Project 4
Conduct an SE0 Audit
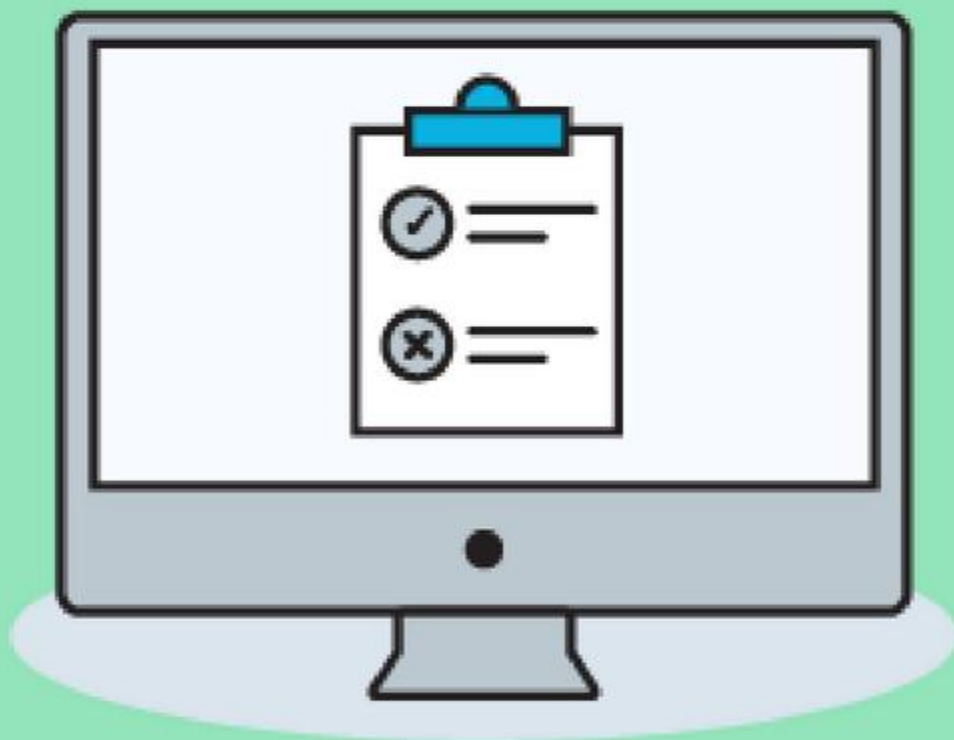
Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** –increase traffic by 70% within 4 months
- **KPI** –the percentage of increasing in traffic

DMND Target Persona

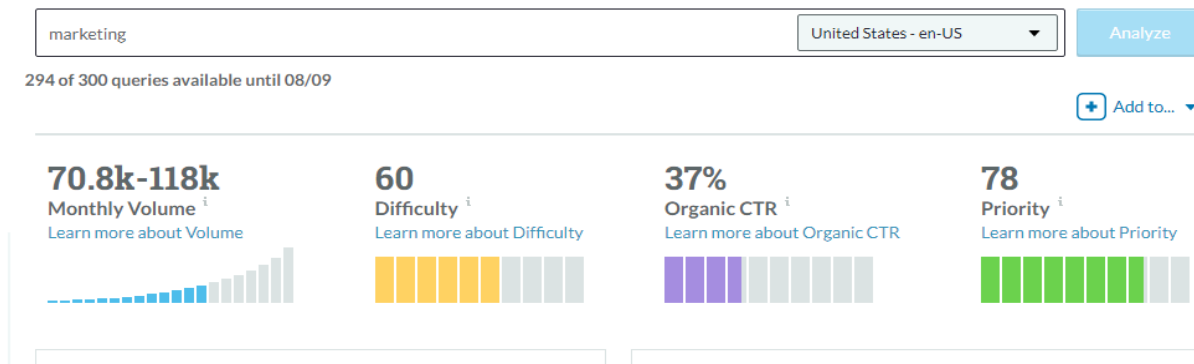| Background and Demographics	Target Persona Name	Needs
Age:19 Nationality ;Egyptian country :Egypt Education ;student in university Gender; female Status; single Income: low under 300 dollars per month	Name ;LIZA FOAD	Reading about the field of digital marketing ● Learn how to manage her time ● Take a high quality course
Hobbies	Goals	Barriers
Hanging out with friends ● Running ● Discovering new places and photography	Getting a job after graduation ● Studying digital marketing ● Have enough money to buy her needs which can make her travel easily and buy a car	She can not afford the high cost of courses ● The long distance from places of courses in her house ● Confused with different recourses

