Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** - Increase monthly organic search traffic by 2% in the next year
- **KPI** - Number of monthly website visitors (through SERP)

Target Persona

Background and Demographics	Target Persona Name	Needs
- Age 35 - Male - Entrepreneur - Employed - Lives in a mid-size to big US city - E-commerce - Import/Export	**John**	- Growing customer portfolio - Find good people - Transition into a green industry
Hobbies	Goals	Barriers
- Traveling - Cooking - Photography - Learning languages	- Developed a strong networks of suppliers - Growing annual revenue - Developing business	- Limited time to go on site and insure the production - Communication with vendors - Difficulty to find reliable vendors

Part 2

On Site SEO

Audit

Keywords

Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords

	Head Keywords	Tail Keywords
1	Moringa oleifera	Moringa oleifera origine
2	Moringa benefits	Nutritional benefits of Moringa
3	Moringa culture	How moringa culture helps local community
4	Moringa powder	How do we proceed our moringa powder
5	Moringa oil	How to use Fairtraders moringa oil

To drive users to [this page](#).

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential ?

"Moringa culture" with a Potential Score of 78 from Moz's Keyword Explorer

SERP Analysis ⊘
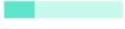
Rank	Title & URL	PA ⁱ	DA ⁱ
1	Hydroponics - Wikipedia https://en.wikipedia.org/wiki/Hydropo...	78	98
2	Moringa oleifera: The Miracle Tree | A ... https://www.agrowingculture.org/mori...	29	37
3	Meet the Moringa Tree, an Overqualifie... https://www.newyorker.com/tech/anna...	49	93

Keyword with the Greatest Potential

Which Tail Keyword has the greatest potential ?

"Moringa oleifera origine" with a Potential Score of 75 from Moz's Keyword Explorer

SERP Analysis

Rank	Title & URL	PA	DA
1	Moringa - Wikipedia https://en.wikipedia.org/wiki/Moringa	75	98
2	Moringa oleifera - Wikipédia https://fr.wikipedia.org/wiki/Moringa_o...	63	95
3	Moringa oleifera (PROTA) — PlantUse F... https://uses.plantnet-project.org/fr/Mo...	26	59

Technical Audit: Metadata

Technical audit on the metadata. The table below shows the current metadata for the page and proposed some revisions.

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Current	
Title Tag	<title>Learn Digital Marketing Online | Nanodegree</title>
Meta-Description	<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."> *(210 characters)*
Revision	
Title Tag	<title>Learn Digital Marketing Online | Nanodegree</title>
Meta-Description	<meta name="description" content="Kick-start your career as a Digital Marketer with Udacity. Gain real-world experience by running live campaigns and learn from some of the best in the field!"> *(159 characters)*

Technical Audit: Alt-tags

Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018

Alt-tag #1	

Current	`<img class="degree-affiliates_icon__1uKUx"` **alt="Hubspot"** `src="//www.udacity.com/www-proxy/contentful/assets/ 2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61c e9d845be8c1a018d6/logo-color-hubspot">`
Replacement	`<img class="degree-affiliates_icon__1uKUx"` **alt="Hubspot logo"** `src="//www.udacity.com/www-proxy/contentful/assets/ 2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61c e9d845be8c1a018d6/logo-color-hubspot">`

Alt-tag #2	

Current	`<img src="//www.udacity.com/www-proxy/contentful/assets/ 2y9b3o528xhq/6V7uitLTWrEPvHeKHl9GW3/f93eb61a8274705 064d69ac0eb771d6c/daniel-kob.jpg"` **alt="Daniel Kob"** `class="degree-instructors_instructorImage__2CM9l">`
Replacement	`<img src="//www.udacity.com/www-proxy/contentful/assets/ 2y9b3o528xhq/6V7uitLTWrEPvHeKHl9GW3/f93eb61a8274705 064d69ac0eb771d6c/daniel-kob.jpg"` **alt="Daniel Kob - Udacity Instructor"** `class="degree-instructors_instructorImage__2CM9l">`

Technical Audit: Alt-tags

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	

Alt-tag #3	

Current	`<img class="degree-affiliates_icon__1uKUx"` `alt="`**Moz**`"` `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz">`
Replacement	`<img class="degree-affiliates_icon__1uKUx"` `alt="`**Moz logo**`"` `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz">`

Alt-tag #4	

Current **(IT CURRENTLY HAS NO ALT-TAG)**	`<img height="16"` `alt=""` `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/aIEL5CVL5OlK4l4ka0Q0m/35ba07391e18085ffa1c1976d9f1dcd0/book-open.svg">`
Replacement	`<img height="16"` `alt="`**Library icon**`"` `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/aIEL5CVL5OlK4l4ka0Q0m/35ba07391e18085ffa1c1976d9f1dcd0/book-open.svg">`

