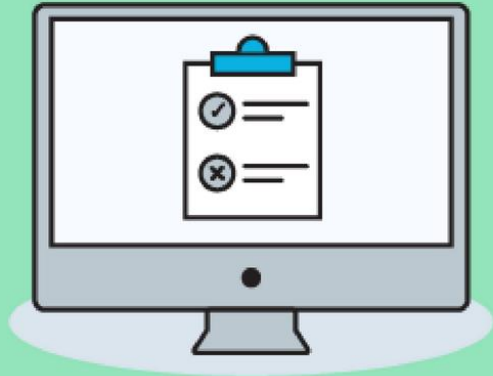


Project 4

Conduct an SEO Audit

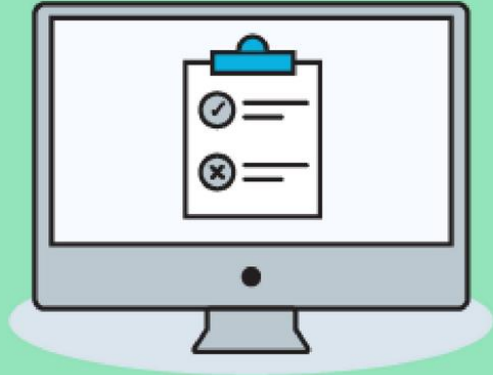


Prepared By
Chamok Biswas



Project 4

Conduct an SEO Audit



Part 1

Plan your Audit



DMND Program

- **Marketing Objective:**

To Increase Monthly Organic Search Traffic by 10% Within The Next Year

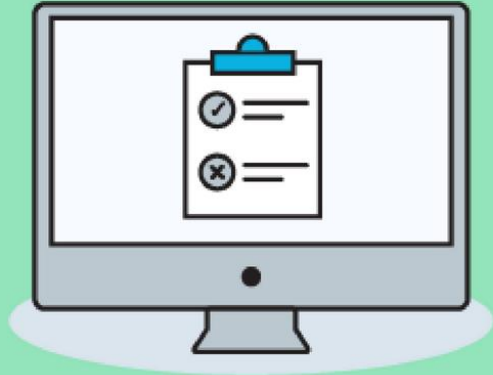
- **Primary KPI:**

Number Of Monthly Website Visitors (Through SERP)



Project 4

Conduct an SEO Audit



Part 2

On Site SEO Audit



Keywords

	Head Keywords	Tail Keywords
1	digital marketing course	digital marketing job description
2	digital marketing certificate (/certification)	how to get digital marketing experience
3	online marketing courses	how to learn digital marketing
4	learn digital marketing	how to get a job in digital marketing
5	digital marketing skills	udacity digital marketing nanodegree worth it

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

- **"digital marketing course" With Potential Score of 63 from Moz's Keyword Explorer**

Which Tail Keyword has the greatest potential?

- **"digital marketing job description" With Potential Score of 57 from Moz's Keyword Explorer**



Technical Audit: Metadata

URL: https://dmnd.udacity.com/	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Null
Alt-Tags	Null
Revision	
Title Tag	Digital Marketing Nanodegree Home Udacity
Meta-Description	Kick-start your career as a Digital Marketer. Gain real- world experience by running live campaigns and learn from some of the best in the field! [149 characters]
Alt-Tags	Become a Digital Marketer; Company logos of Facebook, Google, Hootsuite, HubSpot, Mailchimp, Moz; Laptop with course UI, Instructor during lesson, Laptop with course UI

Suggested Blog Topics

Topic 1:

Digital Marketing job description ? – Targeted at people at the very early research stage, those who might be interested in getting into Digital Marketing and are researching whether it would be for them. Here, an interview with a working professional could be a good way to show what a digital marketer does in real life and how it is an awesome job, to create a desire to learn digital marketing while positioning the brand as a provider of content to do so.

Topic 2:

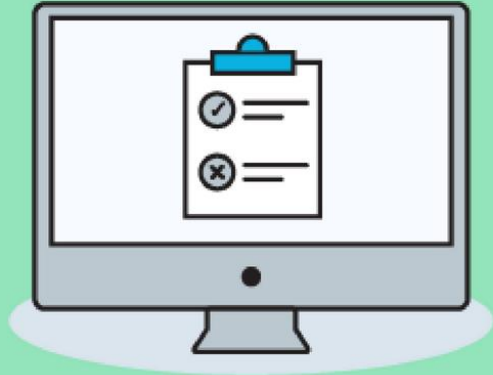
How to get a job in Digital Marketing ? – A blog post about the skills employers look for, for an entry-level position (and how they are taught in the DMND). People searching for this are already interested in becoming a Digital Marketer, so this post would connect the dots between what the customer wants and how he can get there, through the service offered.

