

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** - Increase number of organic traffic search on the website by 65% by the end of 2022.
- **KPI** - percentage of organic traffic search on the website by the end of 2022.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">● Age 19● Male● Undergraduate● lives in the middle east	Abdelrahman Ali	<ul style="list-style-type: none">● Flexible study schedule● High quality education● Theoretical education and practical application
Hobbies	Goals	Barriers
<ul style="list-style-type: none">● Reading● Football● listening to music● Watching documentaries	<ul style="list-style-type: none">● Becoming a Digital Marketer● Enhance his career● Create a digital marketing agency	<ul style="list-style-type: none">● Confused and doesn't know from where to start● Busy schedule, limited time for studying and developing new skills

Keywords

	Head Keywords	Tail Keywords
1	Digital Marketing	digital marketing online courses
2	Udacity	digital marketing certificate
3	Digital marketer	digital marketing freelancer
4	Digital marketing salary	Udacity digital marketing nanodegree
5	Digital marketing jobs	learn digital marketing online

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing

Which Tail Keyword has the greatest potential?

- digital marketing online courses

Technical Audit: Metadata

URL:	
Current	
Title Tag	<title>Become A Digital Marketer Online Marketing Course Udacity</title>
Meta-Description	<meta name="description" content="Udacity online courses will teach you the necessary fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer ."/>
Alt-Tag	alt" content="Become A Digital Marketer Online Marketing Course Udacity"/>
Revision	
Title Tag	<title> Online Digital Marketing Course Udacity</title>
Meta-Description	<meta name="description" content="Udacity online courses will teach you SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer ."/>
Alt-Tag	alt" content="Online Digital Marketing Course Udacity"/>

Technical Audit: Metadata

URL:	
Current	
Alt-Tag	
Alt-Tag	
Alt-Tag	
Revision	
Alt-Tag	
Alt-Tag	
Alt-Tag	

Technical Audit: Metadata

URL:	
Current	
Alt-Tag	
Revision	
Alt-Tag	

Topic 1 - Digital marketing keyword

Since social media has been launched, marketing has started to change from its old suit to a new and modern one to fit the new market. From that perspective digital marketing became a new field and a lot of people dreaming to acquire a job in that growing industry or learn it to grow their businesses or even to become a freelancer.

Digital marketing keyword has been increasing in its monthly volume on the search engine over the past few years especially after the covid-19 pandemic and it keeps growing up till now, for these reasons it achieves a high demand which gives it a high potential and a growing monthly search volume of 30.3k-70.8k which is enough to put us among the top 3 results of the first search engine page.

Digital marketing keyword will boost our efforts by driving organic traffic to our website due to high demand, high priority, low difficulty and as I said earlier, it has a growing monthly search volume of 30.3k-70.8k on search engine.

Recently, digital marketing keyword has been one of the major words on search engines; that's why we have to put it in our consideration when we set a plan to increase the organic traffic of our website

Topic 2 - Udacity keyword

Before the spread of the internet, education was limited to schools and universities, so if you want to learn anything about a specific specialization, you have to attend a university. After the spread of the internet, education and learning have changed and evolved, online courses and nanodegrees even youtube educational videos became viral and in demand as they are up to date and in continuous development; in the other hand formal education became out-dated and unsophisticated.

Udacity became one of the most successful and preferable websites when it comes to learning new skills to compete in the tech industry, since that, Udacity keyword became in a big demand on the the search engines with an increasing monthly search volume of 11.5k-30.3k.

Udacity also has a relatively high priority of 54 and a relatively high difficulty of 73, which is very good in this situation as we dominate the top search engine results and the entire first page. We have to put it in our consideration when it comes to evaluating our website and for more favourable results we can use branded keywords like udacity nanodegree or udacity online courses which also have a relatively high volume.

Now when it comes to education or learning new skills, first thing you think about is to learn it online, so we have to evolve our website to fit into the market and meet our students' needs by offering them a high quality, sophisticated and up-to-date educational content.

Topic 3 - digital marketing online courses keyword

After the revolution of the emergence of the internet and the spread of social media, people knew the importance of digital marketing and that it is one of the most important pillars of any successful business.

They started searching for a digital marketing courses online on the internet, wishing to find a quality educational content, so the digital marketing online courses keyword became in demand and achieved high search volume that kept growing up till now, right now it has a monthly search volume of 851-1.7k.

The digital marketing online courses keyword also has low difficulty of 58, relatively high priority of 62, and a high organic CTR percentage of 83% which means that it will be very valuable for our website in order to generate organic search traffic.

