

UNIT 2. Search engine optimisation (SEO) and Search

The following videos can be used as **multimedia resources** to introduce the unit:

- https://youtu.be/LVV_93mBfSU. It explains how search works. This video uses an easy upper-secondary school student-oriented approach.
- <https://youtu.be/Y2J7sVpmeq8>. It explains search engine basics. This video uses a marketing oriented technical approach.
- <https://youtu.be/3CgJRdJetiw>. It explains how search engines works. This video uses a marketing oriented technical approach.

Time: 30 minutes

- 15 minutes watching the videos
- 15 minutes' discussion about the information on the videos

Proposed Activity 1: Setting up SEO basics

Skill 1.: Managing the SEO process

Time: 80 minutes

- 10 minutes watching the videos
- 10 minutes' discussion about the information on the videos
- 10 minutes to explain the activity
- 50 minutes to do the activity (estimated time does not include the time to write the article to be published, only the time dedicated to applying SEO)

Method: Activity is recommended to be done individually.

Learning Methodology:

Competency-based learning

By definition, all learning is aimed at the acquisition of knowledge, the development of skills and the solidification of work habits. Competency-based learning represents a set of strategies to achieve this goal. Through evaluation tools such as rubrics, teachers can deliver the academic curriculum without deviations from the current curriculum but focusing on it in a different way, putting into practice real examples and, thus, transmitting to their students a more tangible dimension of the lessons.

Learning outcomes:

- Create basic Search Engine Friendly URLs
- Optimize URLs

- Use URL aliases
- Demonstrate controlling the title tag
- Create and optimize metadata
- Install and configure common SEO extensions

Multimedia Resources:

The following videos can be used as **multimedia resources** to introduce the activity:

- <https://youtu.be/P9xw4uu4RB4>. It explains what SEO is and the SEO basic techniques we will use in this activity. This video uses a YouTuber approach.
- <https://youtu.be/9WhHlqxi4W8>. It explains how search engines see the web and the SEO basic techniques that we will use in this activity. This video uses a technical approach.

Activity:

The student has to publish a post on the blog of the website being used for this project, making sure it complies with the **three basic elements of SEO**:

- **The post's URL is optimized for SEO.** The student should check if the URL of his/her post is optimized for SEO. In order to know what a URL must comply with in order to be optimized for SEO, he or she must read the information in the following link:

<https://www.oncrawl.com/oncrawl-seo-thoughts/10-tips-to-optimize-your-urls/>

and must produce a table in which **the first four tips** given in that link will appear in one column, and in another column he or she must indicate, with justification, whether or not his or her URL complies with them.

- **The post has a descriptive title** of the content. The student should provide a screenshot of his/her post.
- **The post contains descriptive metadata** of the content. The student should provide a screenshot of the metadata of his/her post.

The student should produce a document with the requested information and evidence.

Performance indicator: Demonstrate the use of at least 3 tools for the management of the SEO process

Evaluation:

We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight
Setting up SEO basics	The student does not turn in the assignment on time or does not meet any of the indicated criteria.	The student turns in the assignment on time BUT it only complies with ONE of the indicated criteria: - The 4 tips for optimization of the URL of the post have been analyzed. - the post in the blog has a descriptive title. - the post in the blog contains descriptive metadata of the content.	The student turns in the assignment on time BUT it only complies with TWO of the indicated criteria: - The 4 tips for optimization of the URL of the post have been analyzed. - the post in the blog has a descriptive title. - the post in the blog contains descriptive metadata of the content.	The student turns in the assignment on time AND it complies with the THREE indicated criteria: - The 4 tips for optimization of the URL of the post have been analyzed. - the post in the blog has a descriptive title. - the post in the blog contains descriptive metadata of the content.	30%

Proposed Activity 2: Make a list of keywords

Skill 2: Develop SEO strategies

Time: 95 minutes

- 10 minutes watching the videos
- 10 minutes' discussion about the information on the videos
- 10 minutes to explain the activity
- 50 minutes for brainstorming and choosing the keywords
- 15 minutes to do the research on those keywords

Method: Activity is recommended to be done in groups of four students maximum.

Learning methodology:

Competency-based learning

By definition, all learning is aimed at the acquisition of knowledge, the development of skills and the solidification of work habits. Competency-based learning represents a set of

strategies to achieve this goal. Through evaluation tools such as rubrics, teachers can deliver the academic curriculum without deviations from the current curriculum but focusing on it in a different way, putting into practice real examples and, thus, transmitting to their students a more tangible dimension of the lessons.

Cooperative Learning

“Stronger together”. This could be a simple summary of cooperative learning, a methodology that teachers use to bring students together and thus impact learning in a positive way. Working in groups, improves student attention, involvement and knowledge acquisition.

