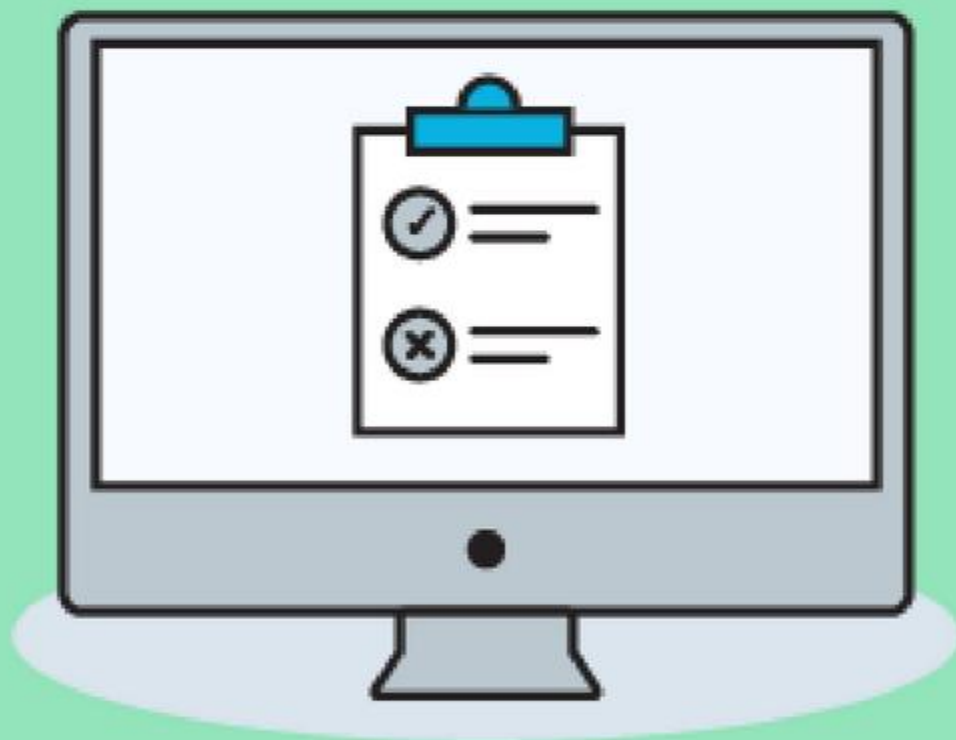


# Project 4

## Conduct an SEO Audit






# Marketing Objective & KPI

- **Marketing Objective** – To improve the visibility of Udacity's Digital marketing nanodegree page on google search engine by 20% at the end of Q2
- **KPI** – Organic traffic to Udacitys Digital marketing nanodegree landing page.

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>○ Female</li><li>○ Single</li><li>○ 27 years</li><li>○ Mid-level professional</li><li>○ Based in Jos, Nigeria</li></ul>	 <p>Eliana</p>	<ul style="list-style-type: none"><li>○ Work/Life balance</li><li>○ Clarity</li><li>○ Skills to break into digital marketing</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>○ Playing Tennis</li><li>○ Music</li><li>○ Content creation</li></ul>	<ul style="list-style-type: none"><li>○ Branch off into digital marketing</li><li>○ Personal development</li><li>○ Get a new role outside of sales</li></ul>	<ul style="list-style-type: none"><li>○ Limited time</li><li>○ Lack of right information/connections</li><li>○ Not knowing where to start</li></ul>



# Keywords

	Head Keywords	Tail Keywords
1	Social media marketing	Digital marketing degree
2	Digital marketing	Social media marketing degree
3	Social media management	Digital marketing courses online
4	Email marketing	Digital marketing courses
5	Facebook marketing	Online marketing courses

# Keyword with the Greatest Potential

Headword with the greatest potential – Social media marketing with monthly volume (48,527), Organic CTR (53%), Difficulty (66), Priority (75).

