



Project 4: SEO Audit



On-Site SEO

Keywords


	Head Keywords	Tail Keywords
1	Udacity nanodegree	Best online courses for digital marketing
2	Udacity courses	Online course for digital marketing
3	Udacity review	Digital Marketing online degree
4	Digital marketing degrees	Udacity digital marketing nanodegree program
5	Udacity digital marketing	Introduction to digital marketing

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential? Udacity review. Priority score- 71

Which Tail Keyword has the greatest potential? Online course for digital marketing. Priority score- 33

Technical Audit: Metadata

DMND URL: http://dmnd.udacity.com/		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing Nanodegree Udacity
Meta-Description	None	A digital marketing course which will guide you in becoming a digital marketing expert. Gain real-world experience running live campaigns as you learn from top experts in the field.
Alt-Tag	None	Img 1: Digital Marketing Nanodegree Program Img2: Laptop showing a screenshot of the course Img3: 70B spent on digital marketing in U.S Img4: Expert explaining the digital marketing 360-degree approach Img5:Laptop showing a real-world project 

Suggested Blog Topics

1. 10 signs you should invest in Digital Marketing – This blog topic will enable the writer of the topic explain why digital marketing is important in this millennial time and also gradually tell/suggest Udacity as a great place to gain digital marketing knowledge.
2. 5 tools everyone in the Digital Marketing industry should be using- This is a great start for potential digital marketers who are searching for tools on digital marketing. Here the blogger can suggest tools which Udacity uses in teaching her students. A link to the landing page for registration should be included in the blog post so potential students who are interested in learning the tools being used by Udacity in teaching Digital Marketing can register.
3. ALL there is to know about Digital Marketing – This is also for potential digital marketers who are curious to know all about digital marketing. Here, the blogger should give a brief summary of all digital marketing entails and put up a link to Udacity Digital Nanodegree Program landing page so whoever needs more clarity can follow the link and thereby download the free ebook. This will give Udacity more lead, and thereby bring in more conversions.



Off-Site SEO

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	http://bit.ly/cw-udacity	100
2	http://bit.ly/2wdTZFk	100
3	http://vimeo.com/189788057	99

Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Facebook	https://www.facebook.com	675M
2	Amazon	https://www.amazon.com	412M
3	Google	https://www.google.com	634M



Performance Testing

Page Index

Using the Pingler tool, no DMND's website page was indexed by Google.

The number of pages indexed is important because the search crawlers find them and evaluate if they have enough quality for relevant search phrases. Indexed pages will show up in search results and can drive organic traffic to your site. Unfortunately, no DMND's website page was indexed by Google.

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
http://dmnd.udacity.com	n/a

Page Speed

The page scored 49/100 which is poor.

The site speed is used by Google for ranking results. The faster it loads, the higher the search ranking. Also, Mobile users will leave a site if it doesn't load within three seconds. So both SEO and UE is affected by the page speed, making it really important.



Mobile friendly evaluation

Mobile-Friendliness received a score of 95 which is very good.

Mobile friendliness scores how well a site works on a mobile device. More users are searching on mobile than on desktop and are five times more likely to leave a site that isn't mobile friendly. This makes it very important.



Recommendations

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1. The on-page site should be optimized. Currently, no Meta-description tag which states exactly what the site is about should be put up. If this is not done, there's a probability that customers will be loosed because this is the last opportunity to convince the customer of what the page is all about. Also, alt-tags describing what all the pictures are in the site should be put up also. The spider crawl reads this as text on the page. Also, if the page doesn't load the alt-tags will appear as text.
2. For the link building, backlinks should be gained from sites such as Amazon, Google and Facebook to attract traffic to the site. This is because these sites have a high organic search results number and traffics will surely be attracted if backlink are gained from these sites. Also, no page was indexed, this should be looked at because indexed pages help the site to be ranked higher than on others in the search engine result page.
3. Furthermore, the page speed which was unavailable as at the time of this research should be looked at, as this will help ascertain how fast the page speed is and also to help ascertain if users are being loosed in the process.

