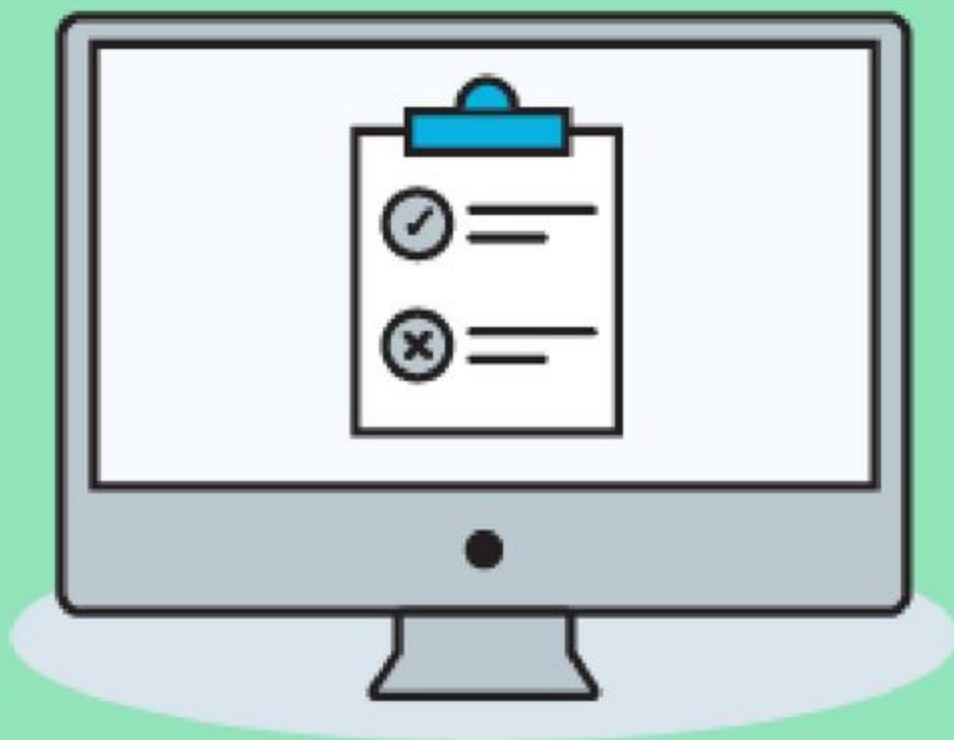# SEO PROJECT

Conduct an SE0 Audit

BOLENA CAMPO

- I audited a website and recommended actions to optimize the ranking in search engine results.

  In the On site SEO audit I used Moz Keyword Explorer tool, I identify the Keywords we might target to drive users to this page.

  I made a Technical Audit: Metadata to the DMND program website.

  I suggested topics to create relevant content.

  In the Off-Site SEO i used the Moz OpenSite Explorer tool performed a backlink audit on the dmnd.udacity.com.

  Using the SEMRush tool and research, I strategized a link-building campaign.

- I also tested the performance with tools as:

  Pingler

  Google Page Speed

  Think with Google tool

- I recommended target keywords, evaluated the design and the UX of the site, and suggested improvements.

Plan my Audit

Marketing Objective & KPI

Marketing Objective - Improve the organic traffic of the Udacity's Digital Marketing Nano Degree web page.

KPI - Number of organic visits in the month after the implementation of the suggested changes.

On Site SEO

Audit

Keywords

1. Using Moz Keyword Explorer tool, I identified the Keywords we might target to drive users to this page. Using a mix of branded and non-branded Keywords.

