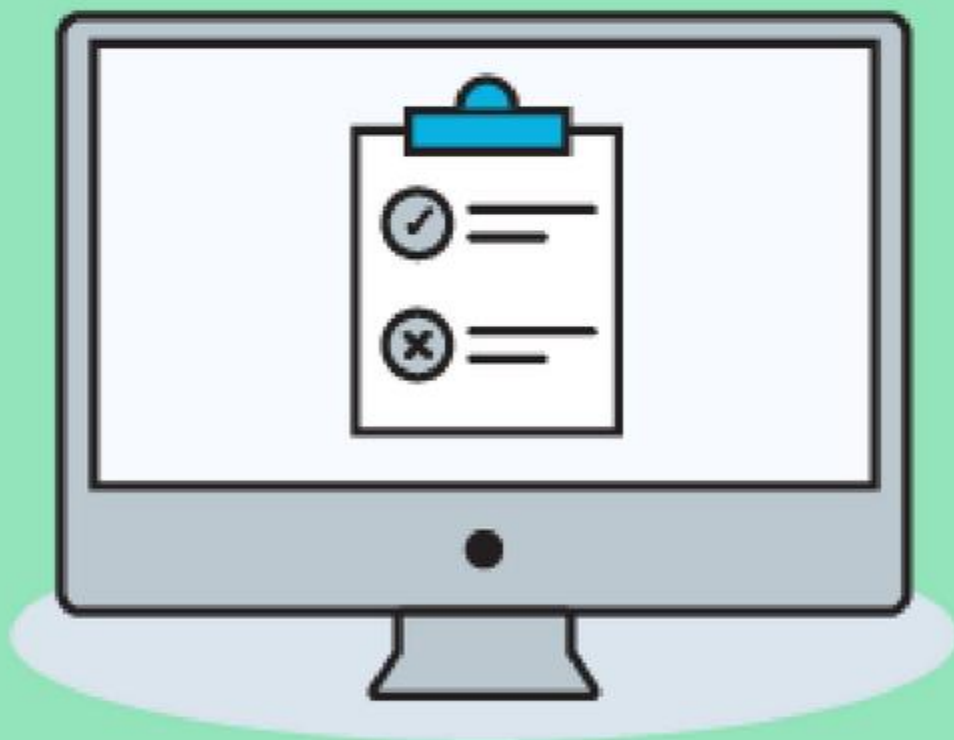


# Project 4

## Conduct an SEO Audit






# Marketing Objective & KPI

- **Marketing Objective** – get 150 organic traffic in a month.
- **KPI** – getting organic traffic.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Egypt Engaged 25 years Faculty of business adminstration marketer</p>	 <p>Photo from pexels YARA</p>	<p>*To have the digital marketing abilities and tools necessary to improve my website and target and attract customers to my website. *work as freelancer *gain money</p>
Hobbies	Goals	Barriers
<p>Walking Reading Learning Travel</p>	<p>*Attract people to buy the digital marketing nanodegree course from Udacity. *start work as freelancer on platforms *get much money from online work .</p>	<p>*Afraid of the price of the course. *She is afraid of her monetary obligations *she scared from the exams and projects.</p>



	Head Keywords	Tail Keywords
1	Digital marketing	Udacity Digital marketing nanodegree
2	Digital marketing course	Free Digital marketing course
3	Digital marketing certificate	Digital marketing course online
4	Udacity Digital marketing	Free online marketing courses with certificates
5	Udemy Digital marketing	Udemy Digital marketing online course

