Lion Facts Web Page

To use SEO to improve a web page.

Using your knowledge of search engine optimisation, can you suggest some improvements for a web developer? You may even want to use a search engine to check some of the information.

🔒 https://

All About Lions

Fun facts about these scary animals!

They are the only big kats that live in groups. This animal's roar can be heard from up to eight kilometres away. They can live in a group or pride of 30 but this depends on how much food and water there is. These animals can weigh 30 stone!

On average, males can weigh 190kg (almost 30 stone) and females can way 126kg (almost 20 stone). Did you know that young lions initially have rosettes and spots on their coats, but these generally disapear as they grow older. All Lions have a mane so deciding who is male and who is female is very difficult. Lions are carnivorous, meaning they only eat the meat from other animals. These scary animals have to hunt for their food. They also eat grass.

Lion Facts Web Page

To use SEO to improve a web page.

https://

Using your SEO improvements, can you create a web page that you think would rank highly on a search engines results page (SERP)? You may even want to use a search engine to gather more content for the web page.

Lion Facts Web Page
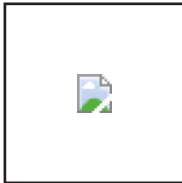
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Strategic Searching Online: Search Engine Optimisation

National Curriculum:
Use search technologies effectively, appreciate how results are selected and ranked, and be discerning in evaluating digital content.

Aim:
To use SEO to improve a web page.

Lesson Duration
It is estimated that this lesson will take approximately 60 minutes.

60 mins

Success Criteria
I can explain what SEO is.

I can explain why SEO is used on websites.

I can compare web pages against a specification.

I can suggest SEO improvements on a website.

Key Vocabulary
Search engine optimisation (SEO), search engine results page (SERP), marketing, server, user, target audience.

Resources
Lesson Pack

PC devices, such as laptops, Chromebooks and/or tablets

Highlighters

Preparation
Lion Facts Web Page Activity Sheet- one per child

one per child (as used in previous lessons)

It is advised that appropriate search engines are chosen prior to the start of the lesson.

In order to gather valuable data about how effective this unit has been and how much your children have understood the topic, we recommend completing the KWL Grid at the end of this lesson.

Prior Learning: Children should have a good understanding of search engines, search terms and web crawlers. They should be able to explain the page ranking program that search engines use when keywords are inputted.

Learning Sequence

Remember It: Three-in-a-Row: Use the Lesson Presentation to engage children in a game which recaps the whole unit so far. The Lesson Presentation explains the rules and provides both questions and answers.

SEO: Using the Lesson Presentation, briefly explain what SEO is and whose job it usually is.

Why do the children think SEO is used on websites?

The Journey of Your Search Terms: Use the Lesson Presentation to explain where SEO fits in, with regards to what the children have previously learnt about search engines. This slide explains the journey of how websites appear in our search terms.

SEO In Practice: Using the Lesson Presentation, explain some of the things SEO involves checking. This list is generalised to be age-appropriate. Each given criteria has a small, brief explanation. It is recommended that time is taken on this slide to ensure children have a good understanding.

SEO It: The Lesson Presentation asks the children to complete a particular search to look at top ranking web pages and to note why they believe these web pages are so successful in the page ranking.

Using what the children now know about SEO, why do they think these websites rank highly on a search engine?

SEO It: Use the Lion Facts Web Page Activity Sheet to allow children to use their knowledge of SEO to improve a fake web page and then create an improved version on paper.

Time to Share, Explain, Evaluate: Using the Lesson Presentation and Lion Facts Web Page Activity Sheet, children complete a peer review. Use the instructions and prompts provided to support the children with this task.

Putting It All Together: Children should go through their **Knowledge Organiser** and highlight all of the words they now know in one colour. If there are any words that they are still unsure of, children could ask a partner.

Exploreit

Designit: Children to use an online web page making tool to create a digital version of the web page they designed. The web page should not be published unless specified.

Displayit: Children to create a poster to display all of their new-found knowledge about search engines. The posters could form part of your assessment.

