

**INCLUDES
2 ACTIVITIES**

SEO Explained

Social Media Marketing

Digital Activity

Search Engine
Optimization (SEO) is
Explained

Students create a Twitter
Post to explain SEO
(A **Formative Assessment**).

GREAT activity for
Entrepreneurship class,
Marketing class....or any
Business Ed class!

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP LESSON!

AN INTRODUCTION TO SEARCH ENGINE OPTIMIZATION

- ✔ **Activity 1 - What is SEO?**
 - Define SEO and its purpose.
 - How do search engines work and the factors influencing search results.
 - Learn how SEO works.
 - Differentiate between organic and paid search results.
 - Analyze data to make observations about website traffic.

- ✔ **Activity 2 - Students make an X post to describe SEO in 280 characters or less.**
 - ★ **A Formative Assessment** ★



Teacher's Key Included
Great for a Sub Day or Remote Day

SEO is used to increase your reach and make potential customers aware of what products or services you are offering. [CLICK HERE](#) to learn more about this type of digital marketing.

What does SEO stand for?

What is the purpose of SEO?

What are some tasks associated with SEO?

What is the main benefit of ranking for specific keywords?

How SEO Works
List 3 key take-aways from the "How SEO Works" video.

1	
2	
3	

Traffic Referrer Data

Search	75
Direct	20
Social Media	3
Referral	1
Email	1
Display Ads	1
Total	100

able a... to list 3 observations made about website traffic...

1

2

3

Organic vs Paid Results
List 3 characteristics of each type of search result...

ORGANIC	PAID

AN INTRODUCTION TO SEARCH ENGINE OPTIMIZATION (SEO)

NO PREP! Great for a Sub Day!

Digital Activities that send easily to any LMS



Students are prompted to create an X Post to Explain SEO.

★ A Formative Assessment ★

Teacher Testimonials



My students **really enjoyed** this resource! This was a **great resource** for helping them understand how SEO's really work and how it impacts what we see on the internet. **I love all of her products!**



This was **really well done** and **helpful!** My students **enjoyed** the extra information and research opportunity.



This was the **perfect lesson** for a sub day! It kept my students busy and **engaged.**

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