	Head Keywords	Tail Keywords
1	digital marketing	digital marketing certificate
2	Marketing strategy	digital marketing strategy
3	marketing skills	digital marketing skills
4	marketing campaign	digital marketing campaign
5	udacity nanodegree	udacity digital marketing nanodegree

Technical Audit: Metadata

URL: https://dmnd.udacity.com/	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Blank
Alt-Tag	Blank
Revision	
Title Tag	Udacity Digital Marketing Nanodegree certificate- Digital marketing skills (75/75 C)
Meta-Description	get a digital marketing certificate while learning: digital marketing strategies, digital marketing skills and running digital marketing campaigns from experts. (160/160 c)
Alt-Tag	Alt-Tag 1 "image not available" Alt-Tag 2 "Women and men converse in a working environment about Digital Marketing program of Udacity" Alt-Tag 3 "Udacity's school of business logo-in to Digital Marketing Nano Degree program" Alt-Tag 4 "DMND collaborators: Facebook, Google, Hootsuite, Hubspot, Mail Chimp, MOZ." Alt-Tag 5 "Udacity online platform. Digital Marketing Nanodegree video reproduced on a laptop " Alt-Tag 6 "Top expert teaching Digital Marketing through video in Udacity online platform" Alt-Tag 7 "image not available" Alt-Tag 8 "Udacity online platform. Digital Marketing Nanodegree video-lesson reproduced on a laptop " Alt-Tag 9 "image not available "

Suggested Blog Topic - 1

How to change your career to digital marketing

I would write a publication about the aspects to take into account to change any career in this field, addressing the importance of obtaining a **Digital Marketing certificate** from a recognized and reliable site that improves digital **marketing skills** and offers a comprehensive vision of the ecosystem. After that, I would make recommendations for sites that help at each critical point (like DMND Udacity's site).

I consider that this blog topic is a great option because it solves the questions that the potential clients have in the awareness stage, besides this contributes to build a relationship with them.

Page Index Using the Pingler tool

The DMND website has not been indexed by Google. Knowing the number of indexed pages is important to monitor the performance of SEO and make efforts to help the search engine to track, index and rank the pages not indexed and consequently, improve traffic to the site.

Google Indexed Pages Checker

Check how many pages Google has indexed for one website.
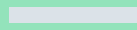
How do I use this tool? [+]

Enter Your URL

https://dmnd.udacity.com/

Continue >>

Google Indexed Pages Checker

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

Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, I performed a backlink audit on the dmnd.udacity.com.

I listed three of the top backlink URLs that i discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
2	http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
3	http://blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/	100

Link-Building

Using the SEMRush tool and research, I strategized a link-building campaign.

