

Twice Born Ministry

TECH-708: SEO & Content Strategy for Gospel Outreach

Course Code: TECH-708

Credit Hours: 2

King James Version (KJV) — Sola Scriptura Curriculum

Generated 2026-06-30

Course Description

TECH-708: SEO & Content Strategy for Gospel Outreach

Course Description

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

This course is part of **Layer 4 — Career Tracks** (Track D: Technical / IT / Cloud / AI / Marketing) in the Twice Born Ministry Bible School catalog. **College category:** Digital Marketing.

Course Details

Field	Value
Course Code	TECH-708
Career Track	D — Technical / IT / Cloud / AI / Marketing
Catalog Track	SEO
College Category	Digital Marketing
Credit Hours	2
Weeks	8
Lessons	8
Prerequisites	TECH-707 recommended
Homeschool Band	College
Primary Text	King James Version (KJV)
Source / Resources	TBM Marketing daily blog module

TBM Cross-References

- TBM Marketing plugin
- • TBM Marketing Daily Blog

Learning Outcomes

Upon completion, students will be able to:

1. Explain core concepts and vocabulary for this vocational domain at college introductory level.
2. Apply biblical ethics when secular models conflict with Kingdom priorities.

3. Complete practical assignments, scenarios, or lab exercises with documented integrity.
4. Articulate connections between vocation, stewardship, and local church ministry.
5. Pass module quizzes and capstone assessments at 70% or higher.

Assessment Overview

- **Module quizzes:** JSON per module (multiple choice + short answer).
- **Assignments:** 3–4 rubric-graded projects.
- **Group projects:** 2 collaborative exercises.
- **Final exam:** Comprehensive short and extended responses.
- **Video scripts:** 3–5 instructor scripts for optional production.

Christian Guardrails

- KJV citation standard; Christ-centered instruction.
- Career exploration does not replace licensure, trade apprenticeships, or professional counsel where required.
- AI tools may assist research but not replace original work or pastoral judgment.

Instructor Notes

Professor Shepherd AI instructor shortcode: [tb_ai_instructor course_code="TECH-708"]

Twice Born Ministry Bible School — Layer 4 Career Tracks

Course Modules

TECH-708 — Lesson 1: How Search Works: Crawling, Indexing, Ranking

Introduction

Welcome to Lesson 1 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **How Search Works: Crawling, Indexing, Ranking** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: How Search Works: Crawling, Indexing, Ranking

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - TBM Marketing Daily Blog

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult `Marketing/TBM_MARKETING_PLUGIN.md` for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

How Search Works: Crawling, Indexing, Ranking should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 1: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **How Search Works: Crawling, Indexing, Ranking** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 1 Summary: We examined **How Search Works: Crawling, Indexing, Ranking** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 2. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

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TECH-708 — Lesson 2: Keyword Research for Apologetics and Ministry Topics

Introduction

Welcome to Lesson 2 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **Keyword Research for Apologetics and Ministry Topics** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

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Core Teaching

Theme: Keyword Research for Apologetics and Ministry Topics

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - TBM Marketing Daily Blog

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Keyword Research for Apologetics and Ministry Topics should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 2: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Keyword Research for Apologetics and Ministry Topics** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 2 Summary: We examined **Keyword Research for Apologetics and Ministry Topics** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 3. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

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Ministry Case Study

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

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Worship Integration

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TECH-708 — Lesson 3: On-Page SEO: Titles, Meta, Headings, and Schema Intro

Introduction

Welcome to Lesson 3 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **On-Page SEO: Titles, Meta, Headings, and Schema Intro** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

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Core Teaching

Theme: On-Page SEO: Titles, Meta, Headings, and Schema Intro

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.

