DIGITAL MARKETING NANODEGREE PROGRAM

PROJECT-4 CONDUCT AN SEO AUDIT
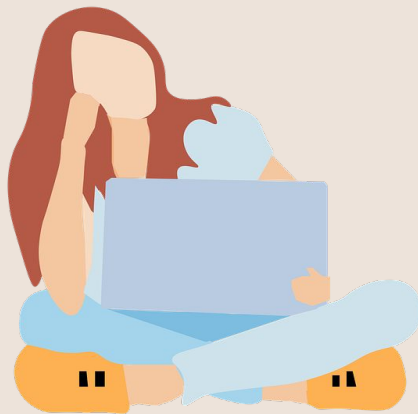
MARKETING OBJECTIVE:

Increase organic traffic by 10% on DMND website in the next 3 weeks.

PRIMARY KPI:

Organic CTR for DMND Program website.

BACKGROUND AND DEMOGRAPHICS

- Female, 30 years old
- In a relationship, thinking of starting a family
- Has a college degree
- Lives in Slovenia
- Has a regular job
- Her yearly income is $10k

NEEDS

- Better knowledge on how to promote her hobbies
- Someone to show her how to advertise on social media
- Work on real projects

HOBBIES

- Hiking
- Yoga
- Entertaining
- Reading

GOALS

- To start her own business
- Make a living out of a hobby
- Have more time for family and friends

BARRIERS

- Working long hours at work
- Low income

CUSTOMER PERSONA – Lily Adams

On Site SEO Audit

KEYWORDS

	Head Keywords	Tail Keywords
1	SEO	How to make money from home
2	Digital marketing	Hobbies that make money
3	Social media marketing	Creative ways to make money
4	Email marketing	Social media for business
5	Content marketing	Udacity digital marketing nanodegree

Head keyword with the greatest potential: **SEO**

seo | United States - en-US ▼ | Analyze

262 of 300 queries available until 12/23

⊕ Add to... ▼

30.3k-70.8k
Monthly Volume *i*
Learn more about Volume

69
Difficulty *i*
Learn more about Difficulty

55%
Organic CTR *i*
Learn more about Organic CTR

73
Priority *i*
Learn more about Priority

Tail keyword with the greatest potential: HOW TO MAKE MONEY FROM HOME

how to make money from home | United States - en-US ▼ | **Analyze**

262 of 300 queries available until 12/23

➕ Add to... ▼

9.3k-11.5k
Monthly Volume ⁱ
Learn more about Volume

56
Difficulty ⁱ
Learn more about Difficulty

54%
Organic CTR ⁱ
Learn more about Organic CTR

69
Priority ⁱ
Learn more about Priority

Technical Audit: METADATA

URL: https://dmnd.udacity.com

	CURRENT
TITLE TAG	`<title>Udacity Digital Marketing Nanodegree Program Website</title>`
META DESCRIPTION	NONE `<meta name="description" content="" />`
ALT TAG	No text for alt tags
	REVISION
TITLE TAG	`<title>`**A quick guide through** `Udacity `**DMND**` Program</title>`
META DESCRIPTION	`<meta name="description" content="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. " />`
ALT TAG	For each alt tag describe the corresponding image (see next slide).

1.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg "`	`alt="`**Students learning together using tablet**`"`
2.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png "`	`alt="`**Logo of Udacity's school of business**`"`
3.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png "`	`alt="`**Udacity's partners**`"`
4.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png "`	`alt="`**Udacity's DMND instructor on a laptop**`"`
5.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png "`	`alt="`**Udacity's DMND instructor**`"`
6.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606177-13815378-203x169x285x204x6x11-70B-box.png "`	`alt="`**A fact about money spent on digital marketing in U.S.**`"`
7.	`<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png "`	`alt="`**Laptop showing Udacity's classroom**`"`

Suggested blog 1:
How to make money from home?

The idea for this blog title came straight from the tail keyword with the greatest potential. It seems like a lot of people are searching for different working opportunities. Since my target persona reflects a person who wants to start a new business, even change hobbies into a career, a blog like this would, I believe, really draw attention.

In the blog, I would briefly describe examples of people who are working from home (either through their hobbies or actual entrepreneurship). I would note that the beginning of any business journey is tough, and before it starts to thrive, it usually demands a lot of time and effort from you. However, I would point out that no matter what those people do, they've succeeded through strategic and structured marketing campaigns. For a start, this can be learned and done by the individual itself, offering them a free eBook download from Udacity's DMND program.

Suggested blog 2:

Hobbies that make money

Another blog title that came straight from the tail keyword with high potential. Similar to the previous blog suggestion, I would start by briefly describing examples of people who made a living out of their hobbies. However, here I would emphasize that it is not so much about the choice of a hobby, but how you promote it.

I would use that to shift attention to how digital marketing is vital for any business idea to become recognizable.Then, I would start describing different social media platforms and how advertising on them works.

Next, I would focus attention on the DMND program that covers social media advertising on leading platforms in its classes. I would say that advertising on social media is just a start and that there are many more channels a person can learn. Here I would invite them to explore further, linking them to Udacity's landing page.

All you need to know about SEO when starting your own business

With having my target persona in mind, I would use the previous two blogs to link them to this one. I would start this blog by saying social media advertising is usually the turning point for the start of a business. Having a well-thought strategy for social media marketing is, therefore, crucial.