Part 2

On Site SEO

Audit

Keywords

	Head Keywords	Tail Keywords
1	Digital marketing	Digital marketing Nano degree program
2	udacity	How to learn digital marketing
3	marketing courses	The best courses in digital marketing
4	marketing	How can I be a social media specialist
5	Udacity scholarship	What is digital marketing

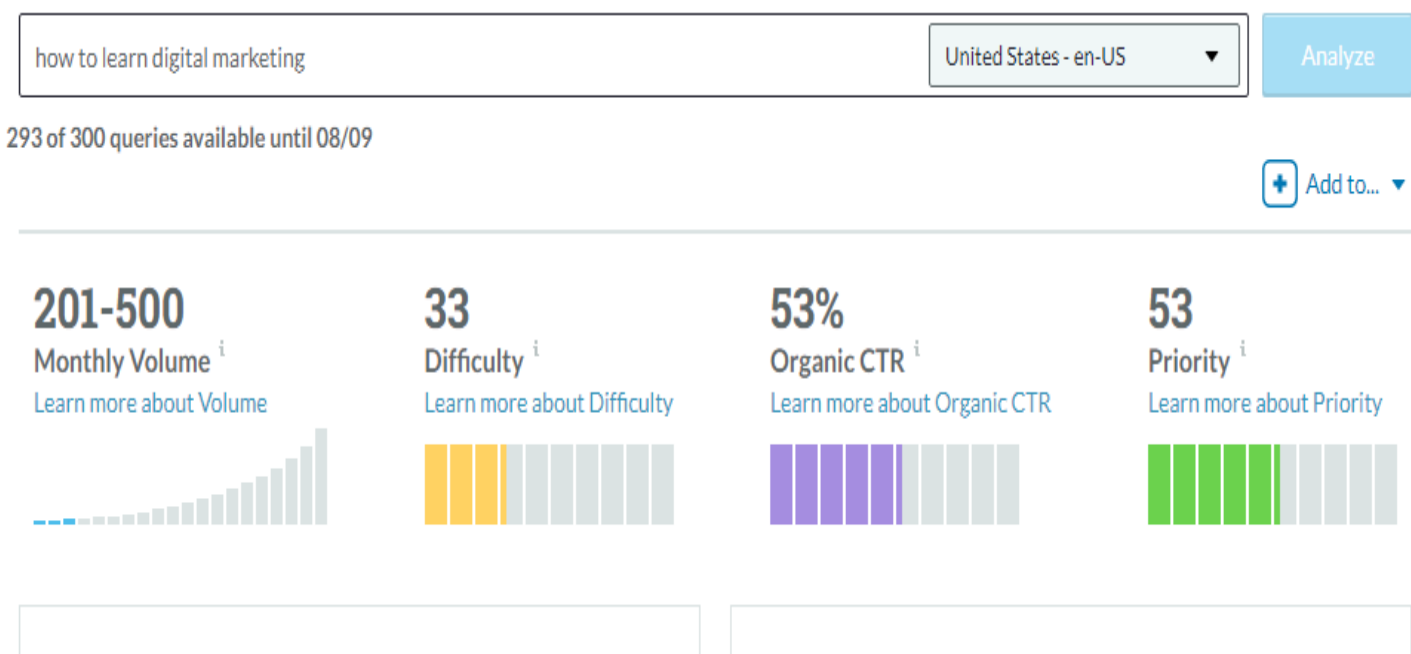# The Keyword that has the greatest potential is marketing

- Because it has high priority , monthly volume And CTR monthly volume which mean that number of people who search for this word in marketing keyword it is high
- CTR it is represent number of people who click on this key word in our example it is high
- Potential which show to what extent this keyword is strength
- And can be used in search our example it is very high

marketing | United States - en-US ▾ | Analyze

294 of 300 queries available until 08/09

➕ Add to... ▾

70.8k-118k
Monthly Volume ⁱ
Learn more about Volume

60
Difficulty ⁱ
Learn more about Difficulty

37%
Organic CTR ⁱ
Learn more about Organic CTR

78
Priority ⁱ
Learn more about Priority

- When we choose our keywords we must take into consideration four things difficulty , priority and CTR
- We should choose a word with high priority , CTR and search volume .and its difficulty should be low
- When the word has low difficulty that mean that it can has a high rank in first page in search result
- Higher search volume which mean that there is a lot of searches on this keyword
- CTR when the number of CTR is getting high that means that a lot of people click on this keyword

