

Lesson Plan

Module: Digital Marketing

Learning Unit: What is SEO

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| <p>Desired Core professional goal</p> <p>Learners will be able to:</p> <p>Understand and use SEO</p> | <p>Benchmark</p> <p>Digital Marketing</p> |
| <p>Level</p> <p>Standard</p> | <p>Framework</p> <p>Empower</p> |
| <p>Professional micro-learning outcomes:</p> <p>Learners will:</p> <ul style="list-style-type: none"> ● grasp the fundamental concepts of SEO, including what it is, why it matters, and its impact on website visibility ● explain the purpose of SEO and its role in digital marketing strategies | |
| <p>Micro-learning activities</p> <p>Learners will:</p> <p style="text-align: center;">watch the video on YouTube: https://youtu.be/hoUk_mipwYI</p> | |