

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** - Increase Raw Traffic to DMND.Udacity.com by 50% in 6 months.
- **KPI** - To measure the goal 50% increase raw traffic of DMND.Udacity.com by the mentioned period of time.

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Age 20's• Single• Interested in Marketing	 Sarah	<ul style="list-style-type: none">• To be updated in Marketing and attend qualified courses.• meet people with same interest.• Career consultation to help find the right job or career path
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Enjoying free time at home either reading, cooking, etc• Learning new skills by attending courses• Hanging out playing sports or shopping.	<ul style="list-style-type: none">• Start Career• Be successful in what I do• Settle down and make family• Learn new skills from time to time	<ul style="list-style-type: none">• Courses costs.• Time Management• Easy, fun platforms to learn from.

Keywords

1. 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	misk courses	digital marketing nanodegree
2	udacity - misk	facebook ads online course
3	self learning	social media marketing online course
4	digital marketing	udacity online marketing courses
5	online courses	google analytics online course

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

misk courses (Priority = 33)

Which Tail Keyword has the greatest potential?

digital marketing nanodegree (Priority = 28)

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: DMND.Udacity.com	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program website
Meta-Description	Blank
Revision	
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	The homepage of Udacity DMND Program , It shows the logo of Udacity and the logos of the Collaborators with Udacity DMND program , in addition to the features and the benefits of DMND program and the social media accounts of udacity .

URL: DMND.Udacity.com

Current – Alt-tag

[Background](#)

Blank

[Collaborators](#)

Blank

[Laptop](#)

Blank

Revision Alt-tag

[Background](#)

the background picture shows a man and a woman discussing something on the Ipad, also the picture has Udacity school of business logo , and has some information about the program and a "learn more" button.

[Collaborators](#)

The picture has the logos of the collaborators with udacity DMND Program.

[Laptop](#)

A picture of a laptop showing udacity platform and how the class room looks like.

URL: DMND.Udacity.com

Current – Alt-tag

[A 360-degree Approach](#)

Blank

[Real-world Projects](#)

Blank

[Logo](#)

Blank

Revision Alt-tag

[A 360-degree Approach](#)

The picture shows a man on his desk talking and explaining something , with a blue round ring on the left side of the picture means 360

[Real-world Projects](#)

The picture shows a laptop on a desk showing the classroom of the program on how to make real campaigns and analyze real results

[Logo](#)

The logo of Udacity

Suggested Blog Topics

Topic 1 - **Launch your career with a 360-degree understanding of Digital Marketing**

Topic 2 – **Join Udacity-Misk program and study for free!**

Topic 3 – **Get your digital marketing nanodegree with Udacity**

A topic in our object could be so effective and reasonable for the customer/student to be interested or not.

Our chosen topics has a positive and exciting tone to encourage viewer to take action.

some topics may include words used by customers to reach the desired results, but its not convincing enough. A perfect topic to get the wanted result must include the most searched-about keywords and a clear way to write it.

A topic is the first contact between the learning platform and the student, and a first impression is always judged.

To be special, your topics needs to be special also.

The 3 Topic I chose has an exciting positive tone to encourage the student/customer to read more about the Digital Marketing Nanodegree Program, Also I chose simple keywords that most people would use to look for courses or related topics .

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.

Note: If you are doing the DMND challenge, dmnd.udacity.com is a new site, **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	http://en.wikipedia.org/wiki/Uncertainty	98
2	http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	97
3	http://en.wikipedia.org/wiki/Peter_Norvig	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	Digitalmarketer
Site URL	Digitalmarketer.com
Organic Search Traffic	178
Site Name	NeilPatel
Site URL	NeilPatel.com
Organic Search Traffic	14.7K
Site Name	Hootsuite
Site URL	Hootsuite.com
Organic Search Traffic	7.8K