- I made my list as each of keyword has high priority ,monthly volume and CTR and I evolve brand and non brand keywords to make sure that I can catch people all along their journey
- I use non brand word to catch people in awareness stage which they do not know about company
- And I put brand keyword to those who are familiar with our company

The highest potential keyword tail is (how to learn digital marketing) BECAUSE it has high priority .monthly volume and CTR . AND IT HAS LOW DIFFICULTY

| how to learn digital marketing | United States - en-US ▼ | Analyze |

293 of 300 queries available until 08/09

⊕ Add to... ▼

201-500
Monthly Volume ⁱ
Learn more about Volume

33
Difficulty ⁱ
Learn more about Difficulty

53%
Organic CTR ⁱ
Learn more about Organic CTR

53
Priority ⁱ
Learn more about Priority

TOPIC 1
TITLE : how to learn digital marketing

- I will write blog post using head and tail key words about how to learn digital marketing I will use these keywords in the title of blog and in the content of the blog also I will put them in meta discretion tag then I will contact a famous blogger to mentation my blog in is article to drive more leads to my site and that will make it rank I search engine result page

TOPIC 2:
TITLE: SUCCESS STORIES OF UDACITY STUDENTS

I will use the head and tail keywords to write about graduated student from udacity by putting the importance they take from scholarship and how this scholarship make them successful in their life and helped them to work in the biggest companey. I put the head word (udacity) in the title also I will put the other keywords in meta description tag and in the main content

TOPIC 3:
title :UDACITY OPEN DMND PROGRAM

I will write a blog about the product or service that udacity offer and I also will mention that it is a free courses for youth to apply so they can easily take it without fearing of the price. I put the brand and non brand keyword (tail keyword0) in the tile of the blog then I will use mix of keywords in the content of the blog and also in the meta description tag

URL:	
Current	
Title Tag	Learn Digital Marketing Online | Nanodegree
Meta-Description	Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility.
Revision	
Title Tag	Learn digital marketing online through Nano degree
Meta-Description	Become a marketer especialist with Udacity's online nanodegree course. By learning how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility.

URL:

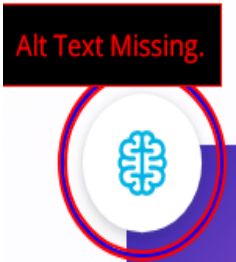|	
Current	
ALT TAG 1	`<img class="degree-affiliates_icon__1uKUx" alt="Google" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg">`
ALT TAG 2	`" alt="Daniel Kob" class="degree-instructors_instructorImage__2CM9l" style="z-index: 9999999; box-shadow: rgb(0, 0, 255) 0px 0px 0px 2px; border: none;">`
Revision	
ALT TAG 1	`" alt="Google in partnership with udacity"`
ALT TAG 2	`" alt="Daniel Kob social media specialist" class="degree-instructors_instructorImage__2CM9l" style="z-index: 9999999; box-shadow: rgb(0, 0, 255) 0px 0px 0px 2px; border: none;">`