Digital marketing online courses keyword is one of the highest demanded keywords on the search engines, so it will help us drive high organic search traffic and meet our objective.

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, **perform this exercise on Udacity.com.**

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nano-degree-program-with-udacity/	99
2	http://developer.mozilla.org/ru/docs/Web/JavaScript/Reference/Global Objects/Promise	98
3	http://www.cloudflare.com/en-in/case-studies/udacity/	98

Link-Building

Using the [SEMRush](#) tool and research, strategize a link-building campaign.

Identify **three** websites that you think would be relevant, high traffic sites that you would like to gain backlinks from to help drive traffic to [dmnd.udacity.com](#).

Site Name	Mailchimp
Site URL	https://mailchimp.com/
Organic Search Traffic	4.5M
Site Name	Oracle
Site URL	https://www.oracle.com/ke/index.html
Organic Search Traffic	20M
Site Name	neilpatel
Site URL	https://neilpatel.com/
Organic Search Traffic	3.8M

Page Index

Number of indexed pages is important for monitoring SEO performance.

This number help you better understand the number of your site's pages that are in the search engine and eligible to earn traffic.

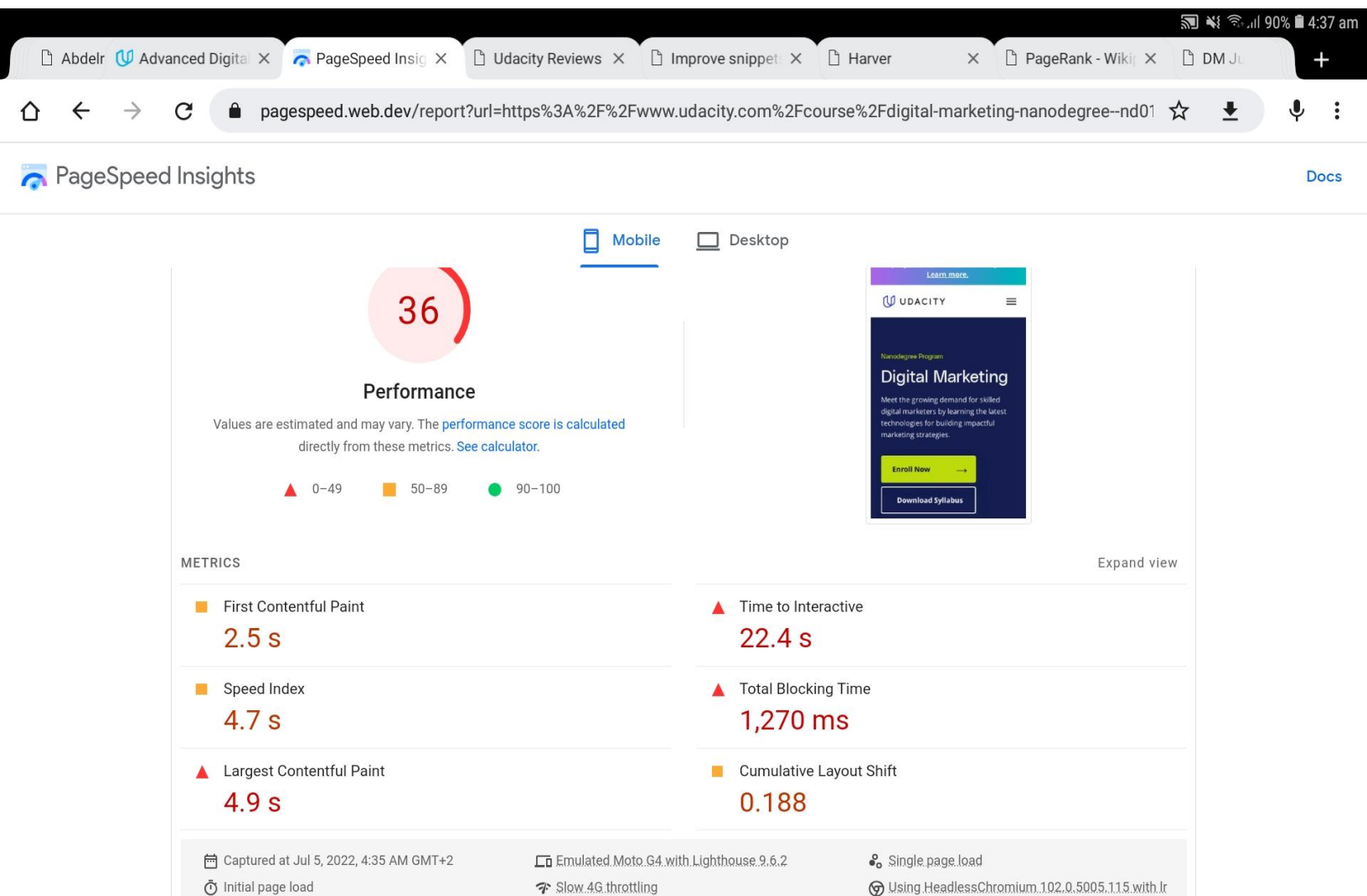
If this number is lower than expected, then you have to check your site to evolve it.

