



BOAZ INTERNATIONAL SCHOOL

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Curriculum- Search Engine Optimization (SEO)

1.0 Introduction

This curriculum provides a structured approach to learning the skill, covering foundational concepts/principles, practical skills, leading from beginner to intermediary, mastery until advance levels. Adjustments can be made based on the specific goals, learning pace, and level of expertise of the students. Practical projects and hands-on exercises are essential to reinforce learning and prepare students for real-world scenarios in the field of web design.

2.0 Course Overview

This course provides an in-depth understanding of curriculum design principles and the fundamentals of SEO. It aims to equip learners with the skills to create effective educational programs and optimize digital content for search engines.

3.0 Learning Objectives

By the end of this course, students will be able to:

1. Understand the principles of curriculum design and development.
2. Apply SEO techniques to enhance the visibility of digital content.
3. Develop skills in creating engaging and effective educational materials.
4. Analyze the impact of SEO on digital marketing strategies.
5. Integrate curriculum design and SEO practices to improve educational outcomes and online presence.

4.0 Learning Outcome

At the end of study, the students will be equipped with a range of knowledge, skills, and competencies necessary to succeed in the field. The expected outcomes or goals to be achieved include:

Knowledge and Understanding

- Explain the key concepts and theories of curriculum design.
- Describe the fundamentals of SEO and its importance in digital marketing.

Skills Development

- Create a curriculum plan that aligns with educational goals and standards.
- Implement SEO strategies to improve website ranking and visibility.

Practical Application

- Design educational materials that are both engaging and effective.
- Optimize digital content using SEO best practices.

Soft Skills Enhancement

- Communicate effectively with stakeholders about curriculum and SEO strategies.
- Collaborate with team members to develop and implement curriculum and SEO plans.

Professional Readiness

- Demonstrate the ability to manage curriculum projects from inception to completion.
- Showcase proficiency in using SEO tools and techniques to enhance digital content.

5.0 Course Outline

Module 1: Introduction to Curriculum Design

- Overview of curriculum design principles
- Key theories and models

Module 2: Fundamentals of SEO

- Introduction to SEO
- Importance of SEO in digital marketing

Module 3: Curriculum Planning and Development

- Steps in curriculum planning
- Aligning curriculum with educational standards

Module 4: SEO Techniques and Strategies

- On-page and off-page SEO
- Keyword research and optimization

Module 5: Creating Engaging Educational Materials

- Designing effective learning materials
- Incorporating multimedia elements

Module 6: SEO Tools and Analytics

- Using SEO tools for optimization
- Analyzing SEO performance

Module 7: Integrating Curriculum Design and SEO

- Combining curriculum design with SEO practices
- Case studies and real-world applications

6.0 Assessment Methods

- Quizzes and Tests: To evaluate understanding of key concepts.
- Projects:
- Practical Application of curriculum design and SEO strategies.
- Presentations: Demonstrating the ability to communicate and collaborate effectively.
- Peer Reviews: Providing and receiving feedback on curriculum and SEO plans.

7.0 Course Prerequisites

- Basic understanding of educational principles and digital marketing.
- Familiarity with web browsing and basic computer skills.

8.0 Course Duration

- 12 weeks: 2 sessions per week, 2 hours per session.

9.0 Certification

- Upon successful completion of the course, students will receive a Certificate.

10.0 Enrollment Information

- Course fee: **KSHS 53,500**
- Enrollment deadline:
- Start date:

Appendices on Search Engine Optimization (SEO)

Topics and Sub-Topics on Search Engine Optimization (SEO)

1. Keyword Research

- **Keyword Identification:** Finding relevant keywords that potential customers use to search for your products or services.
- **Keyword Analysis:** Evaluating the competitiveness and search volume of keywords.
- **Long-Tail Keywords:** Identifying longer, more specific keyword phrases that are less competitive.

2. On-Page SEO

- **Content Optimization:** Ensuring content is relevant, high-quality, and includes target keywords.
- **Meta Tags:** Optimizing title tags, meta descriptions, and header tags.
- **URL Structure:** Creating SEO-friendly URLs.
- **Internal Linking:** Linking to other pages within your website to improve navigation and SEO.

3. Technical SEO

- **Site Speed:** Improving page load times.
- **Mobile-Friendliness:** Ensuring your site is optimized for mobile devices.
- **Crawlability:** Making sure search engines can crawl and index your site.
- **Schema Markup:** Using structured data to help search engines understand your content.

4. Off-Page SEO

- **Backlink Building:** Acquiring high-quality backlinks from other websites.
- **Social Signals:** Leveraging social media to boost SEO.
- **Guest Blogging:** Writing articles for other websites to gain backlinks.

5. Local SEO

- **Google My Business:** Optimizing your Google My Business profile.
- **Local Citations:** Ensuring your business is listed in local directories.
- **Reviews and Ratings:** Managing online reviews and ratings.

6. Content Marketing

- **Blogging:** Creating and maintaining a blog with valuable content.
- **Video Content:** Using videos to engage users and improve SEO.
- **Infographics:** Creating visual content to attract backlinks.

7. Analytics and Reporting

- **Traffic Analysis:** Monitoring website traffic and user behavior.
- **Conversion Tracking:** Measuring the effectiveness of SEO efforts in terms of conversions.
- **SEO Audits:** Regularly auditing your site to identify and fix SEO issues.

Essential Tools on Search Engine Optimization (SEO)

1. Google Analytics

- **Purpose:** Tracks and reports website traffic.
- **Explanation:** Provides insights into user behavior, traffic sources, and conversion rates.

2. Google Search Console

- **Purpose:** Monitors and maintains your site's presence in Google Search results.
- **Explanation:** Helps identify issues, submit sitemaps, and track search performance.

3. Ahrefs

- **Purpose:** Comprehensive SEO toolset for backlink analysis, keyword research, and competitor analysis.
- **Explanation:** Offers detailed insights into your site's SEO performance and opportunities for improvement.

4. SEMrush

- **Purpose:** All-in-one marketing toolkit for SEO, PPC, and content marketing.
- **Explanation:** Provides keyword research, site audits, rank tracking, and competitive analysis.

5. Moz Pro

- **Purpose:** SEO software for keyword research, link building, and site audits.
- **Explanation:** Helps improve search engine visibility and track SEO progress.

6. Yoast SEO (for WordPress)

- **Purpose:** SEO plugin for WordPress websites.
- **Explanation:** Assists with on-page SEO, readability analysis, and XML sitemaps.

7. Screaming Frog SEO Spider

- **Purpose:** Website crawler for technical SEO audits.
- **Explanation:** Identifies issues like broken links, duplicate content, and redirects.

8. Ubersuggest

- **Purpose:** Keyword research and SEO analysis tool.
- **Explanation:** Provides keyword suggestions, content ideas, and backlink data.

9. AnswerThePublic

- **Purpose:** Content idea generation tool.
- **Explanation:** Visualizes search queries and questions people are asking about a topic.

10. BuzzSumo

- **Purpose:** Content research and social media analytics tool.
- **Explanation:** Identifies popular content and influencers in your niche.