- Complete hands-on or scenario-based exercises in assignments and quizzes.
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Professional Standards

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Application for Vocation and Ministry

On-Page SEO: Titles, Meta, Headings, and Schema Intro should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

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Lab, Scenario, or Field Exercise

Exercise 3: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **On-Page SEO: Titles, Meta, Headings, and Schema Intro** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 3 Summary: We examined **On-Page SEO: Titles, Meta, Headings, and Schema Intro** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 4. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

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TECH-708 — Lesson 4: Content Clusters and Topical Authority

Introduction

Welcome to Lesson 4 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **Content Clusters and Topical Authority** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Content Clusters and Topical Authority

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - • TBM Marketing Daily Blog

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Content Clusters and Topical Authority should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 4: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Content Clusters and Topical Authority** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 4 Summary: We examined **Content Clusters and Topical Authority** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 5. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

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Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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Worship Integration

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Historical Figure Spotlight

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Historical Figure Spotlight

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Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

TECH-708 — Lesson 5: E-E-A-T and Trust for Christian Publishers

Introduction

Welcome to Lesson 5 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **E-E-A-T and Trust for Christian Publishers** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: E-E-A-T and Trust for Christian Publishers

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.

- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - TBM Marketing Daily Blog

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

E-E-A-T and Trust for Christian Publishers should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 5: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **E-E-A-T and Trust for Christian Publishers** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 5 Summary: We examined **E-E-A-T and Trust for Christian Publishers** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 6. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Worship Integration

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Historical Figure Spotlight

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Historical Figure Spotlight

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TECH-708 — Lesson 6: TBM Marketing Daily Blog and Category Settings

Introduction

Welcome to Lesson 6 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **TBM Marketing Daily Blog and Category Settings** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and `Marketing/TBM_MARKETING_PLUGIN.md`.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: TBM Marketing Daily Blog and Category Settings

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - TBM Marketing Daily Blog

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

TBM Marketing Daily Blog and Category Settings should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 6: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **TBM Marketing Daily Blog and Category Settings** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 6 Summary: We examined **TBM Marketing Daily Blog and Category Settings** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 7. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Historical Figure Spotlight

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Historical Figure Spotlight

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Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Worship Integration

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Historical Figure Spotlight

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Ministry Case Study

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Supplemental Reading and Reflection

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TECH-708 — Lesson 7: Local SEO for Churches and Bookstores

Introduction

Welcome to Lesson 7 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **Local SEO for Churches and Bookstores** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Local SEO for Churches and Bookstores

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
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TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Local SEO for Churches and Bookstores should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 7: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Local SEO for Churches and Bookstores** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 7 Summary: We examined **Local SEO for Churches and Bookstores** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to Lesson 8. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

Worship Integration

Select a hymn or worship song rich in biblical doctrine (e.g., "Holy, Holy, Holy," "And Can It Be," "A Mighty Fortress"). Analyze its lyrics for theological accuracy in light of this lesson. Lead family worship using that hymn, reading one supporting passage before singing. Theology should enliven corporate praise, not remain abstract.

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Supplemental Reading and Reflection

Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

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Ministry Case Study

Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

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Assign one chapter from a standard systematic theology textbook or equivalent lecture notes. Summarize the author's definitions, note where Scripture proofs appear, and evaluate whether the Bible truly supports each claim. Theology students must read widely yet judge all teaching by the Word. Write a half-page response connecting supplemental reading to this lesson's theme.

TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic

Introduction

Welcome to Lesson 8 of **SEO & Content Strategy for Gospel Outreach** (TECH-708). This session explores **Capstone: SEO Content Brief for TBM Topic** within the **Track D — Technical / IT / Cloud / AI / Marketing** pathway at Twice Born Ministry Bible School.

This career track equips digital stewards for ministry and marketplace. Marketing courses cross-reference the TBM Marketing plugin (Wavecraft) and Marketing/TBM_MARKETING_PLUGIN.md.

This is **Layer 4 — Career Tracks** content at college level (or high school dual-enrollment where noted). The King James Version remains the citation standard for all scripture. Complete BS-FND-100 or listed prerequisites before advanced modules.

