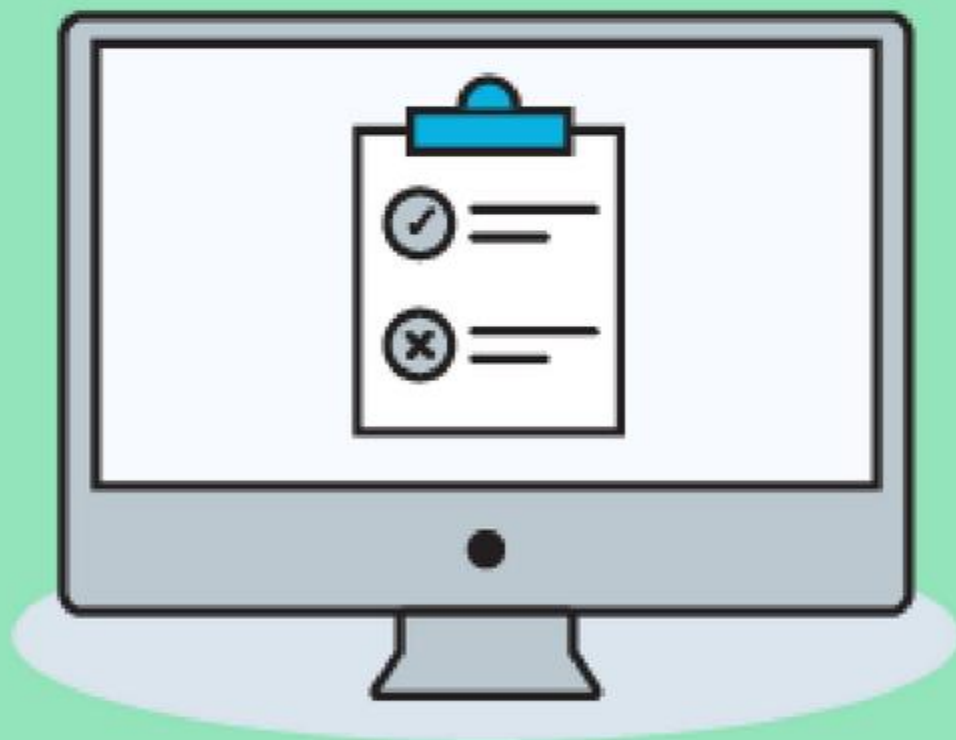


Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective:**

Increase monthly organic search traffic measured with SEMrush by 10% within the next five months

- **KPI**

Number of organic search monthly website visitors.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• <i>Female.</i>• <i>age between 26-30.</i>• <i>Not married.</i>• <i>English language.</i>	<i>Employee in sales management</i>	<ul style="list-style-type: none">• <i>Continues learning.</i>• <i>Manage Time and source.</i>• <i>To Move on career path.</i>
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• <i>Watch movies.</i>• <i>Read.</i>• <i>Socializing.</i>	<ul style="list-style-type: none">• <i>Buy a plane- travel the world-</i>• <i>have a business of my own.</i>• <i>Improve my skills.</i>	<ul style="list-style-type: none">• <i>Time management.</i>• <i>Patience</i>• <i>Keep my passion</i>

Keywords

	Head Keywords	Tail Keywords
1	misk udacity courses	learn digital marketing
2	dmnd	how to start in digital marketing
3	udacity digital marketing	social media marketing
4	digital marketing	digital marketing job description
5	content marketing	how to learn digital marketing

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

risk udacity courses (Priority: 31)

Which Tail Keyword has the greatest potential?

Learn digital marketing (Priority: 24)

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL: <https://dmnd.udacity.com/>

Current

Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	-

Revision

Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing.

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

URL: <https://dmnd.udacity.com/>

Current - Alt-Tag

[Udacity logo](#)

Blank

[Background](#)

Blank

[Partner](#)

Blank

Revision - Alt-Tag

[Udacity logo](#)

Udacity School of business

[Background](#)

two students looking at the laptop

[Partner](#)

Udacity partnership

Suggested Blog Topics

Topic 1 - **Misk Udacity courses:** Misk is a non-profit foundation works on develop and empower Saudi youth to become active participants in the future economy. Misk has a partnership with Udacity to provide a cut-price courses to Saudi youth who has passion to learn.

Topic 2 - **Digital marketing job description:** Develops strong and innovative digital marketing strategies, using SEO and other techniques to generate interest in company products and services. Creates engaging with customers while staying up-to-date on latest marketing technologies and social media

Topic 3 - **Content marketing:** The need for content marketing is great. People who can plan, create, and implement content are in high demand. Some content marketing jobs are more junior and some more senior. There are many jobs that are super focused on only content marketing and jobs that include content as one of several marketing tasks.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	en.wikipedia.org/wiki/Uncertainty	98
2	https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	https://en.wikipedia.org/wiki/Peter_Norvig	98

Link-Building

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	Facebook
Site URL	Facebook.com
Organic Search Traffic	3.7B
Site Name	Twitter
Site URL	Twitter.com
Organic Search Traffic	702.6M
Site Name	Misk
Site URL	Misk.org.sa
Organic Search Traffic	37.4M

Page Index

Google Indexed Pages Checker

URL	Google Indexed Pages
https://dmnd.udacity.com/	n/a

The number of indexed pages is important, because in order to appear in the search results, and thus drive traffic to it, it has to be indexed by Google. This number can help gauge the state and help of the site. If it is lower than it should be, Google might have penalized certain pages or deemed them not relevant.

Page Speed

Page speed in Desktop (96) which is good, but it's not in mobile (57).

Page speed is a major ranking factor in search engine results . It also improves User Experience, which leads to higher rates of website visiting. According to Google, nearly half of all visitors will abandon a site if it doesn't load within 3 seconds.



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ

Mobile



<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ

Desktop

Mobile-Friendly Evaluation

The page is not mobile friendly, it needs some work to make it easy to use and uses responsive design.

Mobile friendliness is important because users are five times more likely to leave the site if it isn't mobile friendly.

Your speed results for dmnd.udacity.com

Your mobile page speed is 3.9 seconds on a 4G connection.

RATING

Slow

[Learn more](#)

Recommendations

Recommendations to improve the DMND site from an SEO perspective:

1- Improve Mobile Speed:

The page should be optimized for mobile speed. This could be done through newer picture formats that have superior compression, enhancing changes in the CSS and Javascripts code

2- Improve Metadata:

From a technical perspective, the pages html title tag, meta description and image alt tags should be improved and make sense, to enhance crawler friendliness as well as accessibility.

3- Website Mobile-Friendly:

Users enjoy using application more than browsing sites to the design of applications, the more mobile use is convenient and attractive.