Tailword with the greatest potential – Digital Marketing degree with monthly volume (1,461), Organic CTR (83%), Difficulty (43), Priority (67)

# MOZ Keyword dashboard- Headwords

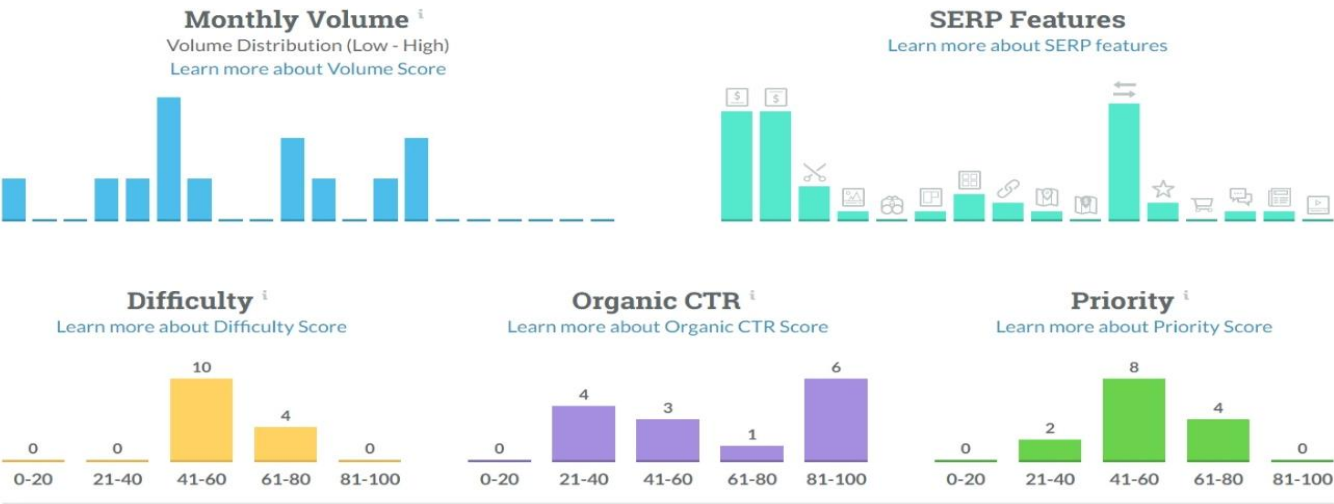
Get the most out of  
**Moz Pro!**

Book your free 1-on-1 walkthrough with a Moz expert today.  
 Learn how to maximize value from your subscription and more.

Book Now  
 no thanks!

dmnd

Export CSV



Volume
 

any

SERP feature
 

any

Difficulty
 

any

Organic CTR
 

any

Display monthly search volume as:
 