I Identified three websites that I think would be relevant, high traffic sites that I would like to gain backlinks from to help drive traffic to dmnd.udacity.com.
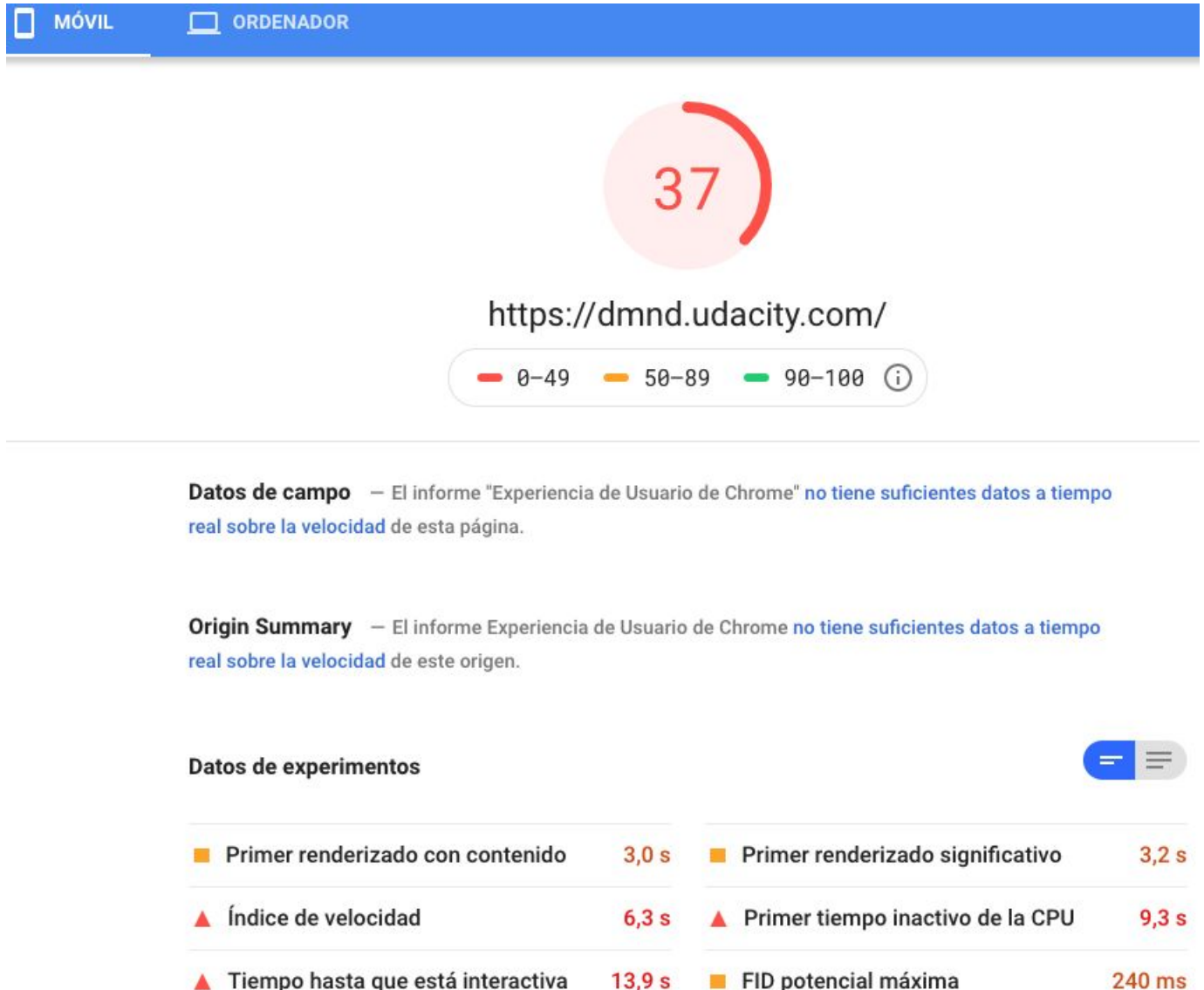
Site Name	Trabajar por el mundo org
Site URL	https://trabajarporelmundo.org/
Organic Search Traffic	37.5K
Site Name	careershifters
Site URL	https://www.careershifters.org/
Organic Search Traffic	18.5K
Site Name	McKinsey Global Institute
Site URL	https://www.mckinsey.com/mgi/overview
Organic Search Traffic	388K

Performance
Testing

Page Speed using Google Page Speed

The evaluation of the speed of the page is important because it is a classification factor used for Google's algorithm in the search engine results. Therefore, increasing this factor improves the ranking potential and user experience.

| MÓVIL | ORDENADOR |

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https://dmnd.udacity.com/

— 0–49   — 50–89   — 90–100 ⓘ

Datos de campo — El informe "Experiencia de Usuario de Chrome" no tiene suficientes datos a tiempo real sobre la velocidad de esta página.

Origin Summary — El informe Experiencia de Usuario de Chrome no tiene suficientes datos a tiempo real sobre la velocidad de este origen.

