

# **SEO Optimization Lesson Plan**

## 1. What is SEO Optimization?

- SEO Optimization (Also known as Search Engine Optimization), dives into the area of web design that is often overlooked, website visibility and website traffic.
- SEO Optimization should matter as it can help your website reach new and different areas on the website without having to copy and paste your link everywhere, and users can naturally find it on search engines.
- You can find SEO being used for almost every website, such as blogs, personal websites, and even big social media websites like Twitter, Instagram, and more.
- SEO doesn't require a high skill set to use, it's very accessible and easy to understand with a little bit of use.

## 2. Basic Concepts and Terminology in SEO Optimization

- Keywords
  - Be able to use specific keywords to boost your website's popularity/traffic to allow for more users to search for it
- On-Page SEO

- The actual content you're providing can also be a factor on how your website is viewed, and is also intertwined with the use of keywords, using more keywords in your content can boost views, interactivity, and traffic.
- Off-Page SEO
  - Boosting the reputation of your website with backlinks, social media engagement, and more
  - Backlinks
    - A hyperlink that redirects when clicked to the website (example: you partner with a big cooking blog that mentions your website by linking it, and thus allows users to be redirected to your website).

### 3. Example at SEO Optimization

- Using my webpage as an example, here's what to expect when using a SEO Optimizer website

rankwatch

PricingLogin14-Days Free TrialUser4/5

HomeWebsite Analyzer

Website Analyzer

Use 1 Research Credits per Search

Enter domain name

Enter Keyword (Optional)

Search

SEO

Mobile

Speed


Visitors

Technology

Summary

https://expertjulian21.neocities.org/

Generated on Jul 20, 2025 8:45 PM



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Major Errors5

⚠

Moderate Errors6

53

SEO

✗

WWW Resolved⚙⚙⚙Warning! WWW Redirection.

✗

Ip Canonicalization⚙⚙

SEO

✗

WWW Resolved⚙⚙⚙Warning! WWW Redirection.

✗

Ip Canonicalization⚙⚙

✗

Robots.txt⚙Missing

⚠

Sitemap⚙No

✓

Title⚙⚙The web site of ExpertJulian21  
Length: 30 Character(s)