☒ Single number
 ☐ Range

My Score
 

any

Priority
 

any

SERP age
 

any

Country
 

any

Reset filters

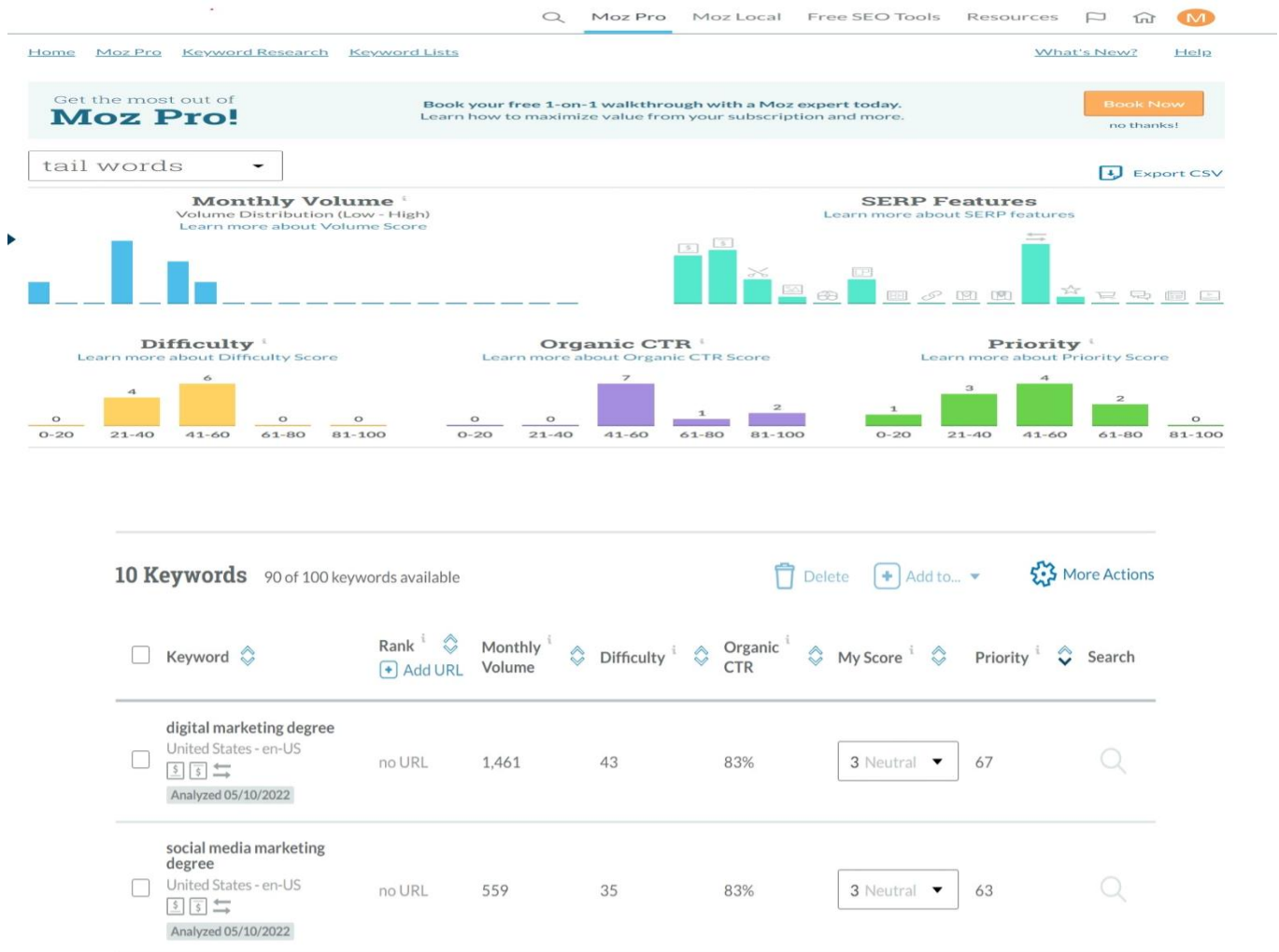
14 Keywords
 86 of 100 keywords available

Delete
 Add to...
 More Actions

Keyword	Rank	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> social media marketing United States - en-US Analyzed 05/10/2022	no URL	48,527	66	53%	3 Neutral	75	
<input type="checkbox"/> digital marketing United States - en-US Analyzed 05/10/2022	no URL	52,815	68	33%	3 Neutral	70	



# MOZ Keyword dashboard- Tailwords



# Technical Audit: Metadata

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

URL: <a href="https://www.udacity.com/course/digital-marketing-nanodegree--nd018">https://www.udacity.com/course/digital-marketing-nanodegree--nd018</a>	
Current	
Title Tag	Digital marketing course online
Meta-Description	Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility.
Alt-Tag	"Play Video"

# Technical Audit: Metadata

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

URL: <a href="https://www.udacity.com/course/digital-marketing-nanodegree--nd018">https://www.udacity.com/course/digital-marketing-nanodegree--nd018</a>	
Revision	
Title Tag	Udacity Digital Marketing course online
Meta-Description	Take Udacity digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility.
Alt-Tag	"Play become a digital marketer Video"

# Technical Audit: Metadata

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

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

## Current

Alt-Tag 1

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg?fm=jpg>" alt="Google"

Alt-Tag 2

src="</images/svg/udacity-tt-logo.svg>" alt="Udacity"

Alt-Tag 3

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6WoKBulpg46OGKSySQySI2/98acb5f4dee25041b1934341f55d9df5/logo-color-hootsuite?fm=jpg>" alt="Hootsuite"

Alt-Tag 4

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4XJLueZsVp2gbx7jpizyp2/7590b82c43728053d62ba2c2411d6f07/Facebook-Partner-Logo.png?fm=jpg>" alt="Facebook"

Alt-Tag 5

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz?fm=jpg>" alt="Moz"

