

# On Page SEO

## Design Document

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	<b>Details</b>	<b>Notes and Learning Principles, Methodologies and Theories</b>
Business Purpose	Predominantly e-commerce, selling goods and services online to a variety of customers.	Typically 'time-poor'; learner confidence can be quite low in technical capabilities.
Target Audience	<p>Business owners who are responsible for creating their own content. Mixed learning experiences. Low-mid confidence with technology Learners have indicated that there is no 'how-to' guide that is accessible and avoids jargon.</p> <p>Learners completed survey on their training needs</p>	<p>Needs to be mobile-friendly, must hold attention, accessibility is key (closed captions, high contrast etc) Must have quick-implementation actions Regular knowledge checks to boost confidence Exemplars are key to demonstrate application of knowledge.</p> <p>Knowles, 1984 (Learners involved in planning and instruction)</p>
Problem	<p>Learners create lots of content with little/no SEO strategy, leading to low website traffic and frustration. Learners need 'quick wins' in terms of optimising current content. Learners have indicated that there is no 'how-to' guide that is accessible and avoids jargon.</p>	Knowles, 1984 (Learners need to see immediate impact; problem-centered learning)

<p>Considerations and Cycle</p>	<ul style="list-style-type: none"> <li>• Stand-alone course</li> <li>• Asynchronous</li> <li>• Learners must be able to skip sections</li> <li>• No LMS currently</li> <li>• <b>Must match the 'tone' of the brand - see brand guideline document for frequently used language and approach</b></li> <li>• SAM model of development; rapid prototyping; beta-test with small business group initially.</li> <li>• Development cycle (timescale TBC):</li> <li>• Proposal to LW for approval</li> <li>• Rapid prototype to LW for feedback</li> <li>• Second iteration (sections and lessons outlined and built out, but no content) to LW and business group for feedback</li> <li>• Functioning course beta-tested with 35 learners</li> </ul>	<p>Rapid prototype to be created either in Adobe XD or Rise itself</p>
<p>Training Time</p>	<p>20-30 minutes (asynchronous) Learners can skip sections, complete access to all lessons.</p>	

<p>Solution Recommendations</p>	<ul style="list-style-type: none"> <li>• Rise 360 'short' module on On Page SEO <ul style="list-style-type: none"> <li>◦ Allows learners to dip in/out</li> <li>◦ Learners can self-select lessons</li> </ul> </li> <li>• Link to prior modules and future modules</li> <li>• Design must be clear without too much text (Mayer's)</li> <li>• Use videos from overlapping courses (Multisensory)</li> <li>• Regular knowledge checks (helps both engagement and learner transfer)</li> <li>• Any visuals must be coherent and not distract from content</li> <li>• Use Rise 360 and publish to AWS for embedding in DF members' area</li> </ul>	<ul style="list-style-type: none"> <li>• Meyer's Multimedia, Knowles' Adult Learning Theory; Behaviorism; Cognitivism (meaningful retention)</li> <li>• Project-based learning (with learners' own sites and pages as the project)</li> </ul>
<p>Deliverables</p>	<ul style="list-style-type: none"> <li>• Rise 360 course</li> <li>• Design document</li> <li>• Full storyboard</li> <li>• Rapid prototypes in Adobe XD</li> <li>• Keyword research document</li> <li>• [Video files to be re-used from prior content]</li> </ul>	

<p>Learning Objectives</p>	<p>By the end of the training learners will know:</p> <ul style="list-style-type: none"> <li>• How to optimise textual and visual content on webpages for SEO</li> <li>• How to conduct keyword research</li> <li>• Which pages will be prioritised when optimising existing content</li> </ul>	
<p>Training Outline</p>	<ul style="list-style-type: none"> <li>• 10 lessons, divided into 5 sections: <ul style="list-style-type: none"> <li>◦ Introduction (objectives and application)</li> <li>◦ Keywords</li> <li>◦ On-page actions</li> <li>◦ Extras</li> <li>◦ Final Thoughts</li> </ul> </li> </ul>	<p>Gagné's 9</p> <p>Examples (Bloom's Level 3 for application of knowledge)</p>
<p>Evaluation Plan</p>	<ul style="list-style-type: none"> <li>• Informal evaluation during testing phase</li> <li>• During beta-testing, data to be collected from participants through surveys and collection of analytics information</li> <li>• Participants asked to track organic search data for 12 months following implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Kirkpatrick's Level 1 and 2 to be assessed by verbal feedback (informally)</li> <li>• Kirkpatrick's Level 3 will be demonstrated by learners beginning to optimise existing content and implementing optimisation when creating any new content.</li> <li>• Kirkpatrick's L4 will be evident in 6-12 months' time with an increase in organic web traffic driven through searches on search engine sites (predominantly Google)</li> <li>• This can be tracked with Google Analytics</li> </ul>