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Heading Tags⚙⚙

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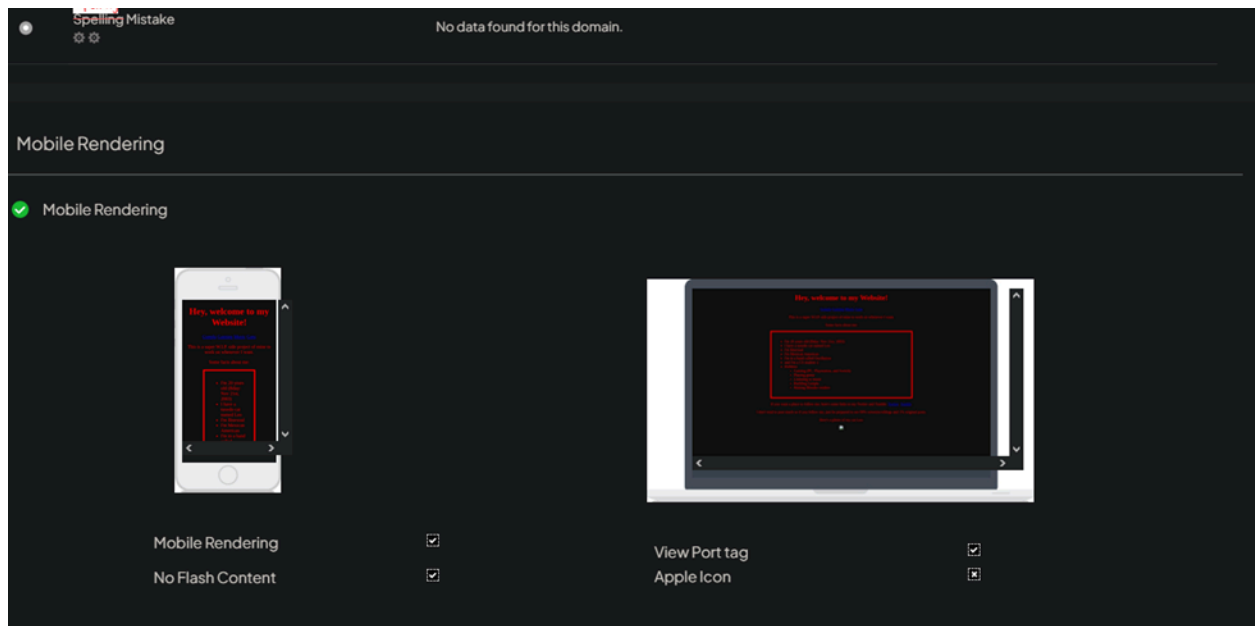