# Technical Audit: Metadata

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

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

## Revision

Alt-Tag 1

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg?fm=jpg>" alt="Google logo"

Alt-Tag 2

src="</images/svg/udacity-tt-logo.svg>" alt="Udacity logo"

Alt-Tag 3

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6WoKBulp46OGKSySQySI2/98acb5f4dee25041b1934341f55d9df5/logo-color-hootsuite?fm=jpg>" alt="Logo of Udacity partner - Hootsuite"

Alt-Tag 4

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4XJLueZsVp2gbx7jpizyp2/7590b82c43728053d62ba2c2411d6f07/Facebook-Partner-Logo.png?fm=jpg>" alt="Facebook logo"

Alt-Tag 5

src="<https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz?fm=jpg>" alt="Logo of Udacity partner - Moz"

# Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max) as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max) and a motivation about why you think they would work.

Topic 1 - short explanation

Topic 2 - short explanation

Topic 3 - short explanation

# Blog Topic 1 – Upskilling with the right Digital Marketing Degree

This blog topic was chosen because it contains keywords with potential and high organic search. A blog post on this topic will likely improve visibility on google search and drive traffic to the [dmnd.udacity.com](https://dmnd.udacity.com) website.

This blog topic will also be relevant to the target persona who is interested in gaining a new skill in digital marketing. The content of this blogpost will include steps to upskilling in digital marketing and how Udacity offers a hassle-free, self-paced online nanodegree.

It can also include testimonials from past students of the DMND program stating how the program was able to meet their needs etc.

## Blog Topic 2 – How to monetize social media using social media marketing

This blog topic was chosen because it ranked high on the keywords with potential, it also aligns with the target persona who is a content creator and would be interested in knowing how to monetize her content creation on social media.

This blogpost can focus on social media marketing as a part of digital marketing and give some insight on facebook marketing, how to run a campaign, how to run ads on social media as well.

The blogpost can also include careers available in social media marketing and remunerations.



## Blog Topic 3 – Digital marketing; How to start a promising career.

This blog topic was chosen because it contains keywords with potential and high organic search. A blog post on this topic will likely improve visibility on google search and drive traffic to the [dmnd.udacity.com](https://dmnd.udacity.com) website.

This blog topic is also aligned to the target persona who is interested in starting a career in digital marketing.

The content of this blogpost will include a list of what is needed to transition to digital marketing and how Udacity offers a hassle-free, self-paced online nanodegree.

It can also include a brief summary of the components of digital marketing; highlighting careers can range from Business to customer or Business to Business and state what it entails to market to customers or a business directly.



# Technical Audit: Backlink Audit

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

# Link-Building

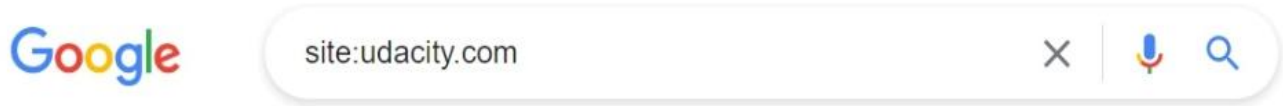
Using the [SEMRush](#) tool and research, strategize a link-building campaign.

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 [dmnd.udacity.com](#).

Site Name	Hubspot
Site URL	<a href="https://www.hubspot.com">https://www.hubspot.com</a>
Organic Search Traffic	23.2m
Site Name	Neil Patel
Site URL	<a href="https://neilpatel.com">https://neilpatel.com</a>
Organic Search Traffic	4.1m
Site Name	Copyblogger.com
Site URL	<a href="https://www.copyblogger.com">https://www.copyblogger.com</a>
Organic Search Traffic	133.5k



# Page Index



[All](#) [Images](#) [News](#) [Maps](#) [More](#)

[Tools](#)

About 5,690 results (0.16 seconds)

Google promotion

## Try Google Search Console

[www.google.com/webmasters/](https://www.google.com/webmasters/)

Do you own **udacity.com**? Get indexing and ranking data from Google.

<https://engineering.udacity.com>

## Udacity Eng & Data

React folder structure for enterprise level applications ... Structuring a project's folders in a manner that fits the project's size and intent is key to ...