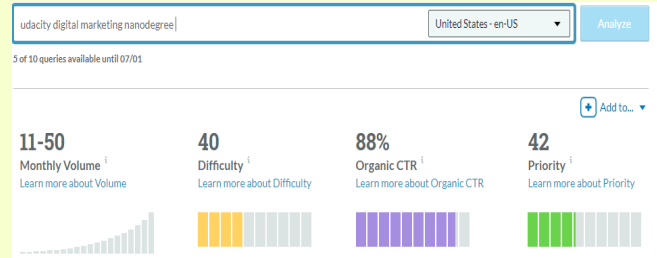
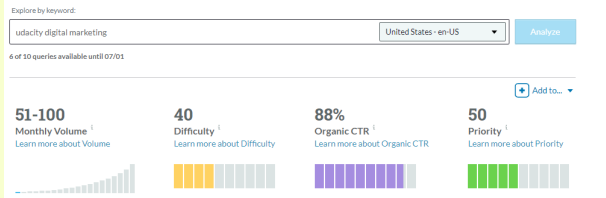
# Head keywords

# Tail keywords

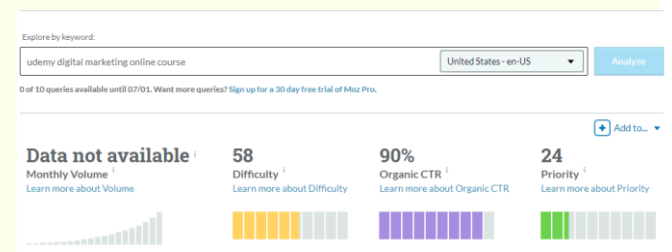
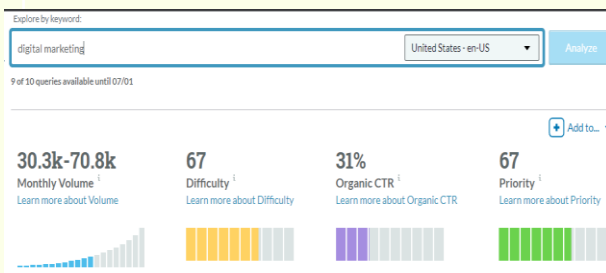
1

## Overview

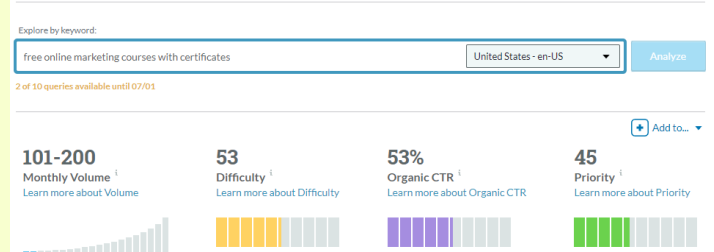
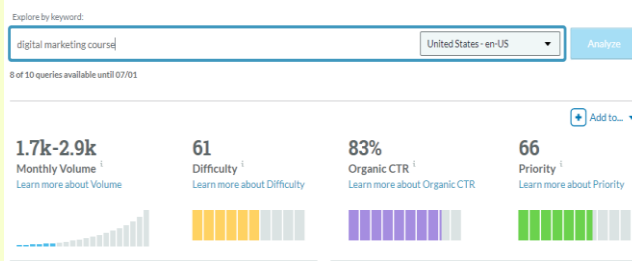
Research by keyword to analyze predictive metrics and identify high-impact suggestions.



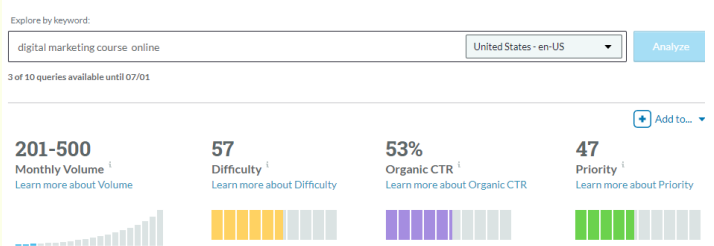
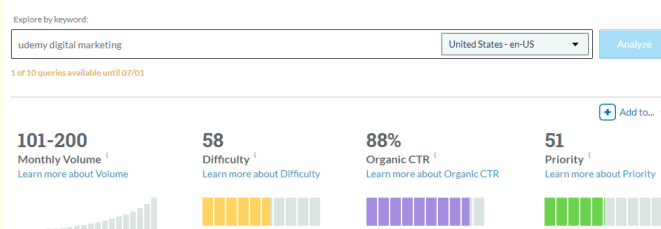
2



