

Activity for Lesson 1 “Introduction to the world of SEO”

In the first lesson, you have heard about the core concepts of SEO. Now it is time to deepen this knowledge by creating a concept map.

Step 1: Create a concept Map

Role of search engines

They crawl, index and rank web pages based on relevance and authority

They use algorithms to determine which websites are the most helpful for search queries

SEO helps businesses to align with search engine algorithms.

SEARCH ENGINE OPTIMIZATION

By incorporating relevant keywords and following best practices, business can appear higher in search results

Strategies for optimising a website to improve its visibility in the SERPS

Impact of SEO on online visibility

SEO influences how easily users can find your website through search engines

A well optimized websites ranks higher in SERPs, attracting more organic traffic

SEO is crucial for businesses as it enhances online visibility

Can lead to increased website traffic, brand awareness and higher conversion rates

Without SEO it is difficult for potential customers to find products/services online

Importance of SEO

Step 2: Reflection on SEO Application to your business

Business idea: Handcrafted coffee mugs from Italy

How SEO could help: For a business selling handmade coffee mugs, SEO can significantly increase the visibility of the website to people searching for handmade coffee mugs. By applying SEO strategies such as targeting keywords like "handmade Italian coffee mugs" or "unique artisan mugs", the business can attract potential customers who are specifically looking for these types of products.

How to apply SEO basics:

- **Keyword research:** Start by researching relevant keywords related to handmade mugs, such as "Italian ceramic mugs" or "handmade coffee mugs," and incorporate these into product descriptions and blog content.
- **On-Page SEO:** This involves optimising the content of the website, including headings, titles and images, to include the chosen keywords. I would also ensure that the site is mobile-friendly and loads quickly, as these factors affect search engine rankings.
- **Create content:** Regular blog posts about the craftsmanship behind the mugs or the cultural significance of Italian ceramics would help establish authority and attract more visitors to the site.