However, using only social media platforms is not enough to position a new business on the top of the SERP. Here is where having a basic knowledge of SEO becomes handy. Not only that, with many businesses moving online, SEO has become an indispensable part of any marketing plan. I would continue describing how SEO works, what are its key components, and why it is important for every business starter to have at least a basic knowledge about it.

Here, I would also use the opportunity to describe Udacity's DMND program, inviting readers to explore more, linking them to Udacity's landing page.

Off Site SEO Audit

Technical Audit: BACKLINK AUDIT

	Backlink	Domain Authority (DA)
1.	www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&sa=D&sntz=1&usg=AFQjCNGdmrWTUY5b_qe3xle9-ddkB1YXqA	100
2.	www.youtube.com/playlist?list=PLAwxTw4SYaPnIRwl6rad_mYwEk4Gmj7Mx	100
3.	https://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99

LINK BUILDING

	Site name	Site URL	Organic Search Traffic
1.	Reliablesoft - Digital Marketing Agency	https://www.reliablesoft.net/	116.1K
2.	WordStream	https://www.wordstream.com/	4M
3.	Entrepreneur Europe	https://www.entrepreneur.com/	10.3M

Performance Testing

PAGE INDEX

The number of pages indexed is important because such pages are the only one found by search engines. And search engines are the ones bringing traffic to your site. Not only that high number of indexed pages will increase the probability search engines will find you, it will also increase SEO performance testing.

PAGE SPEED

Page speed is an important part of search engine optimization. Having higher speed means a better ranking position at Google search, better bounce rate as well as conversion rate. On the other hand, having a slow page increases the likelihood of users abandoning your site.
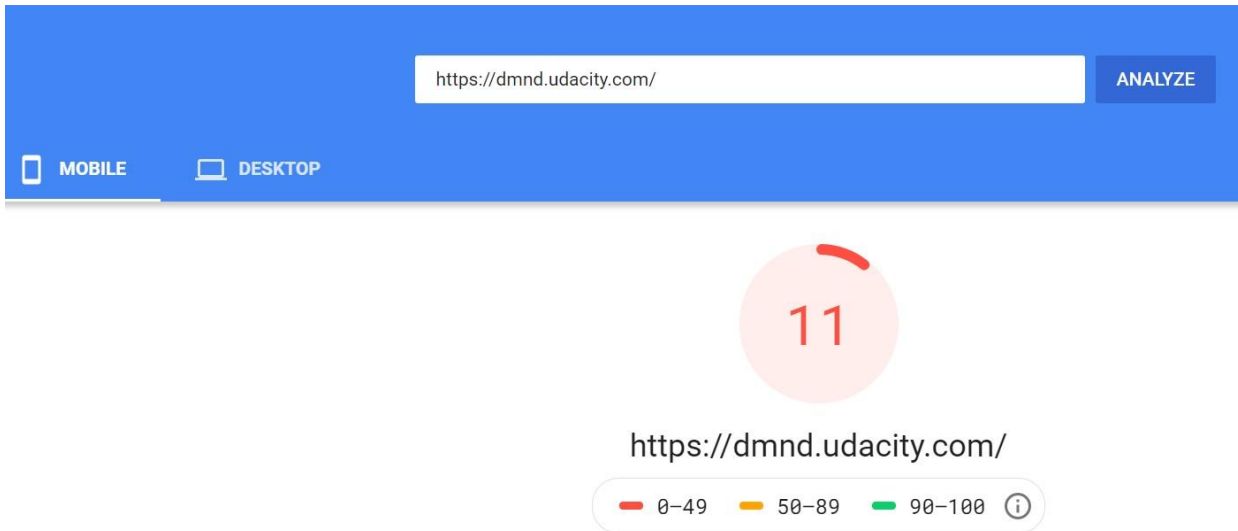
MOBILE-FRIENDLY EVALUATION

Nowadays, mobile searches are higher than desktop searches. Having a mobile-friendly webpage is also specially recognized by search engines, resulting in a higher ranking positions. In addition, as much as page speed is important for users, so is the mobile-friendliness. Not having a site compatible with mobile devices will negatively impact the traffic.

RECOMMENDATIONS

Tags and site structure are essential for better ranking on Google, better content recognition, as well as a better user experience. After performing on-site (content and technical) and off-site audits for dmnd.udacity.com, I can offer the following recommendations for better DMND site performance.

First, Meta Description tags are necessary for search engines, providing them a summary of the content on a page. Similarly, search engines can only recognize video, image, and flash content through descriptions written in alt tags. Therefore, the first step would be to add descriptive and concise explanations of content for a Meta Description tag and alt-tags.

Second, it is confirmed by Google that links and quality content are one of the primary ranking factors for SEO. Therefore, increasing the number of high-quality sites that link to the DMND page will result in a higher ranking in Google. My recommendation is to start a link building campaign by reaching out to the three examples of the most trafficked pages listed above, asking them to link the DMND site through one of their blog posts. Having many links with trustworthy sites result in better positioning and greater credibility. Another crucial thing that needs fixing is page speed for mobile devices.

Google Page Speed and Think with Google showed poor results, which might lead to a higher bouncing rate and affect the ranking in Google Search. One of the fastest improvements would be resizing image formats, removing unused Javascript, enabling text compression, etc. Improving page load would also help improve mobile-friendliness.