



Audio Visual | Small Business Design, Web Design, & SEO | Curriculum Map

Time Frame	Unit of Study/ Topics	Objectives/ Essential Questions	Danielson Standards Assessed	Resources / including scaffolds	Formative Assessments	Culminating Assessments
September Week 1	Business identity and portfolio setup 1 st Semester 	Focus Question How should audience evidence change a business identity and site goal? Objective How does a small business present a consistent identity? Define a client brief, audience, services, and goals.	Danielson Teacher Practice 1a content and pedagogy: model brand analysis; 1e coherent instruction: sequence brief to portfolio; 3b questioning: defend audience choices.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Client brief; brand inventory; portfolio folder structure.	Business identity brief and organized project folders.
Week 2	Logo & Visual System	Focus Question Which logo design best balances recognition, readability, and audience needs, and why? Objective How do color, typography, and imagery support recognition? Draft a logo and simple brand guide.	Danielson Teacher Practice 1a: teach visual design principles; 3c engagement: compare and revise logo options; 3d assessment: critique against brand criteria.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Logo sketches; critique; accessibility and legibility check.	Approved logo and one-page brand guide.
Week 3	Print & Digital Collateral	Focus Question How would you adapt one brand across print and digital media without losing consistency? Objective How can one identity carry across channels? Design a business card, letterhead, flyer, and digital advertisement.	Danielson Teacher Practice 1e: scaffold cross-channel design; 3c: create print and digital assets; 3d: peer review consistency.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Peer review for consistent name, contact details, and visual hierarchy.	Coherent print and digital collateral set.
Week 4	Marketing Plan & Project Scope	Focus Question Which website goals deserve priority when time and client resources are limited? Objective Who is the audience and what action should the site support? Set measurable goals and a website outline.	Danielson Teacher Practice 1e: plan project milestones; 3b: discuss priorities and tradeoffs; 3d: assess scope against brief.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Audience persona; page list; project conference.	Small business marketing and website plan.



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October Week 1	Website Structure and Wireframes 	Focus Question How would a customer's task change the order and grouping of website pages? Objective How should visitors move through the site? Map home, services, about, contact, and portfolio pages.	Danielson Teacher Practice 1a: model information architecture; 3b: probe user journeys; 3d: assess sitemap decisions.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Sitemap; mobile wireframes; usability feedback.	Approved sitemap and wireframes.
Week 2	Responsive Site Build	Focus Question Which design choices best serve both phone and desktop visitors? Objective How does layout adapt to different screens? Build navigation, page sections, and clear calls to action.	Danielson Teacher Practice 1e: scaffold responsive build; 3c: test layouts; 3d: use device feedback.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Build checkpoints; inspect on mobile and desktop.	Functional first website draft.
Week 3	Accessible Content & Media	Focus Question How can you justify a tradeoff between visual impact and accessible use? Objective How do headings, contrast, links, and descriptive images aid visitors? Revise core pages.	Danielson Teacher Practice 2a respect and rapport: inclusive critique; 3b: discuss accessibility tradeoffs; 3d: test revisions.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Accessibility checklist and partner test.	Revised accessible page templates.
Week 4	Website Publishing Workflow	Focus Question What evidence would convince you a site is ready to publish? Objective How are assets, URLs, and revisions managed? Check links and publish a staging site.	Danielson Teacher Practice 1e: sequence launch checks; 3c: conduct site audit; 3d: use evidence to revise.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Link audit; file naming review; launch checklist.	Staging site and documented revisions.



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November Week 1	SEO Foundations & Search Intent 2 nd Semester 	Focus Question How do different search intents change the page a business should create? Objective How do search engines discover pages? Distinguish audience needs and query intent.	Danielson Teacher Practice 1a: teach search intent; 3b: compare query purposes; 3c: sort authentic examples.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Search result observation; intent sorting exercise.	Search intent map for the business.
Week 2	Keyword Research	Focus Question Which keyword cluster should lead each page, and what evidence supports your choice? Objective Which phrases match services, locations, and customer questions? Group primary and supporting terms.	Danielson Teacher Practice 1e: scaffold keyword mapping; 3b: justify relevance; 3d: review page assignments.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Keyword worksheet; relevance and intent conference.	Keyword matrix assigned to site pages.
Week 3	Page Titles & Descriptions	Focus Question How can a title and description accurately earn a click without overstating the page? Objective How do snippets describe useful pages? Draft unique titles and descriptions without repetition.	Danielson Teacher Practice 3b: evaluate snippet claims; 3c: draft alternatives; 3d: critique accuracy.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Snippet critique; page-by-page revision.	Metadata set for core pages.
Week 4	Headings & URLs	Focus Question When should related ideas share a page rather than receive separate URLs? Objective How can page hierarchy and concise URLs clarify topics? Revise page outlines.	Danielson Teacher Practice 1a: teach page hierarchy; 3b: debate grouping; 3d: audit headings and URLs.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Heading and URL audit.	Revised content architecture.