Topic 3:

Is the DMND worth it? – The keyword “udacity digital marketing nanodegree worth it” has a very low search volume. However, people searching so specifically already know about the product and are probably near purchase, but want to be sure they are spending their money wisely. Here, a student success story would be great to show how a real person got a great job, because of taking the DMND, to nudge the potential customer into becoming an actual one.

Project 4

Conduct an SEO Audit



Part 3

Off Site SEO Audit

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	99
2	docs.microsoft.com/en-us/contribute/additional-resources	99
3	blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	99



Link-Building

Site Name	Backlinko
Site URL	https://backlinko.com/
Organic Search Traffic	264K
Site Name	Udemy
Site URL	https://www.udemy.com/
Organic Search Traffic	1.63M
Site Name	Search Engine Journal
Site URL	https://www.searchenginejournal.com/
Organic Search Traffic	568k

Page Index

There are no indexed pages found

Categories

Link Tools

Keyword Tools

Search Engine Tools

Header/Tag Tools

IP Tools

Miscellaneous Tools

Source Code Tools

SEO Tools »

Google Indexed Pages Checker

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.

How do I use this tool? [+]

Enter Your URL

Continue >>

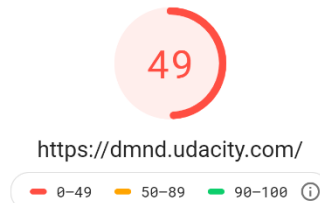
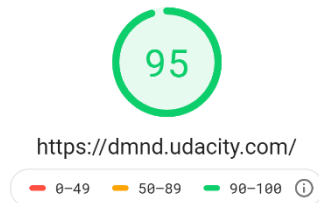
Google Indexed Pages Checker

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 is very good on Desktop (95/100), but not on mobile (49/100).



Page speed is a major ranking factor in search engine results. It also improves the User Experience, which leads to higher conversion rates. It is especially important for mobile as, according to Google, nearly half of all visitors will abandon a site if it doesn't load within 3 seconds.

Mobile-Friendly Test Evaluation

The page is mobile friendly and easy to use with page loading issues

The screenshot shows a mobile-friendly test interface. At the top, there's a header with a back arrow and the title "Mobile-Friendly Test". Below it is a browser address bar showing the URL "https://dmnd.udacity.com/". The main section is titled "Test results". A red box highlights a warning icon (a yellow triangle) and the text "Page loading issues" with a link to "VIEW DETAILS". Below this, a large green box contains the text "Page is mobile friendly" and "This page is easy to use on a mobile device", accompanied by a green circular icon with a white smartphone. To the right of this box is a smaller green circular icon with a white smartphone. Below the main result box, there's a section titled "Additional resources" with three links: "Open site-wide mobile usability report", "Learn more about mobile-friendly pages", and "Post comments or questions to our discussion group".

Mobile-Friendly Test

https://dmnd.udacity.com/

Test results

Page loading issues [VIEW DETAILS](#)

Tested on: May 6, 2020 at 2:14 AM

Page is mobile friendly

This page is easy to use on a mobile device

Additional resources

- Open site-wide mobile usability report
- Learn more about mobile-friendly pages
- Post comments or questions to our discussion group

Mobile-friendliness is important because, according to Google, users are five times more likely to leave a site if it isn't mobile-friendly.

Recommendations

To improve the DMND site from an SEO perspective, there are a number of recommendations to follow:

Blogging

In order to rank for a number of related search queries and for different stages of the Customer Journey, I would recommend active blogging about different topics that are of interest to prospective students. The above suggested topics could be a start.

Link-Building

The written blog posts should be used to reach out to appropriate publications for active link-building.

Improve Metadata

From a technical perspective, the pages html – title tag, meta description and image alt tags – could be improved as shown above, to enhance crawler-friendliness as well as accessibility.

Improve Mobile Speed

Finally, and very importantly, the page should be optimized for mobile speed. This could be done, first and foremost, through newer picture formats that have superior compression compared to JPEG and PNG. Further speed enhancing changes in the CSS – as per the Google Lighthouse report – should be considered.