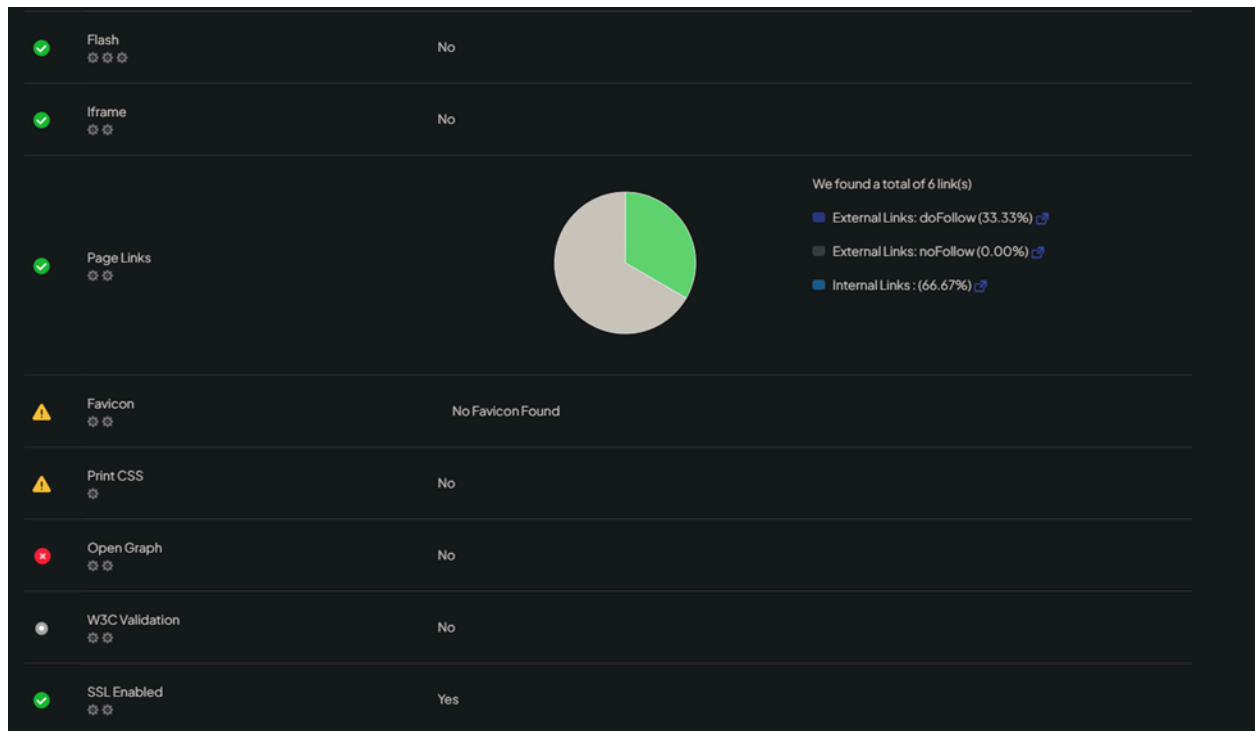
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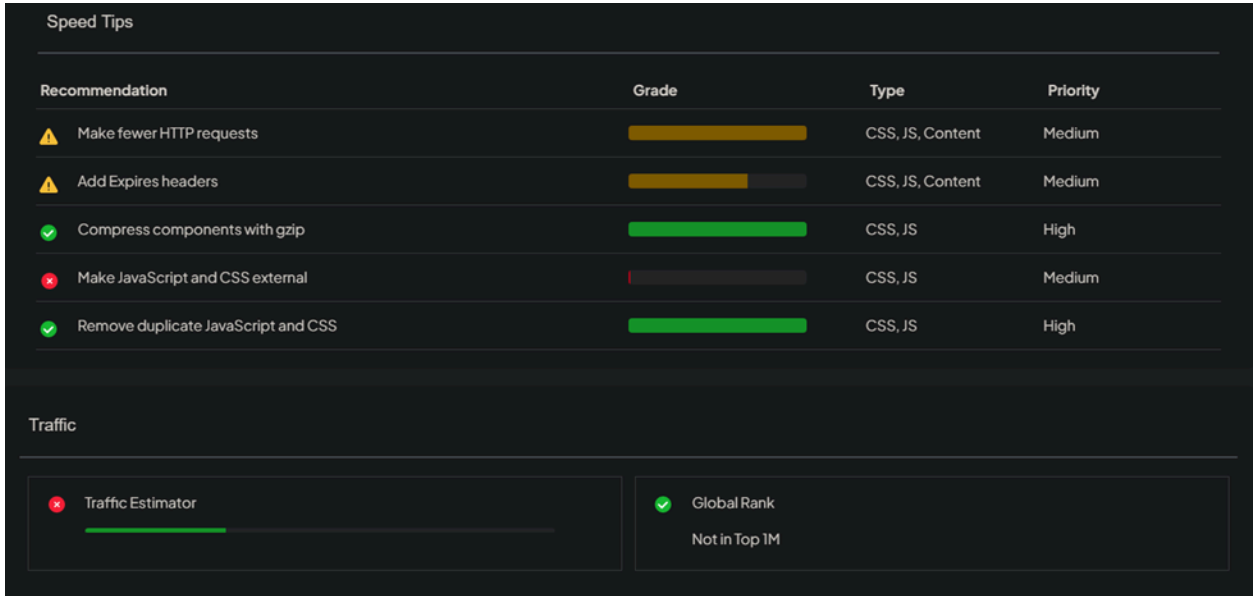