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December Week 1	Service Page Writing 3 rd Semester 	Focus Question What information would make this service page more useful than a generic competitor page? Objective How does a page answer a customer need? Draft original service copy with clear next steps.	Danielson Teacher Practice 1e: scaffold content drafting; 3c: solve customer needs; 3d: assess page usefulness.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Writing conference; audience and clarity rubric.	Optimized service page draft.
Week 2	Local Landing Pages	Focus Question What distinct local evidence justifies a location page? Objective When does a location page offer distinct value? Build useful place-specific information.	Danielson Teacher Practice 3b: challenge local relevance; 3c: produce distinct content; 3d: review duplication.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Local relevance checklist; duplicate content review.	One substantive local page.
Week 3	Images & Internal Links	Focus Question Which image and link changes most improve the visitor's next step? Objective How do alt text, filenames, and links support usability and discovery? Improve page assets.	Danielson Teacher Practice 1a: model image and linking choices; 3c: apply revisions; 3d: inspect usability.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Image and link inventory.	Revised media and internal link plan.
Week 4	Content Review	Focus Question Which claims require verification before business content goes live? Objective What makes business content accurate and trustworthy? Edit claims, contact details, and calls to action.	Danielson Teacher Practice 2a: respectful peer editing; 3b: test claims; 3d: revise from evidence.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Peer editorial review and revision log.	First SEO content portfolio checkpoint.



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January Week 1	Technical SEO Basics 4 th Semester 	Focus Question Which technical issue would you fix first, and how would you justify its impact? Objective What prevents discovery and indexing? Review status codes, canonical choices, robots directives, and sitemaps.	Danielson Teacher Practice 1a: model crawl and indexing concepts; 3b: prioritize issues; 3d: review audit.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Guided site inspection; issue log.	Technical audit with prioritized fixes.
Week 2	Mobile Experience & Performance	Focus Question How would you balance image quality, speed, and mobile usability? Objective How do page speed and mobile layout affect users? Test media sizes and interaction.	Danielson Teacher Practice 1e: plan device testing; 3c: compare solutions; 3d: record improvements.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Mobile usability and performance observations.	Before and after improvement record.
Week 3	Structured Business Information	Focus Question What inconsistency in business information is most likely to confuse a customer? Objective How should business name, address, phone, hours, and services stay consistent? Audit public details.	Danielson Teacher Practice 3b: analyze customer confusion; 3c: reconcile details; 3d: check accuracy.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Business information consistency checklist.	Corrected business information inventory.
Week 4	Midyear Website Review	Focus Question How should feedback and audit evidence change your site priorities? Objective Which site and content changes best meet the brief? Revise based on evidence.	Danielson Teacher Practice 1e: plan revision cycle; 3b: defend priorities; 3d: use midyear rubric.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Teacher conference; rubric review.	Midyear site and portfolio presentation.



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February Week 1	Local SEO & Business Profiles 	Focus Question How should service area, customer needs, and verified facts shape a local profile? Objective How do businesses serve nearby customers? Plan complete, accurate business profile content.	Danielson Teacher Practice 1a: teach local presence; 3b: reason from customer needs; 3d: review profile draft.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Profile field audit; service area exercise.	Local visibility plan and profile draft.
Week 2	Customer Questions & Reviews	Focus Question Which customer questions deserve a FAQ, and how would you answer them responsibly? Objective How can FAQs and ethical review requests address real concerns? Draft helpful responses.	Danielson Teacher Practice 2a: respectful discussion of reviews; 3c: draft FAQs; 3d: critique responses.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	FAQ peer review; policy discussion.	FAQ page and review request template.
Week 3	Advertising & Campaign Assets	Focus Question Which channel and message best connect an advertisement to its landing page? Objective How can print and social materials direct customers to useful pages? Adapt brand assets.	Danielson Teacher Practice 1e: sequence campaign work; 3c: design channel assets; 3d: assess landing-page fit.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Ad critique; URL and call-to-action check.	Coordinated campaign set.
Week 4	Winter Break or Flexible Revision	Focus Question Which revision will create the greatest improvement within the available time? Objective Use available class time to resolve outstanding site and portfolio feedback.	Danielson Teacher Practice 3d: use feedback to target revisions; 4e: professional growth: reflect on next steps.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Revision log and individual conference.	Updated portfolio checkpoint.