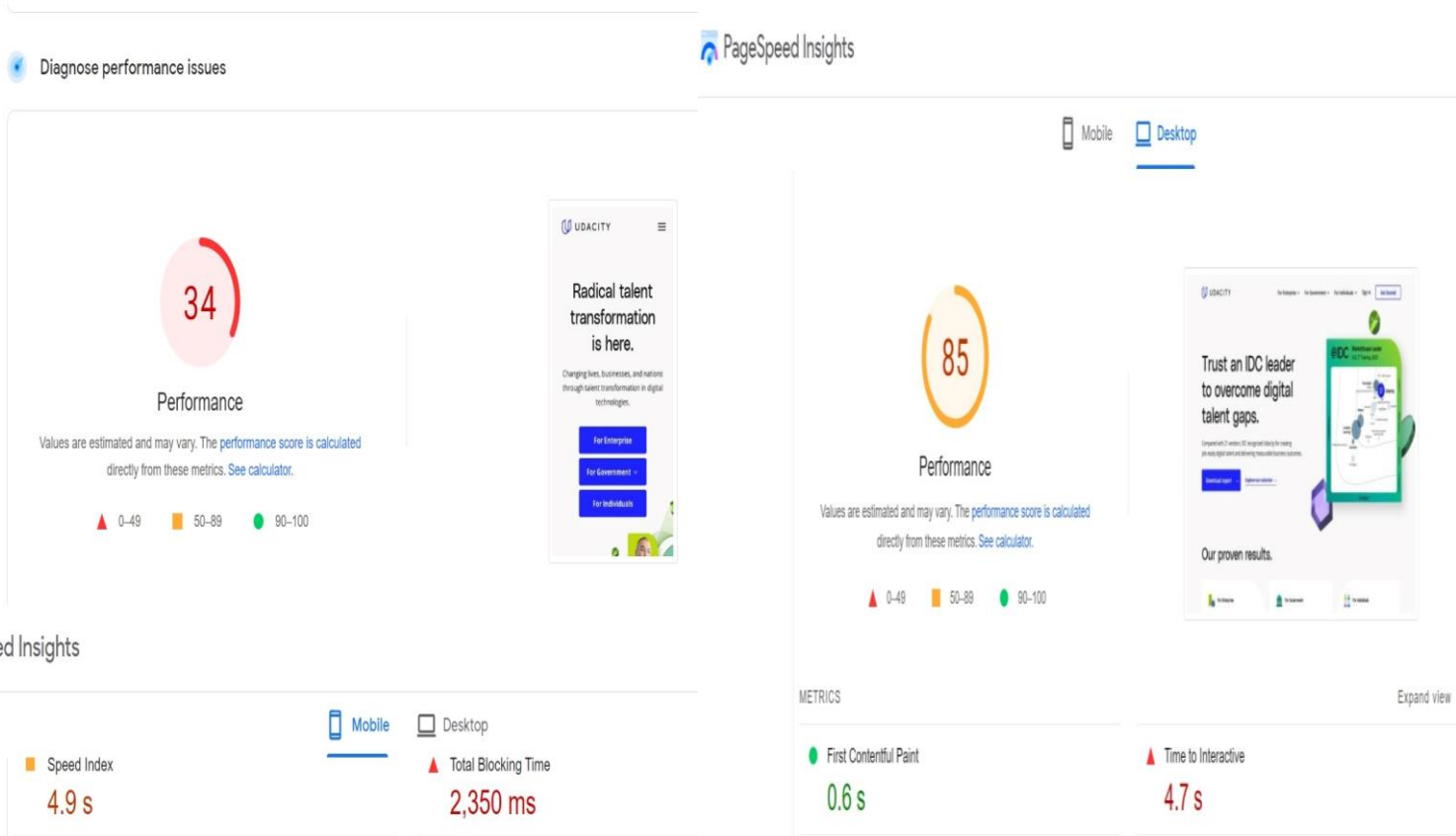
<https://www.udacity.com>

## Udacity: Learn the Latest Tech Skills; Advance Your Career

Learn online and advance your career with courses in programming, data science, artificial intelligence, digital marketing, and more.