URL:	
Current	
ALT TAG 3	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4pZfIm2HNd4tDfiQ3zVtfc/423754d30a19155e229342d431459ad3/icon_brain_blue_on_white.svg" alt="" class="degree-service-details_tabIcon__2BMSk" style="z-index: 9999999; box-shadow: rgb(0, 0, 255) 0px 0px 0px 2px, rgb(255, 0, 0) 0px 0px 0px 4px; border: none;">`
ALT TAG 4	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/2R8cHoMVdnPYQhPXAcsbn2/7cd9f1a4914f93bafa34531133fa2db7/icon_command_prompt_pink_on_white.svg" alt="" class="degree-service-details_tabIcon__2BMSk" style="z-index: 9999999; box-shadow: rgb(0, 0, 255) 0px 0px 0px 2px, rgb(255, 0, 0) 0px 0px 0px 4px; border: none;">`
Revision	
ALT TAG 3	`" alt="blue vertical brain="`
ALT TAG 4	`" alt=""red envelope="degree-service-details_tabIcon`
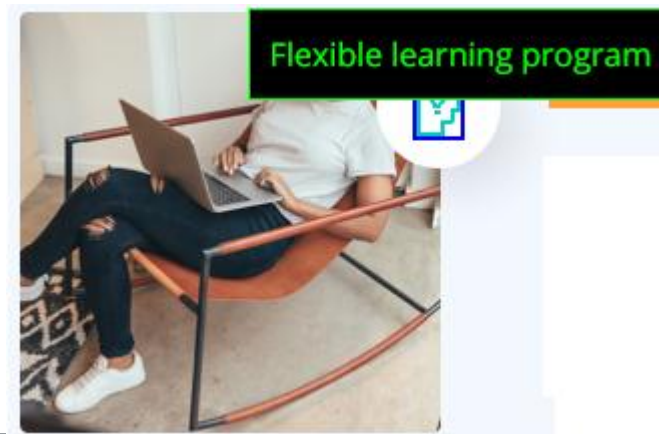
URL:	
ALT TAG 5	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/573uHj1EeYECLyuovPLJO4/a914f0f72469788f909a5c5df9db775f/learningsched.svg" alt="Flexible learning program" style="z-index: 9999999; box-shadow: rgb(0, 0, 255) 0px 0px 0px 2px; border: none;">`
	Revision
ALT TAG 5	alt="flexibility achieved by learning from home" style="z-index: 9999999; box-shadow: rgb(0, 0, 255) 0px 0px 0px 2px; border: none;">

Part 3

Off-Site SEO

	Backlink Technical Audit: Backlink Audit	Domain Authority (DA)
1	http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
2	http://ec.europa.eu/digital-single-market/en/news/commissioner-gabriel-launches-first-digital-opportunity-traineeships-and-hands-out-digital	97
3	http://answers.microsoft.com/en-us/windows/forum/windows_7-networking/telnet-not-working-on-windows-7/62799531-0f59-41af-82be-3ae6f8a04590	99

Link-Building

|	
Site Name	Neil Patel's website
Site URL	https://neilpatel.com/
Organic Search Traffic	**695.6K**
Site Name	HUPSPOT
Site URL	https://www.hubspot.com/
Organic Search Traffic	5M
Site Name	Marketo
Site URL	http://www.marketo.com/
Organic Search Traffic	**113.6K**

Part 4

Performance

Testing

Page Index

Google spiders index pages by crawling the links from one site to another and from one page to another but if there is a page that isolated or without any link point to another pages of the site then the Google spider can not index it so it is important to not leave any page as an orphan . Indexing process is important when search engine retrieving your pages in results and of course you want all your pages appear in search result so you should take into consider the links of your pages

Result

http://www.udacity.com/ has 6,900 pages indexed in Google at this moment.