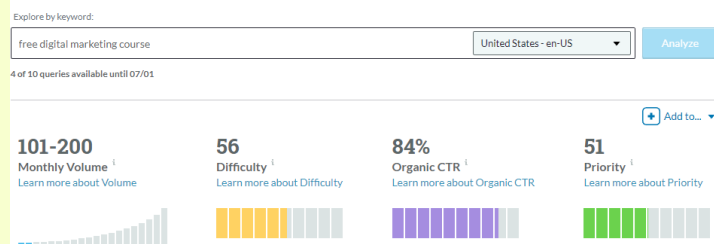
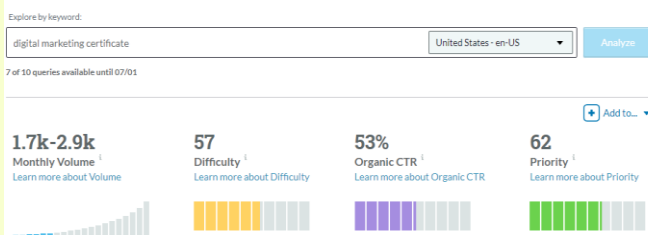
3



4



5



# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Udacity digital marketing.

Because the organic CTR is high ,the priority is good ,the difficulty is low and the monthly volume is good.

## Overview

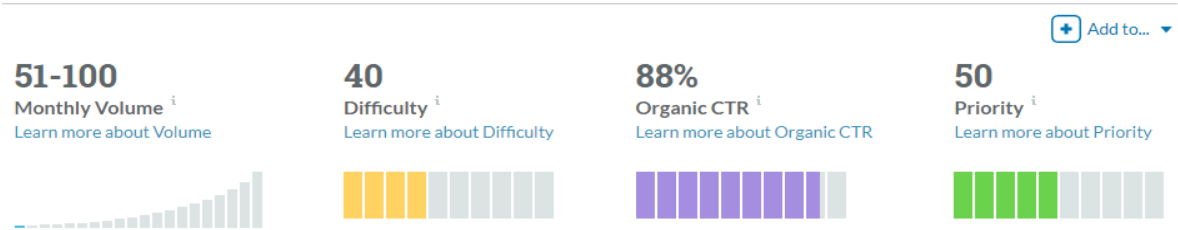
Research by keyword to analyze predictive metrics and identify high-impact suggestions.

Explore by keyword:

United States - en-US

Analyze

6 of 10 queries available until 07/01



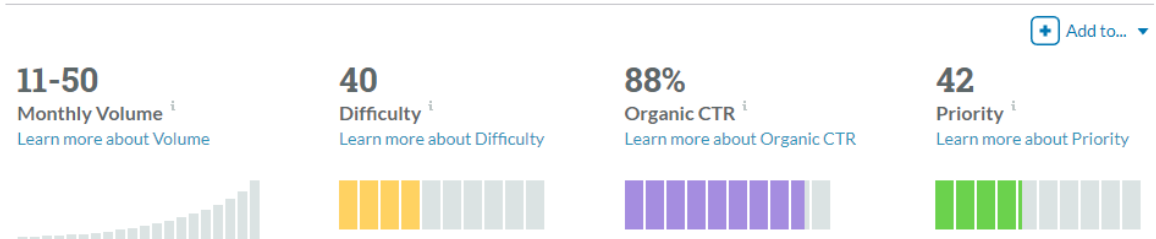
Which Tail Keyword has the greatest potential?

