Project 4
Conduct an SEO Audit
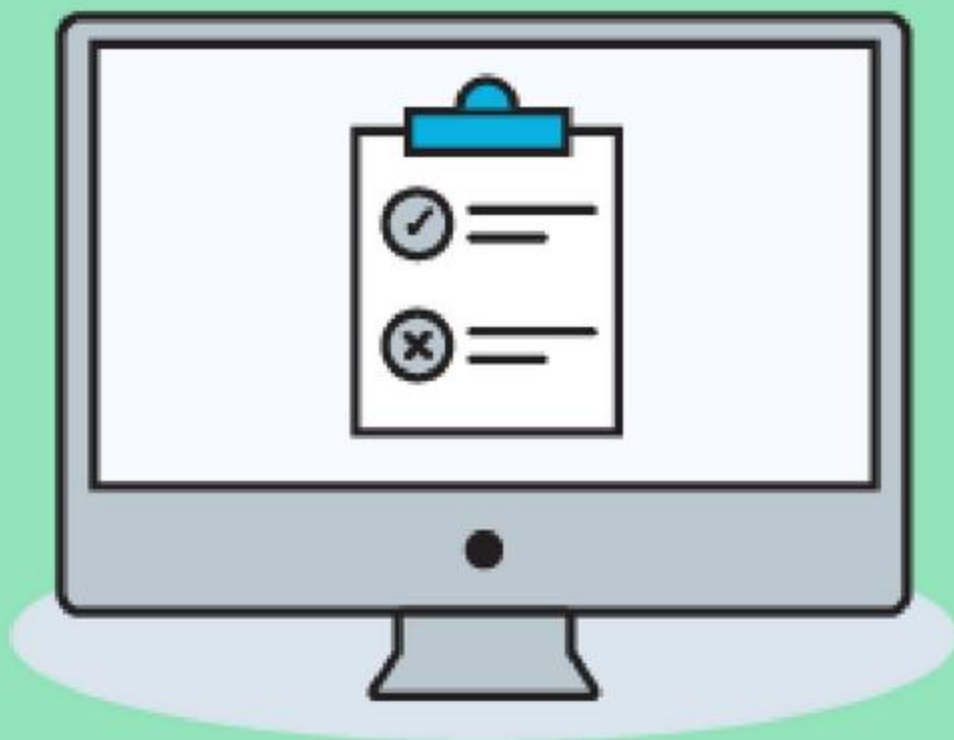
Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** –increase the organic traffic on the website by 30% in the next 3 month
- **KPI** –the precentage of organic traffic on the website From 9/12/2022 to 9/3/2022

Target Persona

Background and Demographics	Target Persona Name	Needs
• Age 21 • Male • Single • Studying at university • Unemployed • Lives in a midsize us city	John 	•Online study •Valuable content that qualifies for the labor market
Hobbies	**Goals**	**Barriers**
•Football •Reading •Learning a new language	•Become a freelancer •Get a job with high salary •Market his own products	•Not having enough money for the course •Not sure that is a good introduction for digital marketing

Part 2

On Site SEO

Audit

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. List 5 head and 5 tail keywords.

	Head Keywords	Tail Keywords
1	Email marketing	Digital marketing agency
2	Google Ads	Digital marketing jobs
3	Digital marketing	Digital marketing is a good career
4	Marketing Strategy	digital marketing salary
5	Advertising	digital marketing certification

Which Tail Keyword has the greatest potential?

Digital marketing certification has the greatest potential

With **organic CTR 83%** and **priority 67%**

Which Head Keyword has the greatest potential?

Digital marketing has the greatest potential with

organic CTR 54% and **priority 74%**

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	Become A Digital Marketer | Digital Marketing Course Online | Udacity
Meta-Description	online courses will teach you the fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer. Learn digital marketing today
Alt-Tag	Next slide
Revision	
Title Tag	Next slide

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Revision	
Title Tag	Digital marketing nanodegree program
Meta-Description	after finish this course you will have a good start to become a digital marketer
Alt-Tag	Next slide

Technical Audit: Alt-tags

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

Alt-tag #1	
Current	`<img class="wordmark_logo__2xZEi" src="/images/svgs/udacity-tt-logo.svg" alt="Udacity" width="144" height="27">`
Replacement	`<img class="wordmark_logo__2xZEi" src="/images/svgs/udacity-tt-logo.svg" alt="logo of Udacity" width="144" height="27">`
Alt-tag #2	
Current	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6faK1WreQeU23oOD4bsy3D/7f0a181dba5e686e1ce0c7400bb41bfc/Syllabus.jpg?fm=jpg" alt="" loading="lazy">`
Replacement	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6faK1WreQeU23oOD4bsy3D/7f0a181dba5e686e1ce0c7400bb41bfc/Syllabus.jpg?fm=jpg" alt=""an ipad with udacity's student="lazy">`