The screenshot shows the SEMrush interface for the domain 'udacity.com'. The 'Indexed Pages' tab is selected, displaying a table of indexed pages. The table has columns for Title and URL, Backlinks, Domains, External Links, Internal Links, and Last Seen. The first row shows a page titled 'Learn the Latest Tech Skills; Advance Your Career' with 3,552,981 backlinks and 17,085 domains. The second row shows 'Online Tech Courses and Nanodegree Programs' with 3,481 backlinks and 1,119 domains. The third row shows 'Deep Learning | Udacity' with 42,787 backlinks and 1,054 domains. The fourth row shows 'How to Build a Startup | Udacity Free Courses' with 5,675 backlinks and 963 domains. The fifth row shows 'Online Courses & Programs | Udacity Catalog' with 3,979 backlinks and 814 domains. A red question mark icon is visible in the bottom right corner.

Title and URL	Backlinks	Domains	External Links	Internal Links	Last Seen
Learn the Latest Tech Skills; Advance Your Career ... https://www.udacity.com/	3,552,981	17,085	5	108	2h ago
Online Tech Courses and Nanodegree Programs https://www.udacity.com/nanodegree	3,481	1,119	5	109	2d ago
Deep Learning Udacity https://www.udacity.com/course/deep-learning--...	42,787	1,054	7	80	Mar 13, 2019
How to Build a Startup Udacity Free Courses https://www.udacity.com/course/how-to-build-a-...	5,675	963	5	104	22h ago
Online Courses & Programs Udacity Catalog	3,979	814	5	73	22h ago