Pray for wisdom before studying. Career competence without Christ-centered character produces skilled workers who build on sand. We pursue excellence **as unto the Lord** (Colossians 3:23).

Core Teaching

Theme: Capstone: SEO Content Brief for TBM Topic

Prove all things; hold fast that which is good (1 Thessalonians 5:21, KJV). Digital tools—AI, cloud platforms, marketing automation—require discernment. Test every workflow against Scripture and conscience.

The heavens declare the glory of God; and the firmament sheweth his handywork (Psalm 19:1, KJV). Technology extends human creativity made in God's image yet must never replace dependence on the Creator.

Practical Focus

Keyword research, on-page SEO, E-E-A-T, apologetics content strategy, and TBM blog autopost integration.

Competency targets for this lesson:

- Define key terms and industry-standard vocabulary at introductory level.
- Identify biblical principles that govern ethical decisions in this domain.
- Complete hands-on or scenario-based exercises in assignments and quizzes.
- Connect vocational skills to local church ministry or community service where applicable.

Professional Standards

Career track courses prepare students for further education, certification programs, or bi-vocational ministry—they do not replace licensure, trade union apprenticeships, CPA/legal counsel, or seminary ordination tracks unless explicitly stated in prerequisites.

TBM & Catalog Cross-References

- TBM Marketing plugin
 - TBM Marketing Daily Blog

TBM Marketing / Wavecraft Integration

Where this course touches digital outreach, consult Marketing/TBM_MARKETING_PLUGIN.md for plugin settings: Daily Blog, Blog Category, GHL Integrations, Funnel playbook, and Blog2Social bridges. Configure white-label settings under TBM Marketing → Settings.

Application for Vocation and Ministry

Capstone: SEO Content Brief for TBM Topic should change how you work, lead, serve customers, and witness.

Digital practice: Configure a lab environment, diagram, or content draft. Document security and ethics decisions.

Personal devotion: Write a brief prayer connecting today's vocational theme to Christ's lordship over your schedule, income, and relationships.

Local church: Share one insight with your pastor, deacon team, or small group—especially where bi-vocational ministry applies.

Evangelism: Prepare a 60-second testimony linking honest work or digital stewardship to the gospel hope you profess.

Lab, Scenario, or Field Exercise

Exercise 8: Build a diagram, wireframe, or configuration checklist. Peer-review for accessibility, security, and ethical messaging.

Document assumptions, resources consulted, and limitations. Submit via LMS with honor statement. Supervised field hours may count toward capstone portfolios where approved by cohort facilitator.

Discussion Questions

How does **Capstone: SEO Content Brief for TBM Topic** align with Colossians 3:23 ("as to the Lord")?

What secular practice in this field most often conflicts with biblical ethics?

Which prerequisite course or TBM resource best supports this lesson?

How would you teach this topic to a high school dual-enrollment student?

What is one measurable action you will take this week based on this lesson?

Summary and Next Steps

Lesson 8 Summary: We examined **Capstone: SEO Content Brief for TBM Topic** through scripture, vocational standards, and ministry application.

Action item: Complete the module quiz (70% to pass) and begin assignment work if due this week.

Preview: Continue to the capstone module. Review SPECIALIZATION_SOURCES.md or Kingdom Capital / TBM Marketing docs as listed in your syllabus.

Soli Deo gloria — whether ye eat or drink, or whatsoever ye do, do all to the glory of God (1 Corinthians 10:31).

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Imagine a congregant confused about this lesson's topic after watching online teaching that contradicts historic evangelical doctrine. Draft a pastoral response email that (1) expresses empathy, (2) clarifies biblical teaching with two references, (3) invites in-person conversation, and (4) avoids condescension. Pastoral communication is part of theological training, not an optional soft skill.