Technical Audit: Alt-tags

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

	Alt-tag #3	
Current	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/2gxZbWdcYqFQUn2tXxLHr7/b988d7276d8547908f1ad7e4a70d0fd7/img-project-feedback.png?fm=jpg" alt="" loading="eager">`	
Replacement	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/2gxZbWdcYqFQUn2tXxLHr7/b988d7276d8547908f1ad7e4a70d0fd7/img-project-feedback.png?fm=jpg" alt="" one of udacity student in data analysis track done his project successfully ="eager">`	

	Alt-tag #4	
Current	`<img width="42" height="41" src="https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/1LBS5fsQsQ1avjFNFmb826/0a0d9282028a59f4524e14387db57889/icon-laptop.svg?fm=jpg" alt="" loading="lazy">`	
Replacement	`<img width="42" height="41" src="https://www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/1LBS5fsQsQ1avjFNFmb826/0a0d9282028a59f4524e14387db57889/icon-laptop.svg?fm=jpg" alt="" loading="logo of person with laptop for technical services">`	

Technical Audit: Alt-tags

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

Alt-tag #5

Current	`<img width="154" height="154" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3OH26GljeMMik0iWeSYcse/90676424a9847e8dd62e9cd10165b42d/anke-audenaert_thumbnail.png?fm=jpg" alt="" loading="lazy">`
Replacement	`<img width="154" height="154" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3OH26GljeMMik0iWeSYcse/90676424a9847e8dd62e9cd10165b42d/anke-audenaert_thumbnail.png?fm=jpg" alt="" loading=“the instructor Anke Audenaert's picture">`

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max for each post) 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 for each post) and a motivation about why you think they would work.

Topic 1 -Top Digital Marketing Benefits

Worldwide Reach Traditional marketing is geographically constrained, and developing a worldwide marketing plan may be challenging, expensive, and time-consuming. However, because digital marketing takes place online, it has a tremendously wide audience that you may contact. With the help of an online store, even a very tiny local business owner may connect with customers throughout the world. With traditional marketing, this is either not possible or would be very expensive to achieve. Businesses now have access to a wide range of potential growth prospects thanks to the internet. Any firm has a lot to gain from having visibility and a worldwide reach. Local Impact . Although having a global audience is a big benefit of digital marketing,

This keyword will work because the world become more digital and technology has more progress

Suggested Blog Topics

Topic 2 –Advertising services

A business or individual can use advertising services to notify the public about a good or service they want to sell. Advertisers contract with businesses like ad agencies or marketing firms to market their clients' goods to the most likely customers. Media placement, account management, advising, and the creation of the actual advertisements are all examples of advertising services. Determining an advertiser's target audience, or the consumer demographics most likely to purchase their sort of goods, is a common first step in full advertising services. Age group, gender, education level, location, job type, income, and family circumstances are typically included in these statistics. Agencies can better develop a strategy to market the product to a certain audience by being aware of these facts. This direct

This keyword will work because most of business use digital marketing advertising

Suggested Blog Topics

Topic-3 What is email marketing

One of the earliest means of digital communication is email, which is also one of the most successful digital marketing tactics available. Email is the king of marketing mediums. Email marketing tools

1. HubSpot Email Marketing

HubSpot, probably best known for their marketing automation platform, recently launched a free email marketing tool that can support a lot of a small business' transactional email needs. Whether you need to send kickback emails from lead offers, thank you emails after purchase, or just promote current campaigns, HubSpot Email Marketing's free version can do that. The tool features a handy drag-and-drop visual editor, and it also comes equipped with ready-made templates to get you up and running immediately.

2. Sender It lets you create stunning newsletters without any HTML knowledge. You can even personalize your newsletters for each recipient to create an even bigger impact.

This keyword will work because email marketing is powerful Major in the digital marketing

Part 3

Off-Site SEO

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	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://www.cloudflare.com/case-studies/udacity/	98
3	http://developer.mozilla.org/ru/docs/Web/JavaScript/Reference/Global_Objects/Promise	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	reddit
Site URL	http://www.reddit.com
Organic Search Traffic	221M
Site Name	CNN
Site URL	https://edition.cnn.com/
Organic Search Traffic	82.1M
Site Name	Amazon
Site URL	https://www.amazon.com/
Organic Search Traffic	856M

Part 4

Performance

Testing

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.