Assessment Notes:

Disclaimer:
This unit involves children searching on the Internet. Please be mindful of search terms/topics used and connotations that could result in inappropriate links and pages. Child-friendly search engines are advised. Ensure your firewall settings are set at the appropriate levels necessary and your anti-virus software is up to date. It is good practice to ensure screen content can be seen at all times and that children know what to do if they see something on the Internet that makes them feel uncomfortable.
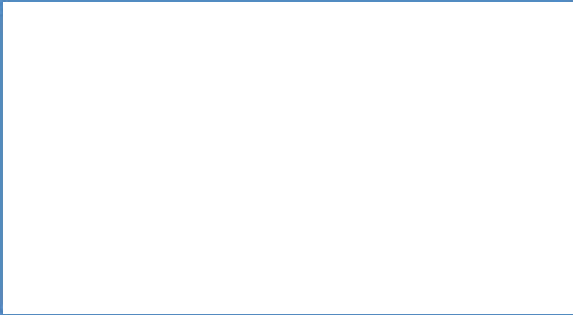
Computing

Strategic Searching Online

Search Engine Optimisation

Question Marks

You will spot question marks at certain points in this **Lesson Presentation**.

Clicking the question marks
will bring up key questions.

The assessment questions that appear will enable you to check
your understanding against the lesson aim and success criteria.

Aim

- To use SEO to improve a web page.

Success Criteria

I can explain what SEO is.

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I can compare web pages against a specification.

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Remember It
Three-in-a-Row

Let's split into two teams to play Three-in-a-Row!

Name yourselves **Team** 1 and **Team** 2

Take it in turns to answer a question.

Click on each square to check if your answer is correct.

If you get the answer correct, click on your team number in the square. If you get it wrong, click on your opposing team number!

1 2

One correct answer is **one point.**

Three-in-a-row is an additional **five points**!

Keep trying to score points until all the questions have been answered.

Play

Three-in-a-Row

One correct answer = one point
Three in a row = an additional five points!

✕

What clues can help you decide if a web page can be trusted?

What are the three Boolean operators that can be used in search engines?

True or False? Search engines recognise all punctuation.

What is a web crawler?

What does URL stand for?

Where do all of the locations of web pages get stored in a search engine?

What top-level domain shows the web page is a government official?

How can you tell if a web page is secure using the URL?

Using which Boolean operator would provide a broadened search?

Give one reason why a website may not show up anywhere in search results.

Give **three** different types of content a search return result can show.

Give **two** criteria that the page ranking program looks for on web pages.

SEO

Search engine optimisation (SEO) is when a person, or group of people use their knowledge of how search engine ranking works to boost a web page's ranking in a search engine results page (SERP).

Usually, SEO is done by someone whose job is in marketing. Their job is to increase the amount of clicks the web page receives and improve where the web page ranks in given search results.

Why do you think SEO is used on websites?

X

The Journey of Your Search Terms

1

A company wants a web page made.

2

Web developers design and develop the web page using a basic specification given to them.

3

A marketing team will look at the web page to increases its potential ranking in search results by doing search engine optimisation.

The Journey of Your Search Terms

4
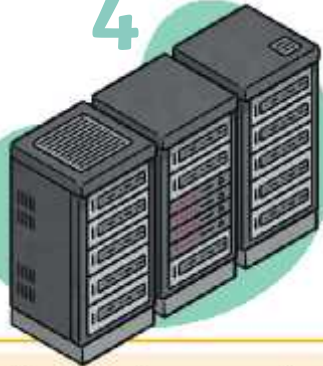
The web page is stored on a server and is now live and accessible to the public.

5

Web crawlers will crawl the web page, store its location on the World Wide Web and other information about the web page, including what the web page is about. This information will be stored in the search engine's index.

6

Search terms are inputted into a search engine by a user (someone like me or you).

7

The Journey of Your Search Terms
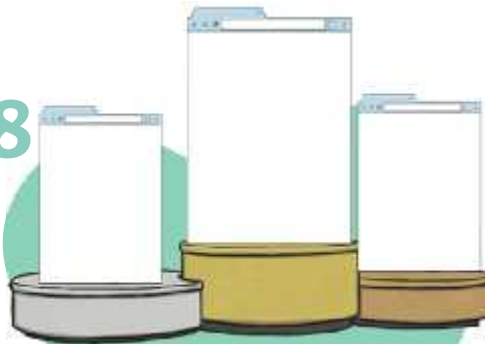
7

The search engine will look through its search engine index to find relevant web pages.

