

Template for Instructional Video

Adapted from Skillshare Teacher Stanley Idesis:

[Content That Attracts: Discover Content Ideas and Grow Your Audience.](#)

Module Descriptor

Code, Title, Liner Notes for Videos

Your class description should cover:

- *What the class is about and a few of the skills students will learn*
- *An overview of the class project*
- *Who the class is geared toward or if any prior knowledge or experience is required*

How can SEO help you deliver satisfying experiences and attract new customers? You may not have your own blog or small business, but you do work for an organization that can be found online.

In This Course, You Learn...

- The basics of SEO (search engine optimization)
- How to perform keyword research
- To evaluate keywords and turn them into content ideas
- To study your competition for missed content opportunities, and
- How to make a great first impression with content

And along the way, you will become familiar with this indispensable free toolkit:

- Google Sheets
- Keywordtool.io
- Keywords Everywhere
- SEOquake
- Keyword Shitter
- AdWords Keyword Planner (free account required)

Module ABXYZ requires you to...

1. **Have access to Keyword Planner**
 - Follow [these steps](#) to enable Keyword Planner without providing credit card information
2. **Are familiar with Google Sheets** (or similar spreadsheet software)
 - Google offers a wonderful [free tutorial](#) on this product
3. **Use Chrome or Firefox**
 - Go here to [install Chrome](#), here to [install Firefox](#)
4. **Install SEOQuake**
 - This browser extension provides valuable information as we search the web
 - Then install SEOQuake [for Chrome](#) or [for Firefox](#)
5. **And install Keywords Everywhere**
 - This indispensable browser extension provides free keyword data!
 - Install it for [for Chrome](#) or [for Firefox](#)
 - Follow these [setup instructions](#)

Please go through these preliminary steps before class starts.

Title	Duration	Format / Visual	Text – Key Concepts – Talking Points	Action
<i>30-60 minutes of video content, with an Intro and Outro video.</i>	<i>3' for Intro and Outro, 5-8 for all others</i>	<i>Slideshow, animation, screencast, talking head, interview, (glassboard), any combination of above</i>	<i>For main videos: ONE concept / idea / message; PLUS tips, best practices, examples; exam tie-ins; common pitfalls.</i>	<i>Read / View; Do; Reflect & write = Interactive video with control questions; task; forum; quiz; prep for webmeeting; collaborative wiki</i>
Intro Welcome to SEO	3:00	Talking Head / Slideshow	<ul style="list-style-type: none"> ● Main goal of module / course ● Introduce yourself ● Overview of entire course ● Assignments and Exam 	View
Creating Content	5:00	Slideshow	SEO Basics: satisfying the searchers Identifying great brand introductions	Post on blog

Content Quadrants	3-4:00	Slideshow	How to identify content relevant to your customers Two-dimensions of content: <ul style="list-style-type: none"> • Demand • Relevance 	Forum: Generate topics that interest your customers
Key(word)s to Success	5:00	ScreenCast/Slideshow	Keyword Gathering Process <ul style="list-style-type: none"> • Keywordtool.io • KeywordShitter.com • Keywords Everywhere 	Assignments: Export to CSV and upload file
Targeting Foot Traffic with Localized Keyword Data	3:00	ScreenCast/Slideshow	AdWords Keyword Planner <ul style="list-style-type: none"> • How AdWords is similar/different to the previous process • If they prefer it, go this route and continue to use KE 	Mid-Term PPT: Show changes to content plan from SW1
Scoping your Competitors	4:00	ScreenCast/Slideshow	Use SEOquake and Google to gather ideas from the competition	Forum: Visualize competitor KW on a map
Consolidate the Data	1-2:00	ScreenCast	Add an Intent column to the spreadsheet Organize keywords into Intents	Assignments: Export to CSV and upload revised file
Find your Intents	4:00-7:00	ScreenCast	Evaluate Intents for viability <ul style="list-style-type: none"> • Discover what you can actually make • What you can gain • ROI? • How brand-related is each idea? 	Forum: Describe your new positioning on the content quadrant based on your insights
Optimizing Content	4:00	ScreenCast	Basic SEO Concepts <ul style="list-style-type: none"> • URLs, Titles, Meta-Descriptions, Click Depth • Keyword Stuffing! 	Use SEOquake Audit
Outro SEO Lessons Learned and Re-cap	1:30	Slides	Goals achieved, summary of main points / best practices / common pitfalls; fit with overall curriculum	View