Learning outcomes: Discuss approaches to keyword selection

Multimedia resources:

The following videos can be used as **multimedia resources** to introduce the activity:

- <https://youtu.be/foVEh0LGo9Q>. It explains what keywords are and how to choose keywords. This video uses a technical approach.
- <https://youtu.be/Xb-DXstOD2E>. It explains what keywords are and how to choose keywords. This video uses a technical approach.

Activity:

Perform an analysis of the keywords (long-tail keywords, preferably) by which you want the website of your fictitious business/event to be found in the search engines.

To do this, first brainstorm with your team and get a list of 5 candidate keywords based on the profile of potential searchers.

The student can find detailed information on how to choose keywords on the following website: <https://moz.com/beginners-guide-to-seo/keyword-research>

Make a study to see what results these keywords already offer in the search engines. To do this, simply Google them and take a screenshot of the top 5 results for each one of them.

Performance indicator: Make a list of keywords

Evaluation:

We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight
Make a list of keywords for our website	The student does not turn in the assignment on time or does not meet any of the indicated criteria.	The student turns in the assignment on time, BUT identifies less than 3 appropriate	The student turns in the assignment on time, BUT identifies less than 5 appropriate	The student turns in the assignment on time, AND identifies at least 5 appropriate	25%

		candidate keywords, presenting a screenshot of the traffic generated by those keywords in Google.	candidate keywords, presenting a screenshot of the traffic generated by those keywords in Google.	candidate keywords, presenting a screenshot of the traffic generated by those keywords in Google.	
Group dynamics	Group Indicates little or no initiative to understand and participate in this unit	Group indicates some form of initiative in the concepts involved in this unit	Group able to apply facts and concepts together	Group works effectively together and takes initiatives to construct and create new ways of tackling the skills involved in SEO unit	10%

Proposed Activity 3: Describe and apply effective On-Page SEO strategies

Skill 2: Develop SEO Strategies

Time: 95 minutes

- 10 minutes watching the videos
 - 10 minutes' discussion about the information on the videos
 - 10 minutes to explain the activity
 - 15 minutes to do the electronic presentation
- 50 minutes to add the keywords to the recommended places to get a good ranking

Method: Activity is recommended to be done individually

Learning methodology:

Competency-based learning

By definition, all learning is aimed at the acquisition of knowledge, the development of skills and the solidification of work habits. Competency-based learning represents a set of strategies to achieve this goal. Through evaluation tools such as rubrics, teachers can deliver the academic curriculum without deviations from the current curriculum but focusing on it in a different way, putting into practice real examples and, thus, transmitting to their students a more tangible dimension of the lessons.

Learning outcomes:

- Discuss effective strategies for SEO

- Determine plausible SEO strategies

Multimedia Resources:

The following video can be used as a **multimedia resource** to introduce the activity:

- <https://youtu.be/kJuwu1n05dM>. It explains what can be done to make a web page search friendly. This video uses a technical approach.
- <https://youtu.be/P9xw4uu4RB4>. It explains what SEO is and the SEO basic techniques we will use in this activity. This video uses a YouTuber approach.

Activity:

Make an electronic presentation explaining the 9 places in which the SEO On-Page strategy recommends that the keywords chosen appear in order to get a good ranking for those search terms by the search engines.

You can find information about this on the following websites:

- <https://www.equinetacademy.com/seo-tutorial-step-step-search-engine-optimization-guide/>
(Read step 4 in this document)
- <https://www.equinetacademy.com/seo-keyword-optimisation-guide/>

Then, apply what you've learned by using the selected keywords on 5 of those recommended places in one of the pages of the website we're working on in this project or in a post on the blog of that website. Provide evidence of this, such as screenshots, etc.

Performance indicator: Demonstrate the use of at least 3 SEO strategies

Evaluation:

We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight
Describe and apply effective On-Page SEO strategies	The student does not turn in the assignment on time OR the student's electronic presentation does not indicate the 9 locations where keywords should be included to improve SEO	The student creates an electronic presentation with the 9 locations where keywords should be included to improve SEO BUT presents evidence of having implemented the inclusion of keywords in less than the 3 of the requested locations	The student creates an electronic presentation with the 9 locations where keywords should be included to improve SEO BUT presents evidence of having implemented the inclusion of keywords in less than the 5 of the requested locations	The student creates an electronic presentation with the 9 locations where keywords should be included to improve SEO AND presents evidence of having implemented the inclusion of keywords in the 5 requested locations.	25%

Proposed Activity 4: Monitor the links to your website

Skill 3: Control and monitor SEO

Time: 90 minutes

- 10 minutes watching the videos
- 10 minutes' discussion about the information on the videos
- 5 minutes to explain the activity
- 25 minutes to get and analyze current backlinks
- 40 minutes to make a link marketing list

Method: Activity is recommended to be done in groups of four students maximum.