Udacity digital marketing nanodegree

United States - en-US

Analyze

5 of 10 queries available until 07/01





# Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. 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>

Current	
Title Tag	<title>Become A Digital Marketer   Online Marketing Course   Udacity</title>
Meta-Description	<meta name="description" content="Udacity online courses will teach you the necessary fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer.">
Revision	
Title Tag	<title>Become A Digital Marketer   Online Marketing Course   Udacity</title> Title tag is good no need to edit it.
Meta-Description	<meta name="description" content="Udacity online courses will teach you the necessary fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer."> Meta description is only 147 characters it is good.

	Alt-tag 1
Current	
revision	
	Alt-tag 2
Current	
revision	
	Alt-tag 3
Current	
revision	

	Alt-tag 4
current	<code>&lt;img class="_consumer-schools_schoolIcon__25KX1" src="/images/brand-refresh/school-icons/cloud-computing.svg" alt=""&gt;</code>
revision	<code>&lt;img class="_consumer-schools_schoolIcon__25KX1" src="/images/brand-refresh/school-icons/cloud-computing.svg" alt="Cloud Computing"&gt;</code>
	Alt-tag 5
current	<code>&lt;img src="/images/brand-refresh/play-button.svg" alt=""&gt;</code>
revision	<code>&lt;img src="/images/brand-refresh/play-button.svg" alt="play video button"&gt;</code>

# Topic 1: Digital marketing VS corona virus

- I would write why did I choose this keyword “udacity digital marketing nanodegree” Because the organic CTR is very high ,the priority is good 42% ,the difficulty is low (40% ) and the monthly volume is good and I can gain about 100 organic traffic monthly.
- In this topic I would start by focusing on The great development that occurred in the world of digital marketing, especially in the period of the Corona virus, and the spread of the field much more than before.
- The importance of digital marketing : in this part I will talk about The trend of the world towards digital marketing in a very large way in the recent period, whether it is to market their products or businesses or affiliate marketing with people or companies this increased the competition among marketers in the field to achieve greater profits by developing themselves, so I have chosen Udacity digital marketing nanodegree course because I had not found this quantity of information at any course.

## Topic 2: Best digital marketing courses online.

- I would write why did I choose this keyword “udacity digital marketing” Because the organic CTR is very high(88% ) ,the priority is good(50%) ,the difficulty is low(40%) and the monthly volume is good and I can gain about 200 organic traffic monthly.
- In this topic I would start by talking about digital marketing and its importance in the current era and the extent of its development very quickly daily, then moved on to talk about the importance of marketers developing themselves in this field and obtaining training courses on a regular basis to keep pace with the labor market after that I would move on to talk about the websites, companies and centers that offer free digital marketing courses with a certificate at the end of the course.
- Finally I would talk about The difference of Udacity’s digital marketing course as it provides a huge amount of information about the field In addition, it depends on practical training by presenting projects that demonstrate the person's understanding of information and help him to apply it correctly. They also provide assistance through the Zoom application and fwd community so in my opinion udacity digital marketing course is the best.

## Topic 3: Udacity digital marketing nanodegree course.

- I would write why did I choose to mix between the head keyword (Udacity digital marketing) and tail keyword (Udacity digital marketing nanodegree) I have chosen to get more organic traffic by using the head and tail keywords.
- In this topic I would start by talking about udacity and the history of the company
- After this ,I will start guiding the reader to the main topic of udacity digital marketing nanodegree course why did I choose udacity? and What distinguishes the digital marketing course from Udacity from the rest of the courses?
- Then describe simply how they How they provided excellent content that outperforms any other digital marketing course and mixed between the oretical explanation and practical application and created a cooperative community to help trainers understand more deeply and find job opportunities in international companies and freelancers.
- What will I gain when I finish the course of udacity digital marketing nanodegree?
- Finally I would explain to the readers how can they apply to get udacity digital marketing nanodegree course ? And leave to them some tips if they want to success in the course.



# Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.

Note: If you are doing the DMND challenge, **perform this exercise on [Udacity.com](#)**.

List **three** of the top backlink URLs you discovered for the website. These backlinks should add value to the website and not be spam.