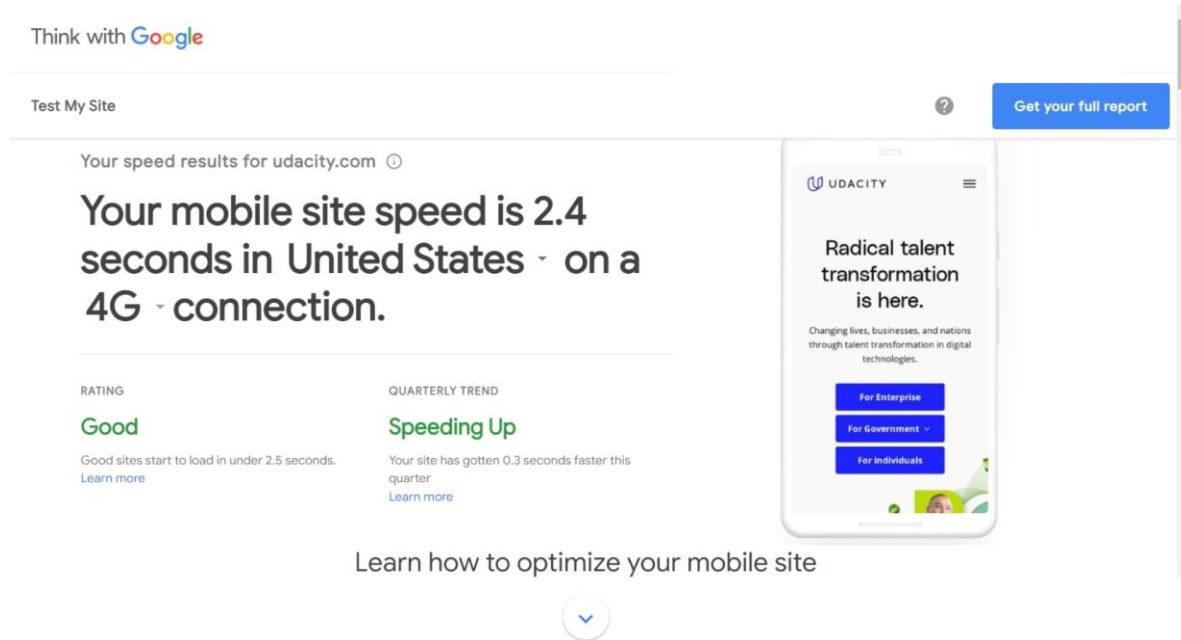
Checking the number of pages indexed is important because only indexed pages will drive the traffic to your site. Pages that aren't indexed aren't ranked by Google. It's possible that Google doesn't like or can't crawl your page if it's not indexed.

# Page Speed



[www.udacity.com](http://www.udacity.com) page performance ranked at 34% with a 4.9s speed index for mobile devices, Website speed affect a couple of metrics such as Google search results ranking and conversion rates.

# Mobile-Friendly Evaluation



Mobile optimized pages rank higher on google search, so a mobile friendly webpage will generate more leads and have a higher conversion rate.





# Recommendations – 1

Make [www.udacity.com](http://www.udacity.com) mobile friendly

The technical audit conducted revealed that the site had some shortcomings when accessed via mobile, in order to increase the site ranking and visibility on google search, page speed should be improved on.

In order to improve the current page speed from 4.9s, the following can be done;

- Reduce unused Javascripts (saves 1.56s)
- Properly size images (saves 0.78s)
- Enable text compression ( saves 0.18s)
- Defer offscreen images (saves 0.15s)

## Recommendations-2

### Revise Metadata

The technical audit showed that the title page is not keyword optimized, and the following revisions can be made to the title page;

- Title Tag: Udacity Digital Marketing course online
- Meta-Description: Take Udacity digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility.
- Alt-Tag: "Play become a digital marketer Video"

## Recommendations – 3

### Improve link building

The technical audit performed a deep-dive into website/blogs with high organic traffic and audience that can be collaborated with to aid improving visibility and site ranking on google search.

The three researched websites/ blogs include;

- <https://www.hubspot.com> with 23.2m visits
- <https://www.neilpatel.com> with 4.1 m visits
- <https://www.copyblogger.com> with 133.5k visits