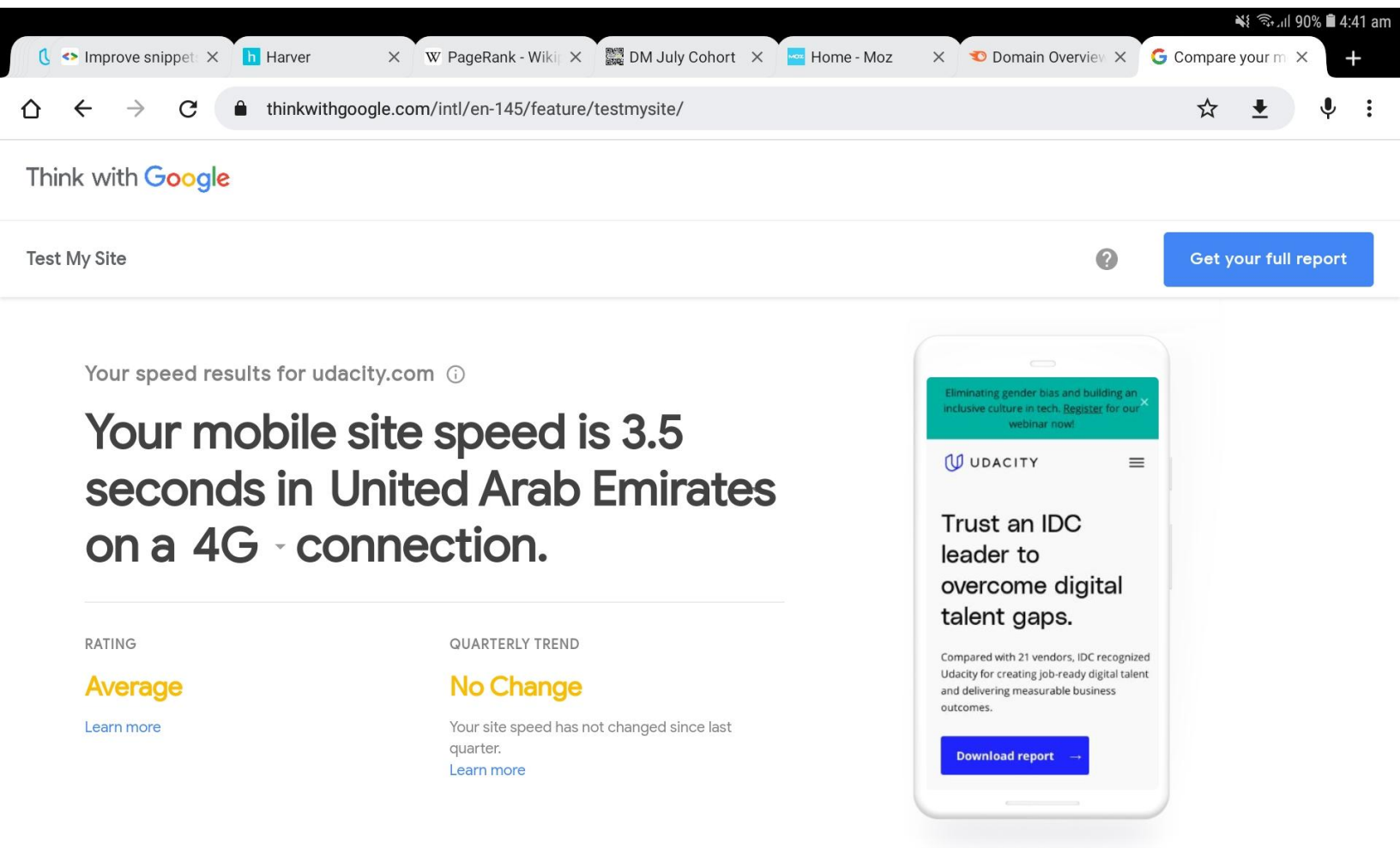
Page Speed

To improve your ranking in search engine and improve user experience especially mobile users as they are the majority nowadays.



Mobile-Friendly Evaluation

To improve your ranking in search engine.
More people today search on mobile than on desktop,
so mobile friendliness is a top priority to improve
mobile user experience.



The screenshot shows the Google Mobile-Friendly Evaluation tool interface. At the top, there's a browser tab bar with several open tabs. The address bar shows the URL 'thinkwithgoogle.com/intl/en-145/feature/testmysite/'. Below the address bar, the text 'Think with Google' is visible. The main heading is 'Test My Site', followed by a question mark icon and a blue button labeled 'Get your full report'. The results section displays 'Your speed results for udacity.com' with a status of 'Your mobile site speed is 3.5 seconds in United Arab Emirates on a 4G connection.' Below this, there are two columns: 'RATING' showing 'Average' in yellow with a 'Learn more' link, and 'QUARTERLY TREND' showing 'No Change' in yellow with a note that the site speed has not changed since last quarter and a 'Learn more' link. On the right side, there is a smartphone mockup displaying the Udacity website, which includes a banner about eliminating gender bias, the Udacity logo, and a message about being an IDC leader to overcome digital talent gaps, with a 'Download report' button at the bottom.

Think with Google

Test My Site ? Get your full report

Your speed results for udacity.com ⓘ

Your mobile site speed is 3.5 seconds in United Arab Emirates on a 4G connection.

RATING	QUARTERLY TREND
Average Learn more	No Change Your site speed has not changed since last quarter. Learn more

Smartphone mockup content:

- Eliminating gender bias and building an inclusive culture in tech. Register for our webinar now!
- UDACITY
- Trust an IDC leader to overcome digital talent gaps.
- Compared with 21 vendors, IDC recognized Udacity for creating job-ready digital talent and delivering measurable business outcomes.
- Download report

Recommendations

In the part of keywords we have to put some highly demanded keywords like digital marketing jobs and digital marketing salary in our website by making a report or a blog in a separate page talking about the future of digital marketing jobs and their salaries and in the end of this page there is a link that drive the readers to the page of the digital marketing course to enroll in. These keywords are very important and have a high search volume.

Alt tags and meta descriptions should be descriptive and concise as this `<meta name="description" content="Udacity online courses will teach you the necessary fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer ."/>`, not as the current meta description `<meta name="description" content="Udacity online courses will teach you the necessary fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer ."/>`.

Recommendations

As known the majority of people nowadays use their mobiles in searching on the search engines, so we have to enhance the website's speed for mobile users. The performance number is very low "36" according to pagespeed insights website, we have to take action to avoid the loose of that majority of potential students.

We have to evaluate and boost DMND page "dmnd.udacity.com" to achieve higher mobile-friendliness as the site speed according to "Think With Google" is average "3.5".

Mobile-friendliness is very important as it helps us improve our ranking in the search engine and attract more of our potential students.