	Backlink	Domain Authority (DA)
1	<a href="https://azure.microsoft.com/en-in/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/">https://azure.microsoft.com/en-in/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/</a>	99
2	<a href="https://developer.mozilla.org/ru/docs/Web/JavaScript/Reference/Global_Objects/Promise">https://developer.mozilla.org/ru/docs/Web/JavaScript/Reference/Global_Objects/Promise</a>	98
3	<a href="https://www.cloudflare.com/de-de/case-studies/udacity/">https://www.cloudflare.com/de-de/case-studies/udacity/</a>	98



# Link-Building

Using the [SEMRush](#) or [SE Ranking](#) tool and research, 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 [Udacity's](#) or your company's page.

Site Name	<b>Reliablesoft</b>
Site URL	<a href="https://www.reliablesoft.net">https://www.reliablesoft.net</a>
Organic Search Traffic	<b>103k</b>
Site Name	<b>Search engine journal</b>
Site URL	<a href="https://www.searchenginejournal.com">https://www.searchenginejournal.com</a>
Organic Search Traffic	<b>654.2K</b>
Site Name	<b>99designs BY VISTA</b>
Site URL	<a href="https://99designs.com">https://99designs.com</a>
Organic Search Traffic	<b>1.4M</b>



# Page Index

Using the [Northcutt](#) or any other tool, research how many of Udacity's or your company's website pages are indexed by Google.

Explain why the number of pages indexed is important.

Indexed pages is important in order for the search engine to drive traffic to your site.also this help you start to get a sense of the health and state of the site.

## Google Index Checker

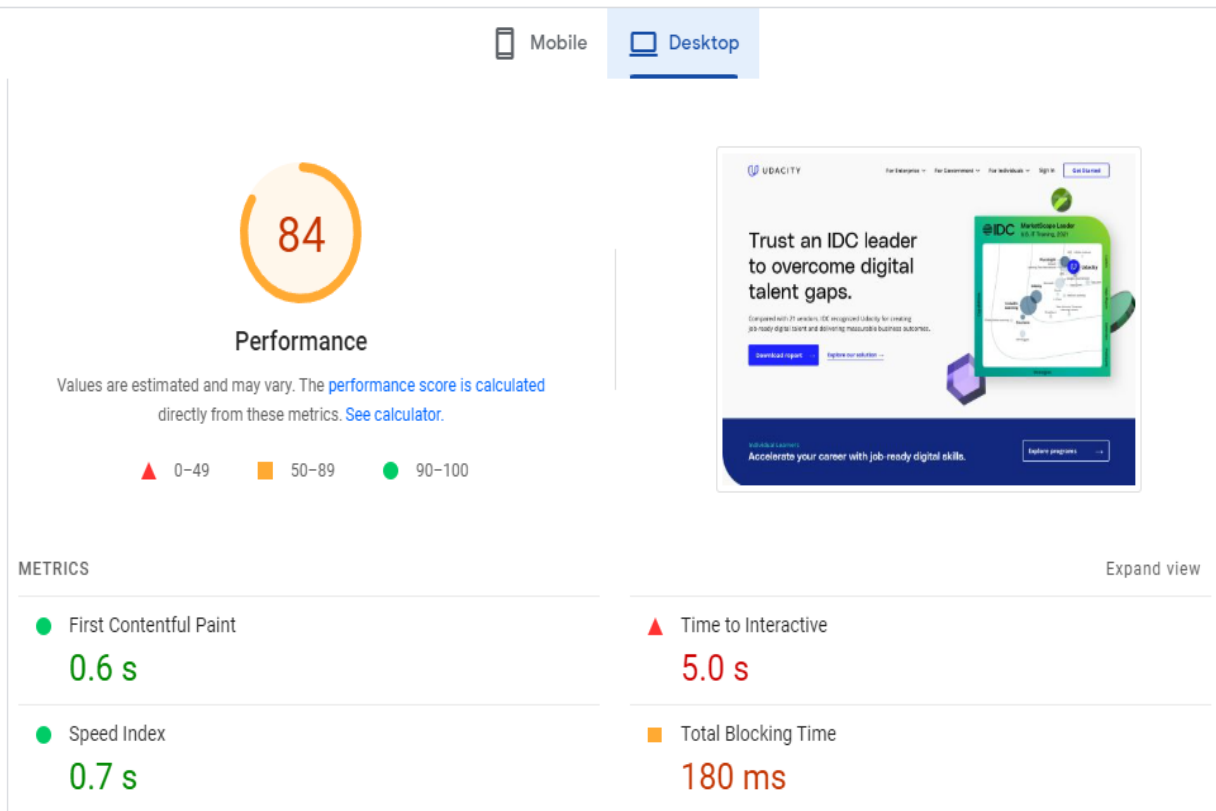
Domain	Www.udacity.com
Google Indexed	4,880 Pages

