIVE ASSESSMENTS</b><br/>For the next list, choose an organization and its website:<br/>- Online store.<br/>- Online brand presence.<br/>- Information repository (e.g., news)</p> <p>Define and evaluate the SEO metrics for the website</p> <p><b>FORMATIVE ASSESSMENTS – Topic Exit Ticket</b><br/>Rate your understanding of today’s topic from 1–10.<br/>If you had to structure next class, what would the format look like?</p>   |
| Instructor preparation involved | <p>Divide the class in groups of 3 or 4 elements.<br/>Make sure students bring their laptops.</p> <p>Create a list of websites and provide that list to students for different assignments.</p>   |