

Activity for Lesson 2 “Get to know your target group”

Task 1: Analysing your business's target audience is crucial to successful SEO strategies. So let's create a target audience persona.

Step 1: Think about a business idea you have or would like to start. Create a detailed persona of your target audience. If you already have your own business, you can use it too. Include the following:

- Demographics: age, gender, income, education, place of residence
- Interests and behaviors: What are your target audience's hobbies and what kind of websites do they visit? How do they typically shop? (online or in-store).
- Challenges: What problems do they need to solve that your business can address?
- Goals: What are they trying to achieve in their personal life?

Step 2: After you have created the persona, write a short paragraph explaining how this target group will influence the type of content and keywords you will use on your website.

Task 2: Fill in the blanks by using one of these words:

- Keywords
- Transactional
- Search engines
- Target audience
- Short-tail
- Long-tail
- Commercial
- SEO
- Informational
- Navigationals

1. A ____ is a group of people that products, services or marketing are designed for.
2. ____ are words and phrases people use to search for information online.
3. ____ keywords are specific and often used by people who are ready to make a purchase.
4. ____ keywords are broader and have higher search volume but are more competitive.
5. When users search for “how to bake a chocolate cake” they are using an ____ keyword.
6. The keyword “buy iPhone 14” is an example of a ____ keyword.
7. ____ is the process of optimizing a website to improve its visibility on ____.
8. ____ keywords are used by searchers who want to navigate to a specific website, such as “YouTube”.
9. Some searching for “best restaurant in Berlin” is likely using a ____ keyword because they want to compare options before making a decision.