8

A page ranking program will sort through these web pages using given criteria and rank the web pages accordingly.

9

If the web page is not getting a lot of people clicking, the marketing team will do some more SEO.

SEO In Practice

SEO involves using a given criteria and evaluating a web page against it. Some of the criteria includes:

Marketing

Target Audience

Hyperlinks

Content

Expand

Expand

WWW

SEO

Search

Ranking

Mobile-Friendly

Expand

User Clicks

Keywords and Phrases

SEO In Practice

Hyperlinks

Social Media

By promoting your website on social media, you are likely to increase the volume of traffic to your page therefore improving its ranking on the SERP.

Hyperlinks

A web page has hyperlinks within its code. A user cannot see these links but links to other notable websites help to improve a web pages ranking.

Back

SEO In Practice

Mobile-Friendly

Ease of Use

A website should be easy to navigate around and responsive to clicks by the user.

Readability

A user should be able to read the information with ease. This should be true on all devices.

Back

SEO In Practice

Content

Organised Text

Making sure the text on the web page is organised into paragraphs or sections is important. Text on a web page shouldn't be too overwhelming.

Relevant Content

It's important to ensure the content of a website or web page is up to date. If a user wants facts about the current year, it is important that the website is updated every year. It is also important that the information on a website is relevant to the title and subheadings.

Correct Information

The information a website publishes needs to be accurate. A good way to check for accuracy is to look at other websites to see if your information matches theirs.

Images

Having relevant images on a website breaks up the text and makes the website easier to read.

Key words or phrases

It is good practice for a website to research on-trend key words and phrases and use these throughout their web pages. This ensures that if a user was to input these words into a search engine that website would be shown in the search engine results page (SERP).

SEO In Practice

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User Clicks

Keywords and Phrases

SEO It

Using a chosen search engine, search the words **'lion facts for kids'**.

Tip

Looking at the top-ranked websites (excluding Wikipedia), make notes about what you think makes that web page rank highly and what good SEO you think has been done.

Adding **'for kids'** or **'for children'** to the end of your search terms is a great way to refine your search and help to ensure your search results are age-appropriate.

Does the web page have:

- organised text?
- mobile-friendly?
- images?
- good readability?

- relevant content?
- correct information?
- ease of use?
- key words or phrases?

SEO It

Good examples of web pages about **Lions**:

Click on each example for a closer look.

The name for lion in Swahili, an African language, is 'simba'.

In the wild they live for between 10 and 14 years. You can see our family of lions in the **pride of Pembrokeshire enclosure**.

Conservation

The number of African lions in the wild is declining and they're now thought to be at risk of extinction. Over the last ten years their numbers have gone down by 30%. The main threat facing African lions in the wild is being killed as part of organised hunts.

Latin name
Panthera leo

Class
Mammalia

Order
Carnivora

Family
Felidae

Conservation status
vulnerable

Fun facts about lions

- Lions are the only cats that live in groups.
- A group, or pride, can be up to 30 lions, depending on how much food and water is available.
- Female lions are the main hunters. While they're out looking for food, the males guard the pride's territory and their young.
- A lion's roar can be heard up to eight kilometres away.
- Lions scent mark their territory, using their wee, to create a border.

Lion 🦁 questions and answers

Impress your friends with everything you know about lions!

👆 **Where do lions live?** African lions are mostly found in sub-Saharan Africa. They used to be found all over Africa but now they have mostly disappeared from North Africa and are at risk of extinction in West Africa. Lions live in savannahs and grasslands, where some cover and plenty of water can be found.

Lion

Panthera leo

Living in the grasslands, scrub, and open woodlands of sub-Saharan Africa, the lion is the second largest cat in the world. It is dwarfed slightly by the tiger, which is closely related and has a very similar body type.

Unlike other cats, lions are very social animals. They live in groups, called prides, of around 30 lions. A pride consists of up to three males, a dozen related females, and their young. The size of the pride is determined by the availability of food and water. If resources are scarce, the pride becomes smaller.