Historical Figure Spotlight

Research one defender of orthodoxy related to this doctrine—Augustine, Athanasius, Luther, Calvin, Spurgeon, or a modern missionary martyr. Write 150 words on how their context shaped their emphasis. Standing on their shoulders, we inherit confessions forged in controversy. Imitate their courage and Scripture saturation, not necessarily every cultural application.

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Appendix A — Assignments

Week 01

Week 01 Assignment — Reflection Journal

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 1: How Search Works: Crawling, Indexing, Ranking

Learning objective (Bloom's taxonomy)

Students will **analyze** course content from **TECH-708 — Lesson 1: How Search Works: Crawling, Indexing, Ranking** with KJV integration and measurable evidence in the submission.

Task

Analyze: Write a 300–500 word reflection on **TECH-708 — Lesson 1: How Search Works: Crawling, Indexing, Ranking**. Include at least two KJV citations and one personal application.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Search, Works

Week 02

Week 02 Assignment — Memory Verse Application

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 2: Keyword Research for Apologetics and Ministry Topics

Learning objective (Bloom's taxonomy)

Students will **apply** course content from **TECH-708 — Lesson 2: Keyword Research for Apologetics and Ministry Topics** with KJV integration and measurable evidence in the submission.

Task

Apply: Recite this week's memory verse from memory, then write 250 words explaining how it applies to daily discipleship.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Keyword, Research

Week 03

Week 03 Assignment — Expository Outline

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 3: On-Page SEO: Titles, Meta, Headings, and Schema Intro

Learning objective (Bloom's taxonomy)

Students will **outline** course content from **TECH-708 — Lesson 3: On-Page SEO: Titles, Meta, Headings, and Schema Intro** with KJV integration and measurable evidence in the submission.

Task

Outline: Produce a structured outline (400+ words) for the main passage in **TECH-708 — Lesson 3: On-Page SEO: Titles, Meta, Headings, and Schema Intro**. Include pericope titles and one-sentence themes.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Titles, Headings

Week 04

Week 04 Assignment — Discussion Response

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 4: Content Clusters and Topical Authority

Learning objective (Bloom's taxonomy)

Students will **explain** course content from **TECH-708 — Lesson 4: Content Clusters and Topical Authority** with KJV integration and measurable evidence in the submission.

Task

Explain: Answer two discussion prompts from the Week 4 reading in 200 words each. Cite KJV only.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Content, Clusters

Week 05

Week 05 Assignment — Practical Ministry Step

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 4: Content Clusters and Topical Authority

Learning objective (Bloom's taxonomy)

Students will **demonstrate** course content from **TECH-708 — Lesson 4: Content Clusters and Topical Authority** with KJV integration and measurable evidence in the submission.

Task

Demonstrate: Complete one practical ministry action tied to **TECH-708 — Lesson 4: Content Clusters and Topical Authority** (visit, prayer walk, family worship, or service). Submit a 200-word report plus optional photo upload.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Manual review (practical/upload).

Pass: 70%

Rubric (100 points)

Week 06

Week 06 Assignment — Witness Outline

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 5: E-E-A-T and Trust for Christian Publishers

Learning objective (Bloom's taxonomy)

Students will **construct** course content from **TECH-708 — Lesson 5: E-E-A-T and Trust for Christian Publishers** with KJV integration and measurable evidence in the submission.

Task

Construct: Draft a 3-minute spoken witness outline using this week's theme. Include gospel bridge, one objection with biblical answer, and call to faith.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Trust, Christian

Week 07

Week 07 Assignment — Cross-Reference Study

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 6: TBM Marketing Daily Blog and Category Settings

Learning objective (Bloom's taxonomy)

Students will **compare** course content from **TECH-708 — Lesson 6: TBM Marketing Daily Blog and Category Settings** with KJV integration and measurable evidence in the submission.

Task

Compare: Find three cross-references that illuminate **TECH-708 — Lesson 6: TBM Marketing Daily Blog and Category Settings**. Write 400 words comparing themes (OT + NT).