Page Index

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

DMND.Udacity.com

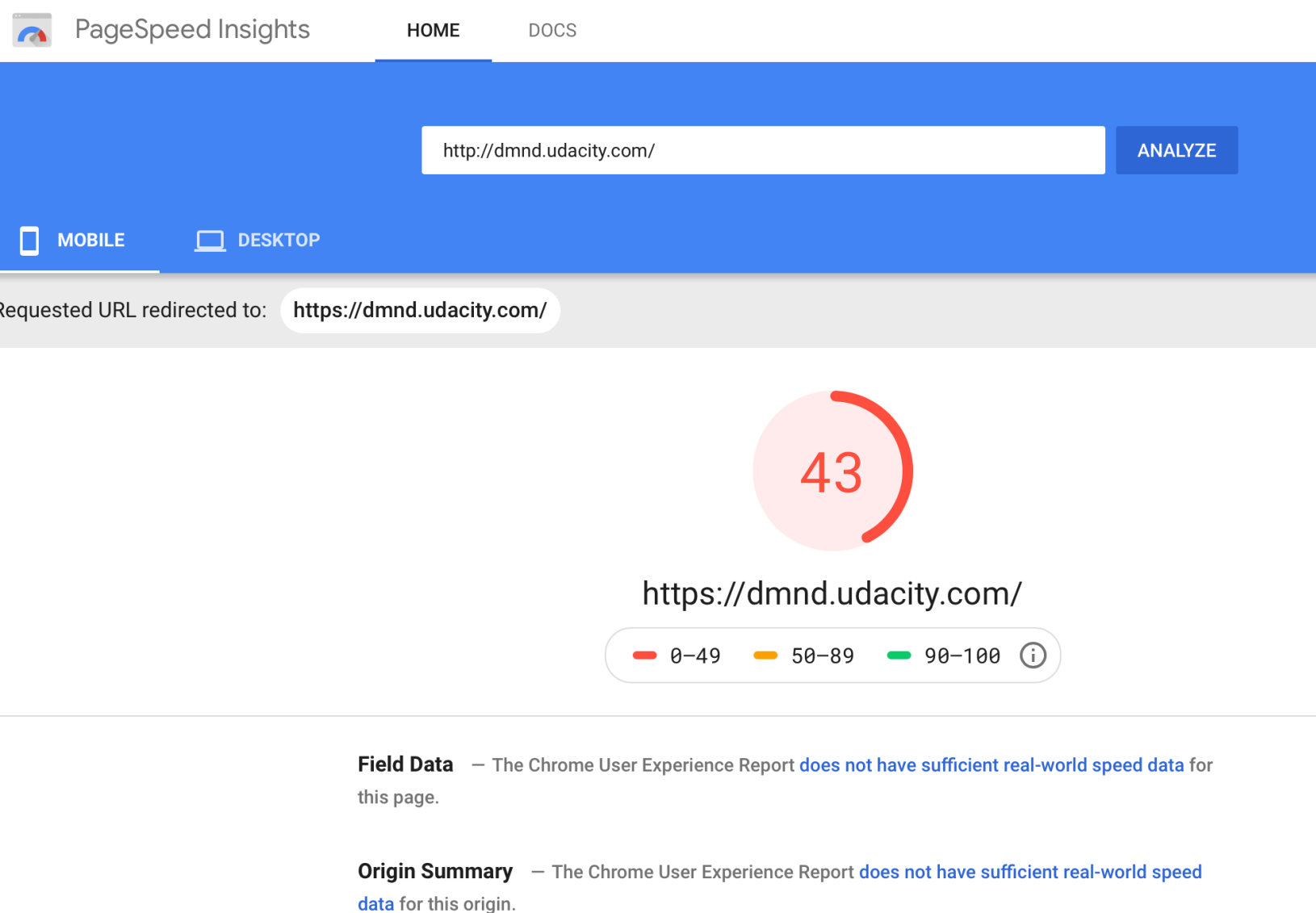
[Continue >>](#)

Google Indexed Pages Checker

URL		Google Indexed Pages
DMND.Udacity.com		n/a

it is very important to index Dmnd.udacity.com on Google, It is one of the greatest ways to attract internet users to find and visit your website easily.

Page Speed



Page Speed is very important to Internet users, If the page of the website is taking long time loading , users usually will get bored and close or change the website.

It is important to increase the page speed on desktop and mobile pages as well since most of people are using their mobile searching and visiting sites more than using computers.

Mobile-Friendly Evaluation

Think with Google

Test My Site

Overview

Optimise

Other Tools



GENERATE REPORT

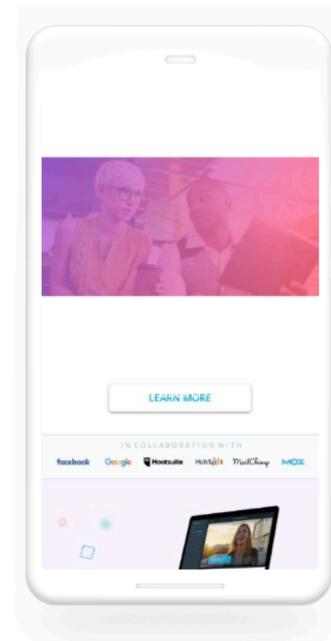
Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.7 seconds
on a 4G+ connection.

RATING

Slow

Slow sites start to load in over 2.5 seconds.



Nowadays, Most of people are using their tablets and smart phones accessing the internet, If you have a mobile-Friendly website , Anyone who visits your website will have a comfortable and easy experience, It will also encourage them to go through your website, see you offers , Get more engagements and more actions from the customers.

Recommendations

- **Mobile-Friendly website**

First of all, a prioritized website from google can reach the audience way faster and easier than other non-prioritized websites.

And that is one of the most important reasons to build a mobile-friendly website.

Besides, mobiles are the most common way to browse the internet nowadays. So as an organization/Company your goal must be to exhibit and show yourself and be well-known as possible you can.

It can help also to build credibility with every person who is interacting with your organization as a customer, client or influencer. And it could encourage them to trust you as an information resource or even if you are a producer or service provider.

DMND.Udacity.com on mobile is slow and UX needs to be improve, They need to improve their website, It needs to be more mobile friendly.

- **Improve Content**

DMND.Udacity.com page needs to add more unique content about the program to get more attention and to raise the Ranking of the website.

- **Page speed**

Almost every user in any field wants the most efficient way to complete and fulfill their needs. And If you asked any internet user about the most things he doesn't like while browsing internet, slow pages will be in the list with no doubts.

Speaking in a bigger field, page speed can control the google ranking in the search index and that is the main factor in the SEO.

Starting in 2010, google considered page speed as a factor in their ranking of search index. Then in 2017 they announced to give that factor more consideration to clarify how speed is important.

Page speed insights shows that DMND.Udacity.com score is 43 which means it is too low and it needs improvement specially when browsing from a mobile.