I used Pingler's Bing indexed pages checker tool because northcutt is not working
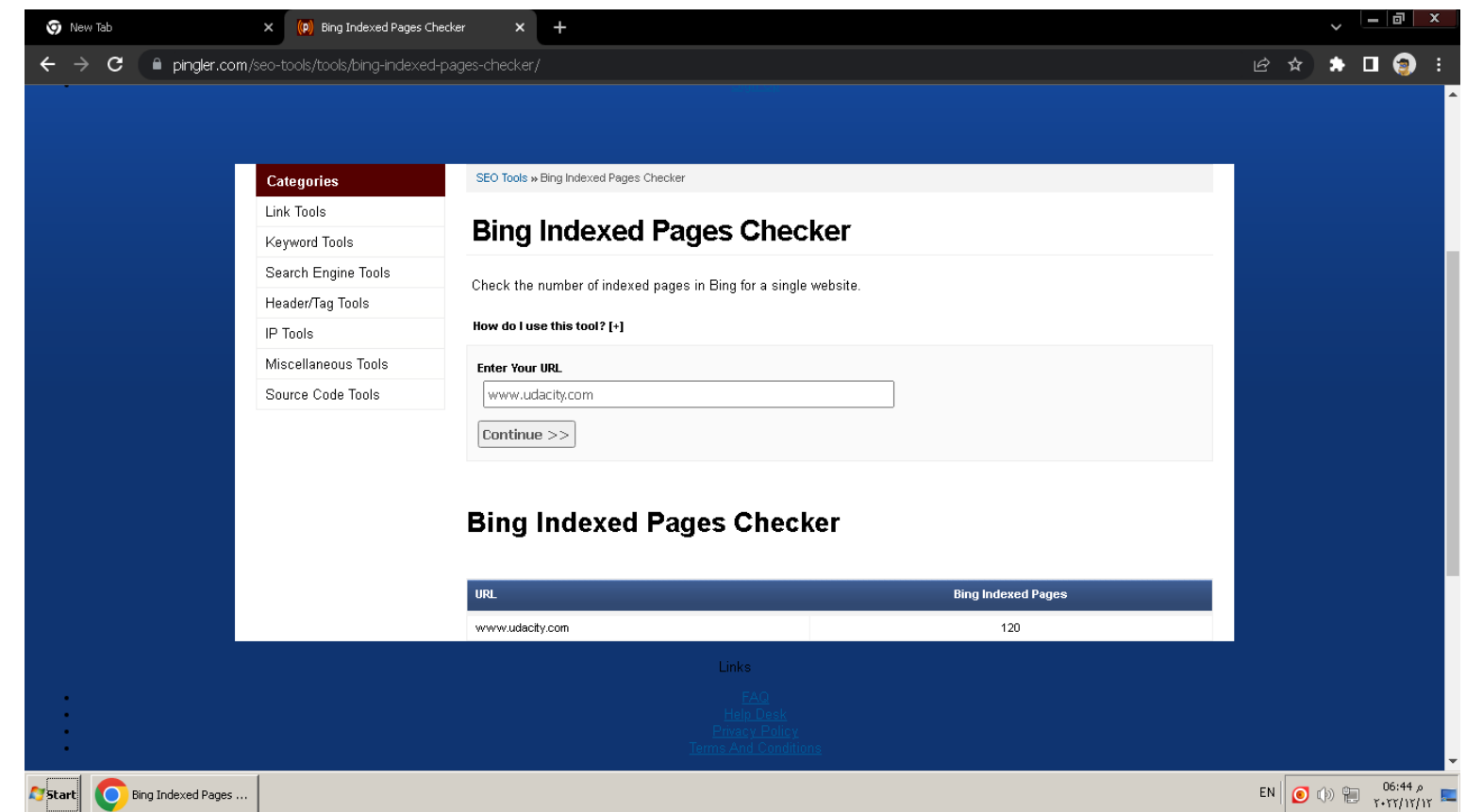

Its important because

- Google thinks your pages are irrelevant
- Google cant crawl your page
- Pages that aren't indexed by google cannot ranked