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Marketing, Daily

Week 08

Week 08 Assignment — Historical Context Brief

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 7: Local SEO for Churches and Bookstores

Learning objective (Bloom's taxonomy)

Students will **describe** course content from **TECH-708 — Lesson 7: Local SEO for Churches and Bookstores** with KJV integration and measurable evidence in the submission.

Task

Describe: Write 350 words on historical/literary context for **TECH-708 — Lesson 7: Local SEO for Churches and Bookstores**. Minimum four KJV citations.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Local, Churches

Week 09

Week 09 Assignment — Christological Connection Essay

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic

Learning objective (Bloom's taxonomy)

Students will **evaluate** course content from **TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic** with KJV integration and measurable evidence in the submission.

Task

Evaluate: Explain how **TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic** points to Christ in 400–600 words. Use literal-grammatical-historical method.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Capstone, Content

Week 10

Week 10 Assignment — Teaching Prep

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic

Learning objective (Bloom's taxonomy)

Students will **design** course content from **TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic** with KJV integration and measurable evidence in the submission.

Task

Design: Prepare a 5-minute teaching outline for **TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic** suitable for a small group or homeschool lesson.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Capstone, Content

Week 11

Week 11 Assignment — Integration & Review

Course: TECH-708 · SEO & Content Strategy for Gospel Outreach

Week focus: TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic

Learning objective (Bloom's taxonomy)

Students will **synthesize** course content from **TECH-708 — Lesson 8: Capstone: SEO Content Brief for TBM Topic** with KJV integration and measurable evidence in the submission.

Task

Synthesize: Synthesize the top five themes from SEO & Content Strategy for Gospel Outreach. 600 words, minimum six KJV citations, one paragraph on personal growth.

Submit: Text via LMS assignment form. PDF upload optional for longer work.

Grading

Grading mode: Auto-grade eligible (written text).

Pass: 70%

Rubric (100 points)

Auto-grade hints

Keywords for automated pre-check: KJV, Christ, Scripture, God, Lesson, Capstone, Content

Week 12

Creative Ministry Project — TECH-708

Course: SEO & Content Strategy for Gospel Outreach

Code: TECH-708

Learning objective (Bloom's taxonomy)

Students will **create** an original ministry artifact synthesizing course themes with KJV fidelity and scholarship-gallery quality.

Overview

Complete an original **Creative Ministry Project** demonstrating what you learned in this course. Select one project type when submitting your assignment. Approved work may appear in the [Scholarship

Gallery](<https://twicebornministry.com/bible-school/scholarships/>) so supporters can **donate toward student scholarships** — you retain credit and ownership of your work.

> This is ministry education, not a sale of intellectual property. Donations fund scholarships.

Project types

Requirements

Original work — cite all Scripture in KJV; footnote other sources.

Course connection — explicitly tie your project to at least two module themes from TECH-708.

Ministry focus — aim to edify believers or reach seekers with the gospel.

Upload — submit via the **Creative Ministry Project** assignment at the end of the course; select your project type in the form.

Length guides:

- Written: 800–1500 words
- Audio/Video: see durations above
- Photography: 1–3 images + caption
- Application: working prototype + 300-word user guide

Grading rubric (100 points)

Pass: 70%

Scholarship gallery

If your project is approved, it may be listed at /bible-school/scholarships/ with a **Support this student** donation button. Supporters give toward the scholarship fund for your project type — not to purchase your content.

Prayer

> *"Let the words of my mouth, and the meditation of my heart, be acceptable in thy sight, O LORD, my strength, and my redeemer."* — Psalm 19:14 (KJV)

Grading

Grading mode: Manual review (creative upload).

Pass: 70%

Rubric (100 points)

Creative Ministry Project

Creative Ministry Project — TECH-708

Course: SEO & Content Strategy for Gospel Outreach

Code: TECH-708

Overview

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Course connection — explicitly tie your project to at least two module themes from TECH-708.

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