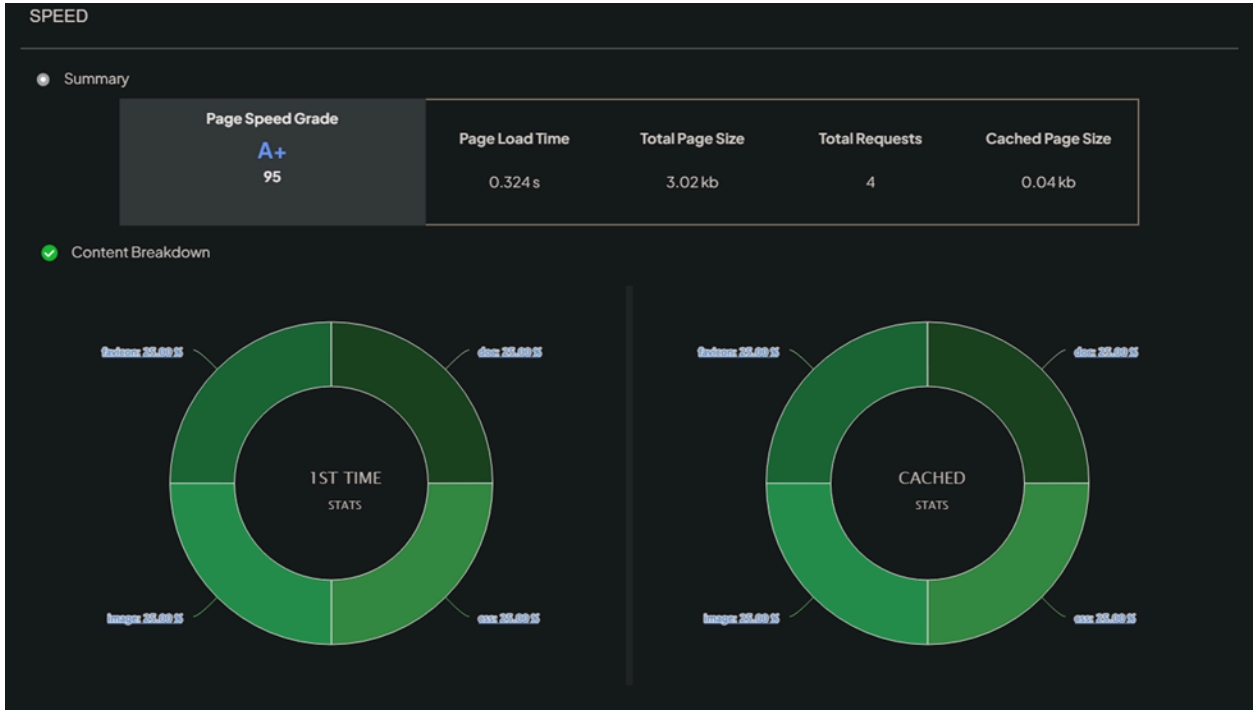
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alt attribute for 1 Image(s) is missing. [View More](#)