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

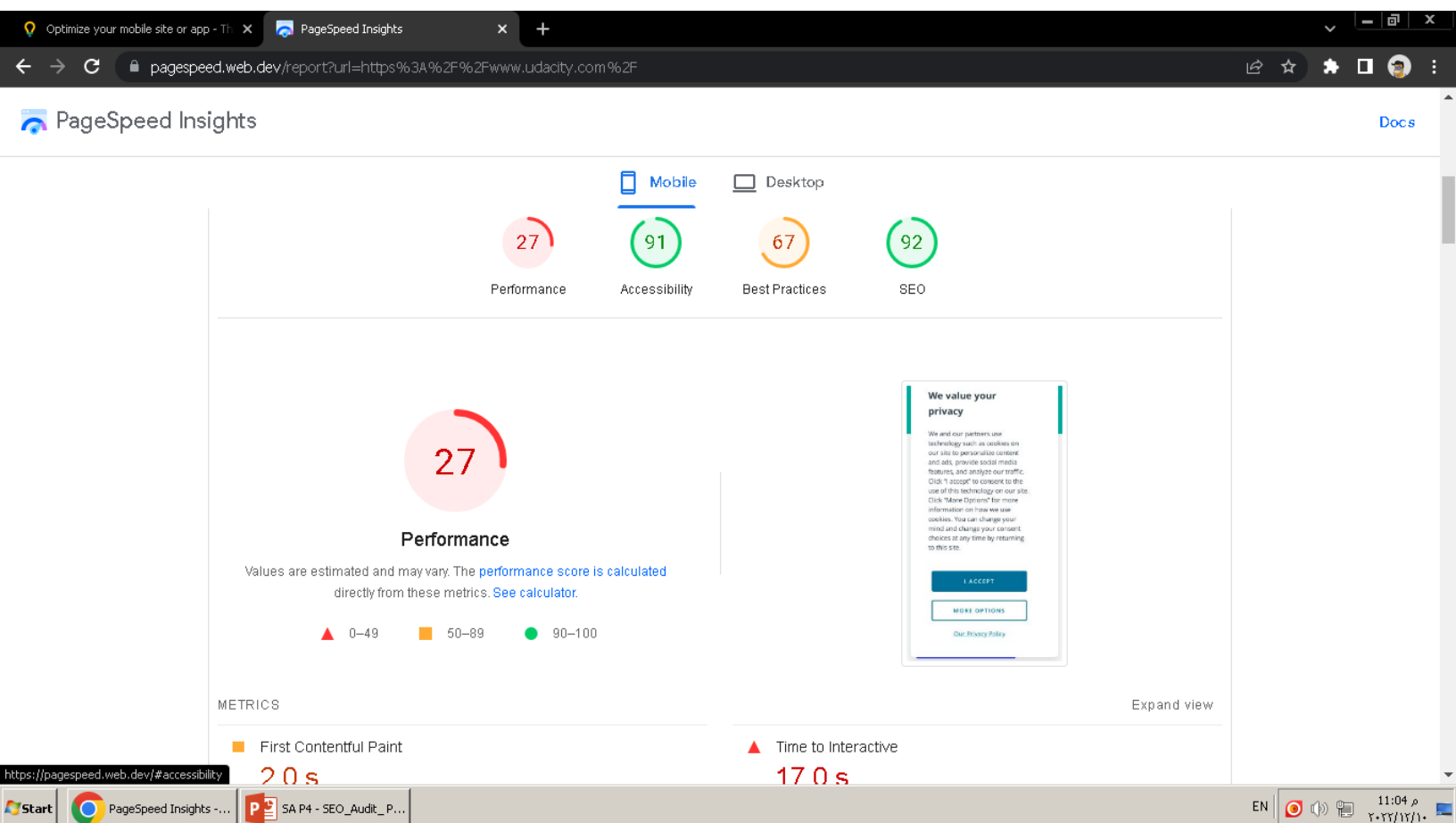To provide a much better user experience
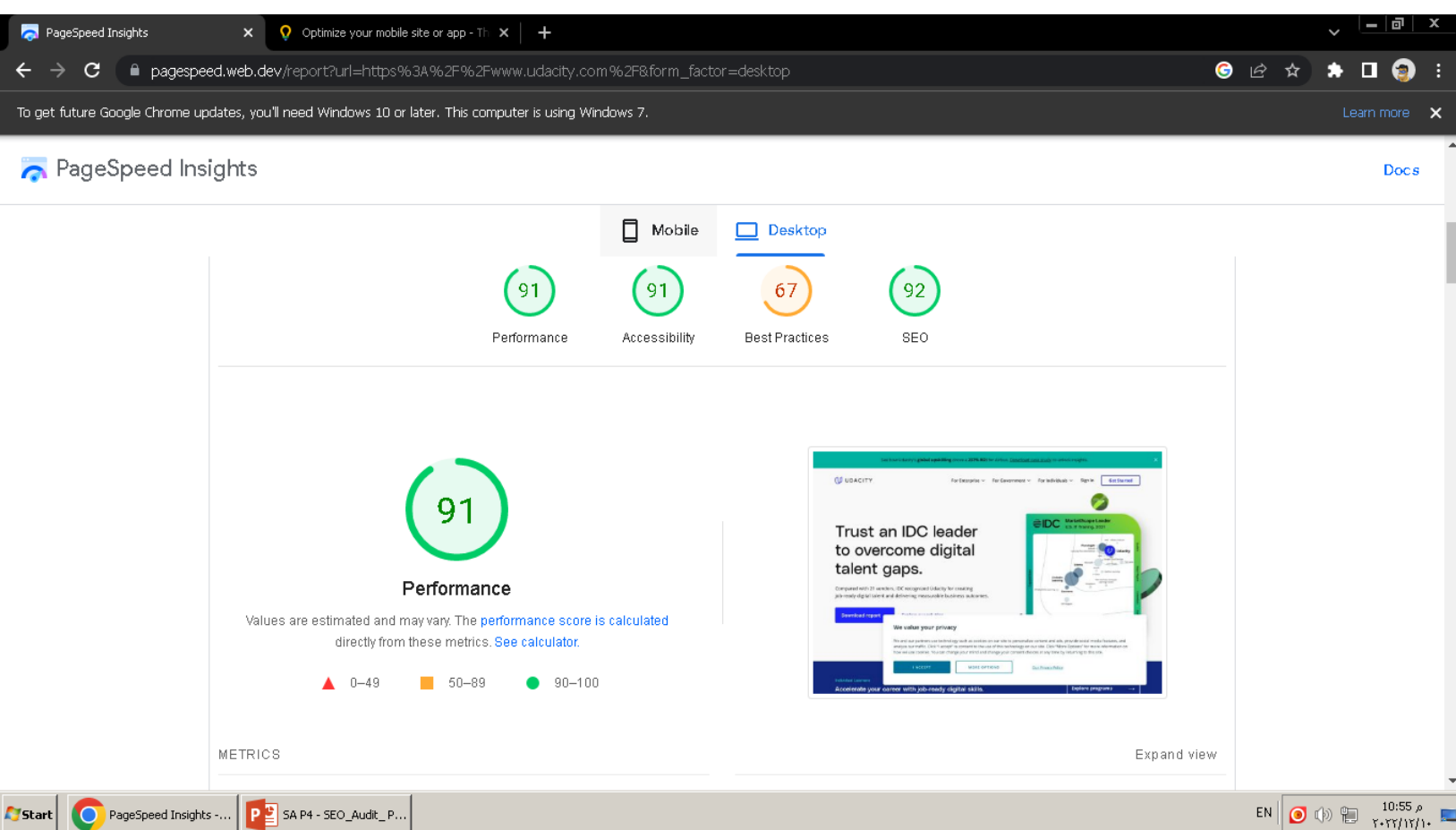
Mobile-Friendly Evaluation