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March Week 1	Google Search Console Setup 5 th Semester 	Focus Question How would you verify whether a missing page is a discovery or indexing problem? Objective How is site ownership verified, and what does indexing show? Connect a class or permitted project site.	Danielson Teacher Practice 1a: model Search Console; 3c: inspect pages; 3d: assess verification evidence.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Verification and page inspection practice.	Search Console setup record or annotated simulation.
Week 2	Search Performance Reports	Focus Question What can you infer from impressions and clicks, and what remains uncertain? Objective What do queries, impressions, clicks, and average position reveal? Interpret trends carefully.	Danielson Teacher Practice 3b: interrogate performance data; 3c: analyze reports; 3d: assess interpretations.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Report reading exercise and evidence notes.	Search performance summary.
Week 3	Index coverage & Troubleshooting	Focus Question How would you distinguish a true indexing error from a page that is simply new? Objective Why might a page not appear? Investigate reported issues and document next steps.	Danielson Teacher Practice 1e: scaffold troubleshooting; 3b: distinguish causes; 3d: review issue log.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Indexing case study; issue tracker.	Prioritized indexing action plan.
Week 4	SEO Improvement Cycle	Focus Question Which single SEO revision is most justified by the available evidence? Objective Which Content or technical change is justified by evidence? Implement and record a revision.	Danielson Teacher Practice 3b: defend proposed change; 3c: implement revision; 3d: compare evidence.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Before and after page review.	Documented SEO revision.



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April Week 1	Google Analytics Concepts 	Focus Question Which visitor actions should be measured to evaluate the site's stated goal? Objective How are visitors and interactions measured? Explain events, traffic sources, engagement, and privacy.	Danielson Teacher Practice 1a: teach measurement concepts; 1e: plan analytics sequence; 3b: question metric choice.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Report terminology check; measurement plan.	Site measurement plan.
Week 2	Analytics Setup & Reporting	Focus Question How do acquisition and landing-page reports change your understanding of visitors? Objective Use a permitted site or demo property to review acquisition, landing pages, and engagement.	Danielson Teacher Practice 3c: interpret permitted reports; 3d: assess annotations and conclusions.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Guided reporting worksheet.	Annotated analytics snapshot.
Week 3	Data Interpretation	Focus Question What competing explanations could account for a change in engagement? Objective How can a small business distinguish observations from conclusions? Compare page and channel performance.	Danielson Teacher Practice 3b: test alternative explanations; 3d: assess evidence and uncertainty.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Claim and evidence peer review.	Short data-informed recommendations.
Week 4	Spring Break or Flexible Revision	Focus Question Which measurement issue should be resolved before concluding? Objective Use available class time to improve tracking and campaign materials.	Danielson Teacher Practice 3d: diagnose measurement gaps; 4e: reflect and adjust instruction.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Teacher conference; updated revision log.	Analytics and campaign checkpoint.



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May Week 1	Capstone Integration 6 th Semester 	Focus Question How well do the brand, site, Content, and data support one business goal? Objective Combine brand guide, collateral, responsive site, optimized copy, and local strategy.	Danielson Teacher Practice 1e: integrate project strands; 3c: synthesize artifacts; 3d: review against brief.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Completeness review against client brief.	Final portfolio draft.
Week 2	Quality Assurance	Focus Question Which site defects most affect users and merit immediate repair? Objective Check mobile layout, links, metadata, accessibility, indexing, and measurement.	Danielson Teacher Practice 3c: conduct authentic QA; 3d: prioritize defects from evidence.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Partner site audit and defect log.	Quality-assured website and audit record.
Week 3	Client Presentation Preparation	Focus Question How would you defend a keyword or design decision to a skeptical client? Objective How can design and SEO choices be explained with evidence? Organize outcomes and limitations.	Danielson Teacher Practice 3b: facilitate defense and discussion; 3d: use rehearsal feedback.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Presentation rehearsal and feedback.	Final portfolio presentation deck.
Week 4	Capstone Presentation	Focus Question What evidence shows the finished portfolio solves the client brief? Objective Present the business identity, website, search strategy, marketing assets, and analytics findings.	Danielson Teacher Practice 2a: establish respectful audience response; 3b: probe reasoning; 3d: assess portfolio.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Audience questions and reflection.	Completed small business digital presence portfolio.



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June Week 1	Portfolio 	Focus Question Which critique should drive the next portfolio revision, and why? Objective Revise artifacts based on presentation feedback; label work and document personal contributions.	Danielson Teacher Practice 3d: use critique for revision; 4e: reflect on growth.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Portfolio checklist; conference.	Final student portfolio.
Week 2	Career & Entrepreneurship Application	Focus Question How can a case study demonstrate both your decisions and their limits? Objective How can these skills support client work or further study? Write a project case study.	Danielson Teacher Practice 1e: scaffold career case study; 3b: defend decisions; 3d: review evidence.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Resume and case study review.	Website and SEO case study.
Week 3	Final Assessment	Focus Question How would you diagnose an unfamiliar site and prioritize improvements? Objective Demonstrate keyword mapping, on-page review, local strategy, and data interpretation.	Danielson Teacher Practice 3c: apply skills to an unfamiliar case; 3d: assess prioritization.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Practice questions and feedback.	Final applied assessment.
Week 4	Reflection & Next Steps	Focus Question Which evidence best shows your growth, and what should you learn next? Objective Identify strongest evidence of learning and a realistic improvement plan.	Danielson Teacher Practice 3b: discuss learning evidence; 3d: self-assess; 4e: set growth goals.	StudentPortfolioNY.com exemplars; project brief; model pages; guided checklist; peer and teacher feedback.	Self-evaluation and teacher conference.	Final reflection and improvement plan.