# Page Speed

Using the [Google Page Speed](#) Insights tool, perform a speed test of udacity.com's or your company's website's mobile presence.

Explain why evaluating the Page Speed is important.

\*important to improve ranking potential in the search engines and improve user experience and often the conversion rate.





Mobile



Desktop



Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. [See calculator.](#)



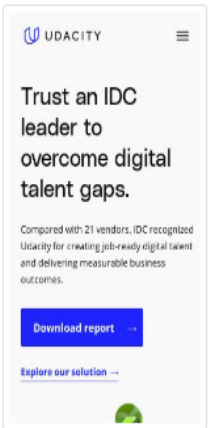
0-49



50-89



90-100



METRICS

Expand view



First Contentful Paint

2.2 s



Speed Index

5.4 s



Time to Interactive

22.7 s



Total Blocking Time

2,790 ms

# Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com website.

Explain why having a mobile-optimized is important.

Think with 

Test My Site

Your speed results for udacity.com ⓘ

**Your mobile site speed is 2.4 seconds in United States ▾ on a 4G ▾ connection.**

## RATING

**Good**

Good sites start to load in under 2.5 seconds.

[Learn more](#)

## QUARTERLY TREND

**Speeding Up**

Your site has gotten 0.3 seconds faster this quarter

[Learn more](#)

## 1 Boost your speed

## 2 Get personal

## 3 Make it seamless

Compare your speed  
against competitors

Evaluate the ROI of a  
faster site

udacity.com



## PAGE SPEED

**3.3 seconds.**

Your current page speed on 4G networks **needs improvement.**

## RECOMMENDED FIXES

**Defer offscreen images**

Since users can't see offscreen images when a page loads, those images don't need to be loaded initially.

< Use offscreen images to speed up the page load time. >



- [udacity-com-speed-report.pdf](#)
- It is important to have a mobile optimized because people today search on mobile more than on a desktop which makes mobile friendliness a top priority.





# Recommendations

- You should focus on the head and tail keywords that I referred to them at slides 7&8 with the greatest potential to drive more traffic to your site.
- Title tag and meta description are good but you have problems in alt tags you should resolve it to improve your site's SEO.(review slide 10&11)
- You should take advantage of the backlinks I mentioned in slide 16 and talk to the owners of these sites to mention your site on their pages and marketing your digital marketing course, which will help you improve your ranking and organic traffic of your site.
- You can build linking with sites in slide 17 to help drive high traffic to your site and this will help you improve your SEO site.
- You can supply the number of indexed pages that help you drive more traffic and makes your site state and healthy.

- You have a problem in your page speed on mobile you should resolve it to improve the rank of your site as you know people search on mobile more than desktop but that doesn't mean that you ignore desktop speed it's also very important .
- You can improve your mobile friendly I know it is good but you can improve it to be very good.
- If you follow all of these recommendations the DMND site's SEO will improve greatly, which in turn affects the improvement of the site's ranking and search engines optimization and definitely this will drive you more traffic and help more people to improve their skills in digital marketing.