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

Explain why having a mobile-optimized is important.

- To make sure that clinets have the same user experience (desktop&mobile)

- most of people brwoseing from the mobile

- To make your rank better

Part 5

Recommendations

Recommendations

1-Improvements alt-tag

- **Use alt-tag**
- **Use descriptive file name**
- **Provide a text descriptive of video**
- **Use descriptive caption**

2-Improvements title-tag

- **Describe the page's content**

- **Use brief but descriptive titles**

3-Improvements meta description

- **Don't repeat the title**

- **Provide high quality concise description**

- **Use unique description tag**

4-Decrease Load Times

The performance of udacity's website is only 27%
This recommendation will ranking udacity's website high

Recommendations

5-improve local seo

- Claim your Google Business Profile
- Make sure your contact information is consistent and edit your Google business listing if not
- Add weekly posts or offers to your Google Business Profile
- Respond to reviews
- Create location pages for your website
- Optimize your website for local keywords
- Ensure your online directory citations (specifically, your name, address, and phone number) are consistent across the web

6-Create New Content Based on Low-Competition Keywords

- Target Question Keywords
- Question keywords are great for SEO for two main reasons:
1. They're highly-specific questions that your target audience needs answers to
2. They're generally not super competitive

Recommendations

7- Get Backlinks From Authority Sites

- **Create highly shareable content:** Publish linkable assets that are specifically designed to generate backlinks from blogs and news sites in your niche.
- **Test out data-driven content :** Data-driven content that tells a story is one of the best ways to build more links to your website. Whether through an original survey, public data, or internal data, create content around your results and share this with publishers.
- **Follow the trends:** If you're able to tie your company or industry study to a trending news story, there is a high likelihood that the publisher will want to feature your data and credit you back with a link.

8-Avoid

- Letting your internal search result pages be crawled by Google. Users dislike clicking a search engine result only to land on another search result page on your site.
- Allowing URLs created as a result of proxy services to be crawled.