Pride members keep track of one another by roaring. Both males and females have a very powerful roar that can be heard up to 8 km (5 mi.) away.

Using what you now know about SEO, why do you think these websites rank highly on a search engine?

X

SEO It

Good examples of web pages about **Lions**:

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SEO It

Here is your task:

You have been given a web page that has been designed
but it is not getting many clicks on it.
Can you improve its page ranking by using some SEO techniques?

What you need to know:

The web page is an information page all about lions.
The target audience is for children ages 7+ studying lions
for a science project.

What are you expecting to find on the web page?

SEO It

Which key words do you think are really important to use in the web page?

User Search Term Research
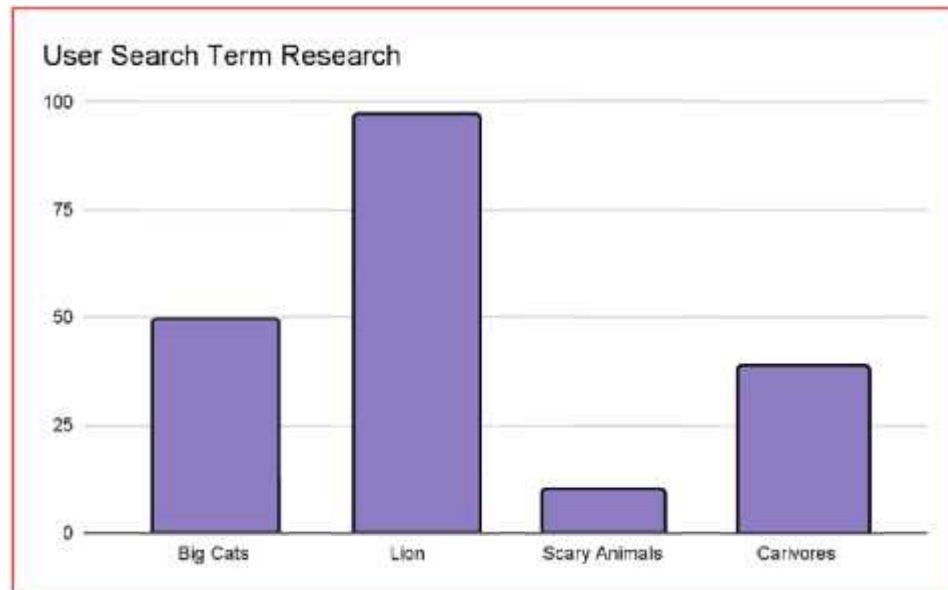
SEO It

Using the **Lion Facts Web Page Activity Sheet**, can you suggest some SEO improvements for the web developer?

Can you then create a better web page (on paper) for the developer to use?

Lion Facts Web Page Activity Sheet

Time to Share, Explain, Evaluate

Share your SEO improvements with your partner.

Explain what improvements you made and why.

Then listen to your partner as they explain their improvements.

Evaluate your partner's work on their **Lion Facts Web Page Activity Sheet.**

Did your partner spot anything you didn't?

Evaluate the improvements they made.

Time to Share, Explain, Evaluate

Share your new design for a web page.

Explain why you made those design choices and compare it to the original.

Evaluate your partner's web page design on their
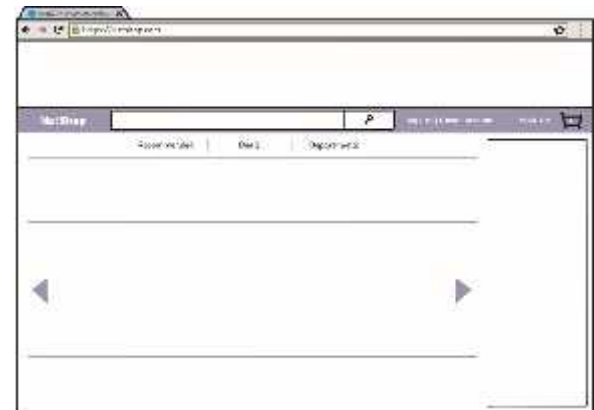
Putting It All Together

Go through your **Knowledge Organiser** for one last time.
Highlight all of the words you now know in one colour.
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