



KIDS & TEENS FREELANCING TRAINING INSTITUTE

SEO Course Outline

Module 1: What is SEO?

- What does SEO stand for?
- Why some websites show up first on Google
- Fun real-life analogy: a library or treasure hunt
- Types of SEO: On-page, Off-page, and Technical (simplified)

Module 2: Understanding Keywords

- What are keywords and why do they matter?
- How people search online
- Fun activity: guess what others might search to find a pizza recipe
- Using basic keyword tools (like Google autocomplete)

Module 3: Writing Content That Ranks

- Creating titles that grab attention
- Using keywords naturally in content
- Adding headings, bold words, and bullet points
- Creating helpful, easy-to-read articles or video descriptions

Module 4: Links and Why They Matter

- What are backlinks?
- Why links = trust on the internet
- How to earn or share links safely
- Internal vs. external links (using their own projects)

Module 5: Image & Video SEO

- Naming files properly
- Adding "alt text" in simple words
- Creating YouTube titles, descriptions, and tags with keywords
- Making content more searchable

Module 6: Mobile & Speed Optimization (Simplified)

- Why fast-loading pages matter
- Making websites mobile-friendly
- Checking your site's speed with basic tools
- Using simple design for better user experience

Module 7: Local SEO & Kid-Friendly Niches

- What is local SEO?
- Fun ideas like “selling lemonade” or “art classes” online
- Using location keywords
- Google Maps and business basics for kid entrepreneurs

Module 8: Final Project – Rank Your Mini Website or Video!

- Pick a topic
- Do basic keyword research
- Write content and add images
- Optimize it for SEO
- Present how they'd get it to the top of Google or YouTube

Bonus Materials:

- Keyword brainstorming worksheet
- Blog post SEO checklist
- YouTube SEO starter guide
- Certificate of Completion