Page Speed

The speed of the page is very important in ranking . User like to interact with the speed page if he found that the page is slow he will leave It right away and start to find another site to search in . The more the site is speed the more appearance it will be get in the top first result page
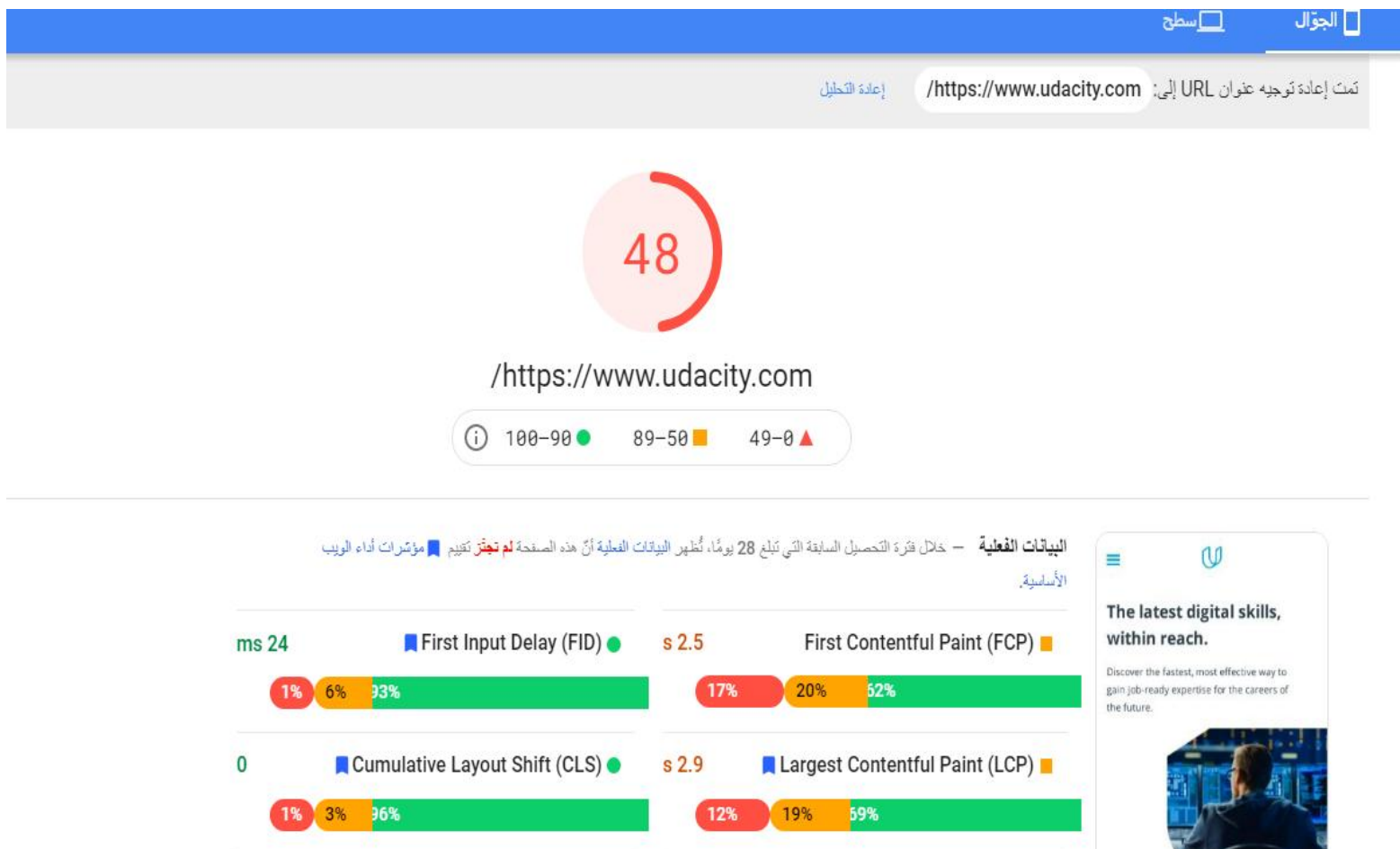
Mobile-Friendly Evaluation

Nowadays we all have mobile large percent of people prefer to use their mobile rather desk top and if they find a content that display only on desk top they will ignore it .and Google search engine use their algorithms to know if this content is mobile friendly or not . The content with mobile friendly using it will get high rank in search result so make sure to make your content mobile friendly

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.9 seconds in United Kingdom⁻ on a 4G ⁻ connection.

RATING

Average

Learn more

MONTHLY TREND

No Change

Your site speed has not changed since last month.

Learn more

The latest digital skills, within reach.

Discover the fastest, most effective way to gain job-ready expertise for the careers of the future.

FOR INDIVIDUALS

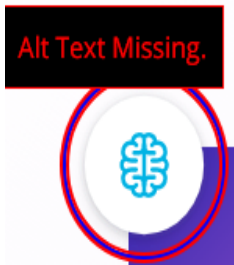Transform your career.

Part 5

Recommendations

Recommendations

1- the *alt tags are missing for two picture my recommendation is putting this alt tag*"
alt="blue vertical brain="

The alt tag to the next picture is " alt=""red envelope="degree-service-details_tabIcon

- 2-Limit unused JavaScript content
- 3-Avoid excessive DOM size 862 elements
- 4-Image elements do not have specific width and height values
- 5-Make sure text remains visible while loading a website font You can take advantage of the CSS font rendering feature to ensure that text is visible to the user while loading a website's fonts. More information FCPLCP