Datos de experimentos

■	Primer renderizado con contenido	3,0 s	■	Primer renderizado significativo	3,2 s
▲	Índice de velocidad	6,3 s	▲	Primer tiempo inactivo de la CPU	9,3 s
▲	Tiempo hasta que está interactiva	13,9 s	■	FID potencial máxima	240 ms

Mobile-Friendly Evaluation

Using the Think with Google tool, I evaluated the speed of the dmnd.udacity.com website page. I have not seen any reports in this tool for Mobile-Friendly (the reports I learned in the classes about this tool were different). So I found a test for Mobile-Friendly on search.google.com and there I evaluated the dmnd.udacity.com website, but I can't got the numbers.
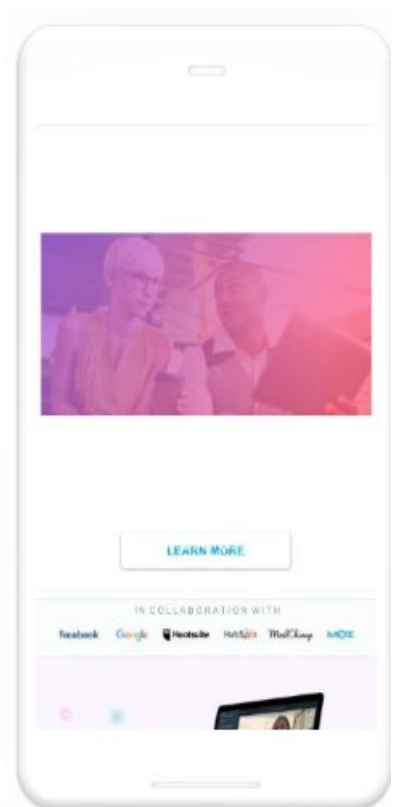

Los resultados de dmnd.udacity.com ⓘ

La velocidad de esta página es de 3.3 segundos en una conexión 4G

CALIFICACIÓN

Lento

Las páginas lentas comienzan a cargarse en más de 2.5 segundos.

Mobile-Friendly Evaluation

The results for the page are as follows:

"The page is optimized for mobile. It is easy to use this page on a mobile device. The page has been partially loaded. Unable to load all resources on the page, which may affect how Google sees and understands your page. It solves the availability problems that exist in the resources and that may affect how Google understands your page".

Mobile-Friendly evaluation is important because it is a classification factor used for Google's algorithm in the search engine results. Therefore, increasing this factor improves the ranking potential, user experience and and the possibility of more people staying on the site if they access from the mobile.

Part 5

Recommendations

Recommendations

Based on on-site, off site SEO analysis and the performance testing on https://dmnd.udacity.com/, several issues are found and the recommendations are as follows:

1. **The keywords used at this time have not been updated in relation to the potential metric.** The keywords found should be used frequently in the content of the page. Create good, clear and relevant content around the keywords found, the customer person and the marketing objectives. See the section Suggested blog topics.
2. **The title Tag is not optimized for search engine**. I recommend using as many words as possible descriptively. See the section "Technical Audit: Metadata / Review / Meta-description". In this way, we can help the web crawler to better understand the content of the site with high potential words.
3. **The website doesn't have meta description.** I recommend using as many keywords as possible descriptively. Please refer to the section of "Technical Audit: Metadata/ Revision/ Meta-Description". This way we can to help to the web crawler to understand better the site content.

4. **The website doesn't have Alt tags.** I recommend to eliminate unnecessary alt tags and describe each of the remaining ones. Please refer to the section of "Technical Audit: Metadata/ Revision/ alt tags".

5. **The website is not indexed yet.** This page does not exist for Google because the Bot can not read all the content, according to the page's Upload Report, which may affect the way Google sees and understands the page. So I recommend in addition to the points above:

- Authorize the tracking of bots in order to avoid blockages to the search engine robot.
- following the link-building strategy to ensure traffic to the pages now reformed with the chosen keywords. adding incoming and outgoing links with websites that have both high traffic and high authority, such as those suggested on the Off-site SEO section.

6. **The Page Speed is low is low both on the website and in the mobile test**. We need to work on the suggestions below which Google showed in its report:

- Remove resources that block processing
- Encode images efficiently
- Enables text compression
- Show static elements with a cache policy
- efficient
- Make sure that the text remains visible during the
- load of the website source

- Reduce JavaScript runtime
- Postpone loading images off the screen
- Postpone unused CSS resources
- Avoid huge payloads in the network
- Save images in latest generation formats