Technical Audit: Alt-tags

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018

	Alt-tag #5	

Current	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3OH26GljeMMik0iWeSYcse/90676424a9847e8dd62e9cd10165b42d/anke-audenaert_thumbnail.png"` **alt="Anke Audenaert"** `class="degree-instructors_instructorImage__2CM9l">`
Replacement	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3OH26GljeMMik0iWeSYcse/90676424a9847e8dd62e9cd10165b42d/anke-audenaert_thumbnail.png"` **alt="Anke Audenaert - Udacity Instructor"** `class="degree-instructors_instructorImage__2CM9l">`

Suggested Blog Topics 1

Topic 1 - **Moringa Oleifera : Origin** - Target at people at the early of their research stage, those who might be interested in knowing moringa better in general.

An audience who need informations and guidance about the product origin. At this "Aware" stage appearing high on the search result will drive more traffic but more than that it will build trust with customer by sending them to the landing page.

A landing page which is an article using the keyword that we measured earlier, and also giving real informations about the plant origin to customers.

Here a closer small picture from the soil could be a good way to represent the historical side of the plant. Explaining why the moringa contribute and help communities in those very dry areas of India.

Suggested Blog Topics 2

Topic 2 - **The benefits of moringa** - Target people who already know about moringa and want to know more. A blog post about the benefits of moringa, what it does , why people would take it and how.

Telling a structured story including the health benefits of moringa and what the plant can prevent from such as reducing sugar level in the blood.

More information and more technical terms for another audience who is more in the interest and desire stage.

Here an external link through a know website could give more credibility such as https://www.webmd.com/

Suggested Blog Topics 3

Topic 3 - **How do we proceed our moringa powder** - The keyword "proceed our moringa powder" has a very low search volume.

But, people searching so specifically already know about the product and are probably near purchase, however want to be sure they make the right decision.

Here, a window with an autoplay video of 45 secondes showing the process of moringa could be a good way to promote our content, give useful information to users.

The post action stage is also a good example who apply to this situation and meet the need of user to come back to the website.

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, a backlink audit has been performed on: https://udacity.com/

Three of the top backlink URL discovered for the website. These backlinks should add value and not be spam

	Backlink	Domain Authority (DA)
1	http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
2	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
3	http://cloudblogs.microsoft.com/powerplatform/2020/11/30/want-a-tech-job-but-dont-have-time-to-learn-to-code/	99

Link-Building

Using the SEMRush tool 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 your company's page.

Site Name	Webmd
Site URL	https://www.webmd.com/
Organic Search Traffic	359.7 M
Site Name	MedicalNewsToday
Site URL	https://www.medicalnewstoday.com/
Organic Search Traffic	166.1 M
Site Name	IndianExpress
Site URL	https://indianexpress.com/
Organic Search Traffic	83.3 M

Part 4

Performance

Testing

Site Performance Audit - Page Index

There is 215 pages indexed by Google(Using the [SuperSEO](#)).

Google Index Checker

Domain	Fairtraders.net
Google Indexed	215 Pages

When Google's bots crawl a website they create a cached copy of each page and then adjust their indexes.

Page Speed

Analyse from Google PageSpeed Insights (Using the [Google Page Speed](#))

Mobile

Desktop

It is important to evaluate a page in order to optimize the website. Speed optimization can lead to a boost in on-site conversions and SEO because faster sites are more appealing to both users and search engines.

Mobile-Friendly Evaluation

Test result from Think with Google (Using [Think with Google](#))

Your speed results for fairtraders.net

Your mobile page speed is 3.4 seconds on a 4G ▾ connection.

RATING

Poor

Poor sites start to load in over 2.5 seconds.
Learn more

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

Part 5

Recommendations

Recommendations

To improve fairtraders.net from an SEO perspective, there are a number of recommendations.

1.   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.

The meta descriptions can also impact the page's CTR (click-through-rate) on Google which can positively impact the page's ability to rank. For that reason, among others, it's important to put some effort into meta descriptions.

2.   Improve Mobile Speed – The page should be optimized for mobile speed. This could be done through newer picture formats that have superior compression compared to JPEG and PNG. Compressing the CSS can also help for gaining speed. Making sure that the chosen plan in the web hosting company will help speed up loading times on the mobile website.

Recommendations

3.   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 the topics suggested above.

Writing according to the different stage of the customer also allows to stay organized and measure the keywords that ranked the best for our customers.

4.   Link-Building - The blog posts should be used to reach out to appropriate publications for active link-building strategy. Using the different channels such as social-media or newsletter can be a good strategy to improve the authority and search engine rankings of the website.