1. ***Read the article.***

<https://searchengineland.com/guide/what-is-seo>

1. ***Answer the following questions:***

Basic Understanding

1. What does SEO stand for, and what is its main goal?

2. How does SEO differ from SEM and PPC advertising?

3. Why is SEO important for websites and businesses?

Types and Components of SEO

4. What are the main components of SEO?

5. What is the difference between on-page and off-page SEO?

6. How does technical SEO impact a website’s performance?

7. What role does content play in SEO?

8. What is local SEO, and why is it important for businesses?

How SEO Works

9. How do search engines determine the ranking of websites?

10. What is a search algorithm, and how does it affect SEO?

11. What are some common ranking factors that influence SEO success?

12. Why is keyword research an essential part of SEO?

13. How do backlinks help improve SEO rankings?

SEO Strategies and Best Practices

14. What are white-hat and black-hat SEO techniques?

15. Why is mobile-friendliness important for SEO?

16. How does page speed affect SEO performance?

17. What are some best practices for optimizing website content for SEO?

SEO Trends and Future Developments

18. How has SEO evolved over time?

19. What impact do AI and machine learning have on SEO?

20. How do voice search and mobile search affect SEO strategies?

21. What are some challenges businesses face when implementing SEO?

22. How can businesses measure the success of their SEO efforts?

1. ***Take the tests:***

<https://www.businessenglishsite.com/exercise_seo1.html>

<https://www.businessenglishsite.com/exercise_seo2.html>

<https://www.businessenglishsite.com/esl_seo3.html>

<https://www.businessenglishsite.com/esl_seo4.html>

1. <https://www.essentialenglish.review/apps/speak-business-english-like-an-american/lesson-7-discussing-bad-results/#7>

***Listen to the dialogue, fill in the blanks with the idioms, and create your own dialogue on the given topic. Make sure to include relevant vocabulary. Your dialogue should be at least 10 exchanges long.***

1. ***Role-Play Activity: SEO Consultation Meeting***

Scenario:

TechTrendz has hired an SEO consultant to help improve its search rankings. In this role-play, students will act as different stakeholders in an SEO strategy meeting.

Roles:

SEO Consultant (provides recommendations and explains strategies)

TechTrendz CEO (concerned about budget and ROI)

Marketing Manager (focused on content and branding)

Web Developer (responsible for technical SEO implementation)

Customer Support Representative (shares customer feedback on website usability)

Task:

The SEO Consultant presents an SEO strategy based on the case study.

The CEO asks questions about cost and expected results.

The Marketing Manager discusses content-related improvements.

The Web Developer talks about technical changes needed.

The Customer Support Representative shares insights about user experience and feedback.

Objective:

Practice professional communication and problem-solving skills.

Understand SEO strategies from different business perspectives.

Develop persuasive speaking skills to justify SEO investments.

Debrief Questions:

What were the most important SEO recommendations?

How did each stakeholder’s concerns affect the final strategy?

What challenges did the SEO Consultant face in convincing others?