Learning methodology:

- Competency-based learning
- By definition, all learning is aimed at the acquisition of knowledge, the development of skills and the solidification of work habits. Competency-based learning represents a set of strategies to achieve this goal. Through evaluation tools such as rubrics, teachers can deliver the academic curriculum without deviations from the current curriculum but focusing on it in a different way, putting into practice real examples and, thus, transmitting to their students a more tangible dimension of the lessons.

- Cooperative Learning
- “Stronger together”. This could be a simple summary of cooperative learning, a methodology that teachers use to bring students together and thus impact learning in a positive way. Working in groups, improves student attention, involvement and knowledge acquisition.

Learning outcomes:

- Demonstrate Link Marketing
- Create your own links
- Manage a link marketing campaign
- Monitor track and measure SEO performance
- Carry out a SEO Audit
- Identifying quality link partners

Multimedia resources:

The following video can be used as a **multimedia resource** to introduce the activity:

- <https://youtu.be/0IAjyByC3Hg>. It explains the impact on your website's SEO of external links to your website. This video uses a technical approach
- <https://youtu.be/P9xw4uu4RB4>. It explains what SEO is and the SEO basic techniques we will use in this activity. This video uses a YouTuber approach.

Activity:

Perform an analysis of the external links to the website of your fictitious business/event we are working on this project or to some other website, like your school's. These links are called **backlinks**.

To find out the backlinks to the website being analyzed, you can use one of the following web apps or tools:

- **Google Search Console**. You have to be the owner of the website. In this video, <https://youtu.be/edKGrIq89AI>, you can find information on Google Search Console.
- **Open Link Profiler Website**, <https://www.openlinkprofiler.org/>. Free website to find out the websites linking to another website. Registration with an email is needed.

In your groups, discuss about the quality of those links and choose the 3 of them you believe are the most significant or quality links to your website. Make a report explaining why you think those are the most important ones.

Also in your groups, discuss and make a list of 3 sites that would be significant or quality sites if they are linked to yours. For each one of them, write a couple of lines explaining why you consider them to be quality links. Also, for each one of them, give a classification on how difficult it would be to achieve it (easy, medium, difficult), and write a plan on how you would try to get them.

Performance indicator: Apply control and monitor techniques to one case of designing a website.

Evaluation:

Learning Outcomes	UNIT 2 Search engine optimisation (SEO) and Search	
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We suggest the evaluation rubric as follows:

Mark out of 10	0 - 2,5	2,6 - 5	5,1 - 7,5	7,6 - 10	Weight
Monitor the links to your website	The student does not turn in the assignment on time or does not meet any of the indicated criteria.	The student identifies 3 quality links to the website in a reasoned manner BUT the description of the link marketing plan has no candidates in a reasoned manner.	The student identifies 3 quality links to the website in a reasoned manner BUT the description of the link marketing plan has less than 3 candidates in a reasoned manner.	The student identifies 3 quality links to the website in a reasoned manner AND describes a link marketing plan with 3 candidates in a reasoned manner.	10%

	Emerging/Beginning	Developing	Accomplishing	Mastering	Weight
Manage the SEO Process	Demonstrates little or no awareness of key concepts involved in SEO Process See activity #1	Illustrates few, ideas of how to begin to manage the SEO techniques See activity #1	Differentiates, organizes and assembles the different types of SEO techniques See activity #1	Demonstrates the ability to construct, develop and design all the concepts involved in the SEO techniques See activity #1	30%
Develop SEO Strategies	Has problems in illustrating or explaining what the effective strategies for SEO are See activity #2 & See activity #3	Demonstrates some ability in constructing SEO strategies See activity #2 & See activity #3	Begins to build and understand the SEO strategies See activity #2 & See activity #3	Illustrates clear confidence in formulating different SEO strategies See activity #2 & See activity #3	50%
Control and Monitor SEO	Unable to define nor explain the SEO monitor process See activity #4	Demonstrates some ability in the evaluating the SEO process See activity #4	Starts to indicate evidence of being able to differentiate and design monitoring SEO techniques See activity #4	Illustrates clear ability of monitor and evaluating the SEO process See activity #4	10%
Create, design and construct new ideas through group dynamics	Group Indicates little or no initiative to understand and participate in this unit See activity #2	Group indicates some form of initiative in the concepts involved in this unit See activity #2	Group able to apply facts and concepts together See activity #2	Group works effectively together and takes initiatives to construct and create new ways of tackling the skills involved in SEO unit See activity #2	10%