✓

Text to HTML⚙⚙28.89%





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Technologies	
Technologies	
Server	
IP	23.143.32.14
Location	Portland  (Oregon), US
Hosting Provider	AS395409 Neocities

#### 4. How can you use this in your projects?

- SEO can be used in your project to help boost your website's traffic and interactions, for example; if you have a baking blog you can use keywords related to baking, use backlinks by being promoted by other users or websites, all of which can allow your website to gain more traffic and letting it grow to eventually one of the common results when searching for baking recipes.

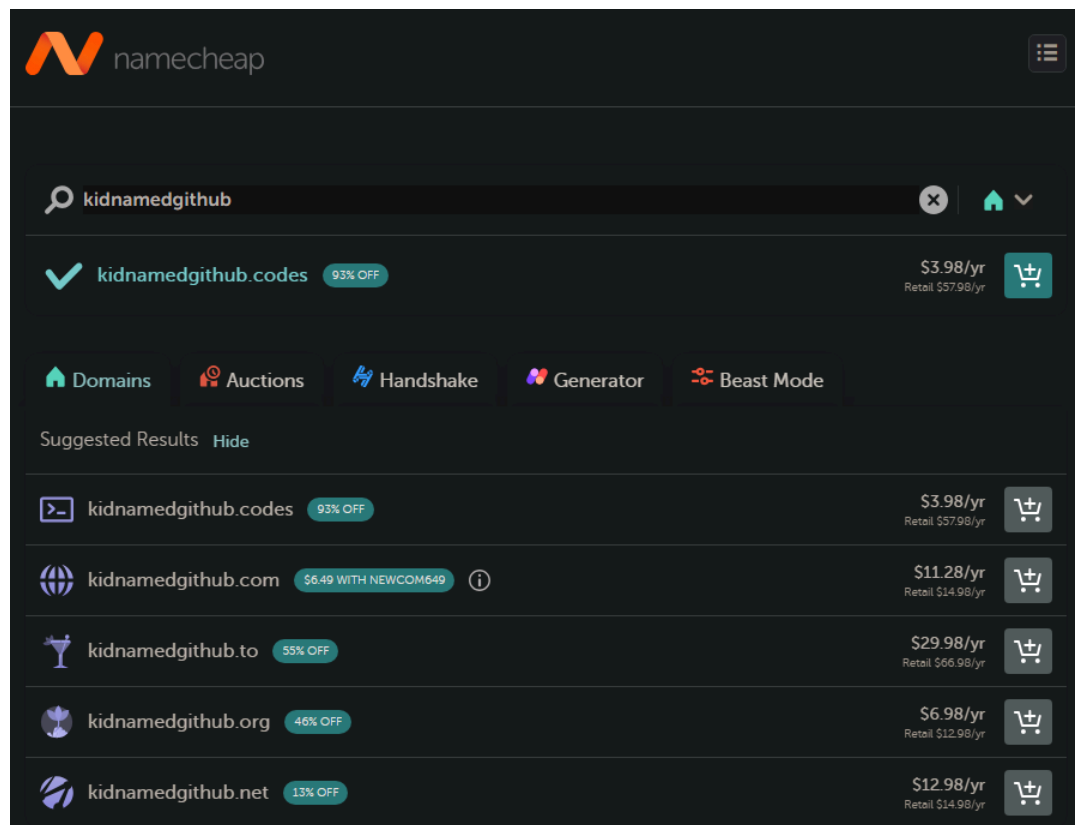
#### 5. Live Demo

















- We will use a website like <https://www.rankwatch.com/tools/web-analyzer>
- We will use Nate's website to test <https://www.natestech.site>

# Github Pages and Domains

## Domains

1. What is a domain?
  - A domain is essentially an address to a website that you can assign to an IP/URL link to easily access said website.
  - You can acquire a domain very easily and at times without breaking the bank by using websites like namecheap.



Results		Explore More 
kidnamedgithub.shop	97% OFF	\$0.98/yr Retail \$38.98/yr 
kidnamedgithub.it.com	NEW	\$4.98/yr Retail \$32.98/yr 
kidnamedgithub.me	50% OFF	\$9.98/yr Retail \$19.98/yr 
kidnamedgithub.dev	56% OFF 	\$6.98/yr Retail \$15.98/yr 
kidnamedgithub.app	61% OFF 	\$6.98/yr Retail \$17.98/yr 
kidnamedgithub.inc	52% OFF	\$998.98/yr Retail \$2,098.00/yr 
kidnamedgithub.xyz	85% OFF	\$2.00/yr Retail \$13.98/yr 
kidnamedgithub.fit	90% OFF	\$2.98/yr Retail \$30.98/yr 
kidnamedgithub.design	92% OFF	\$3.98/yr Retail \$49.98/yr 
kidnamedgithub.ink	89% OFF	\$2.98/yr Retail \$26.98/yr 
kidnamedgithub.io	40% OFF	\$34.98/yr Retail \$57.98/yr 
kidnamedgithub.wiki	89% OFF	\$2.98/yr Retail \$26.48/yr 
kidnamedgithub.vip	72% OFF	\$4.98/yr Retail \$17.48/yr 

○

## 2. How do they work?

- When launching a website, you have the ability to use a domain to change the URL/search address to access your website.
- EX: Say I have a website where the link is something like <https://www.iamawebsite.com>. Instead of having to manually type every single letter out to get to the correct page, you can instead use a domain like [website.com](https://website.com) and it would immediately redirect you to your website.

## 3. How do I acquire a domain?



- As mentioned earlier, you can use a service like Namecheap to get cheap/affordable domain names for your website
- Using a domain usually requires paying a subscription for it, and while certain names can be very expensive, you can usually find some solid domains for about \$4-\$25 a year, depending on what you want and how much you're willing to spend.

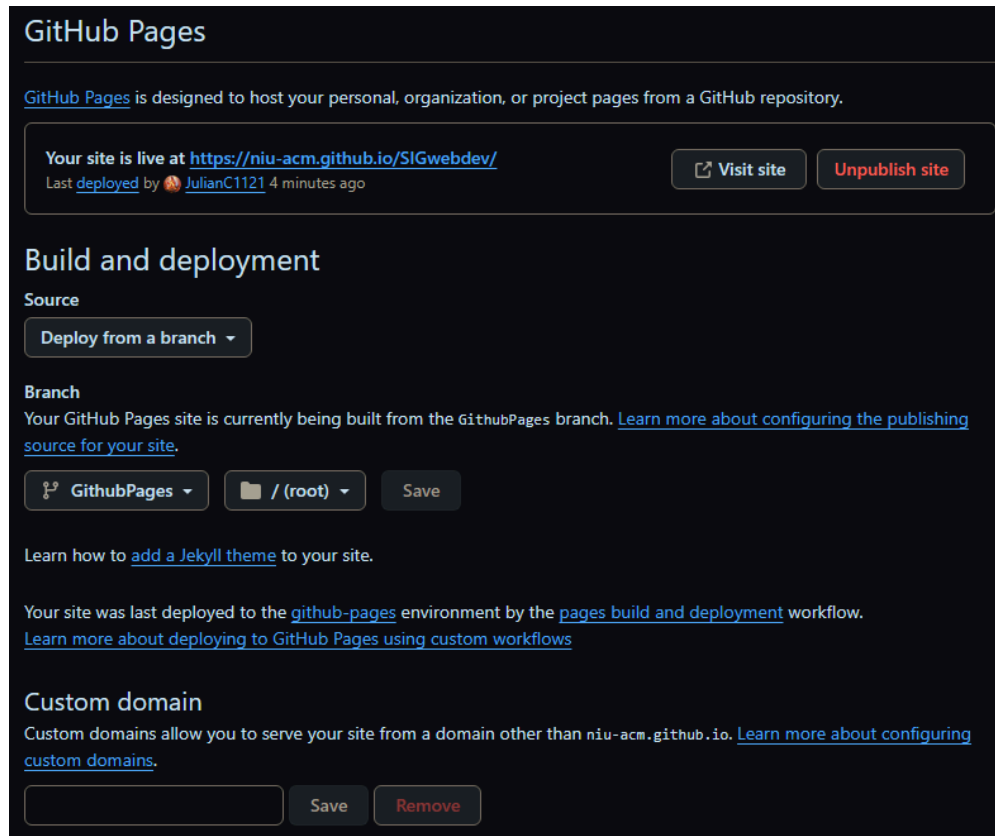
## **Github Pages**

### 1. What is GitHub pages?

- Github pages is a service within Github to launch and host a website for free.
- Setting up your page isn't necessarily complicated, all you do is provide or create the files for your page in a specific repo, and once that's done, you can set it up within the GitHub website itself in the settings of your repository.
- Github pages isn't hard or complicated to use, Github themselves do provide a quick and easy tutorial on how to publish/launch your website, which we will show here.

### 2. How do I use GitHub pages?

- The first thing you do is create a new repository, specifically one that holds all of your current files for your project/website.
- Once you have all the files, click on the settings tabs on Github and click on the pages tab.



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- On the pages tab, you can select whether you'd want to deploy using a branch, or with GitHub Action. In this case, we will be deploying from our branch.
- Select the specific branch where you have all the files for your website, whether it's a specific branch different from main, or from main itself.
- Click save, and GitHub will generate and host the website for you, it usually takes a little bit for it to be uploaded so give it a bit.
- Once your website is posted, you will be given a link to be directed to your new site!
- OPTIONAL: You can purchase a domain to then link it to your GitHub pages site. Instead of having to type the entire GitHub link, you can

instead use your domain to have a quicker/more accessible way of accessing your website. (Example: Typing [ACMPage.com](https://ACMPage.com) can just lead you to the website, instead of typing the entire URL)

### 3. Live Demo:

- My personal GitHub Pages test site:

<https://julianc1121.github.io/SIGwebdev-main>

- ACM GitHub Pages test site: <https://niu-acm.github.io/SIGwebdev>

### 4. Video

- <https://youtu.be/WvkNIF2EUiE>