

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

- **Marketing Objective** - Increase the number of customers engagement for by 13% in 2 months.
- **KPI** Increase number of organic search traffic

Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"> Students or professionals Have a very good internet access and mental shape that can learn according to HEXACO PI test.. 	Eyad	<ul style="list-style-type: none"> They want to create money online without official college degree barrier. A trigger to maximize their economic benefit per hour.
Hobbies	Goals	Barriers
<ul style="list-style-type: none"> Watching investigating movie and TV series. Have at least 1 to 3 extracurricular during period activities besides the job or college. 	<ul style="list-style-type: none"> Self-reassurance of established capabilities that stands out in the market. <ul style="list-style-type: none"> Feeling practically good, sharing and telling stories on social media for reflective wealth generated on his work by online. 	<ul style="list-style-type: none"> Commitment to the course as only 88% of people who did complete the course for countries speaking English.

Keywords

	Head Keywords	Tail Keywords
1	SEO	Freelance!! And anywhere in world
2	Digital marketing	Wanna become digital nomad?
3	Social media marketing	You watched F.R.I.E.N.D.S? Make money home with them
4	Email marketing	Become an email marketing specialist
5	Content marketing	Write your first marketing strategy!

Keyword with the Greatest Potential

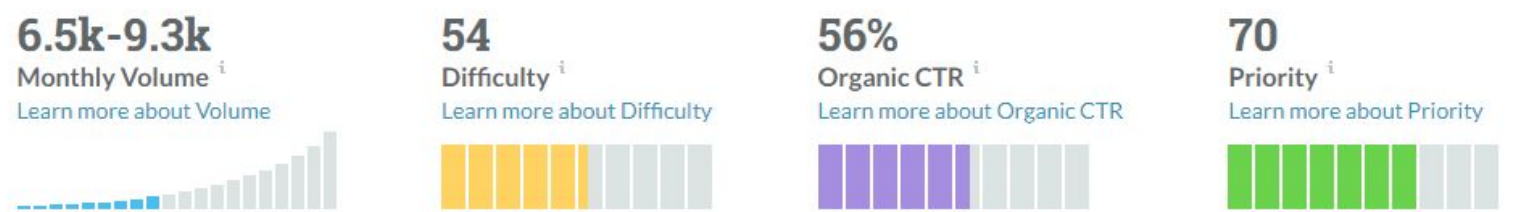
Explore by keyword:

United Kingdom - en-GB

Analyze

284 of 300 queries available until 02/23

+ Add to... ▾



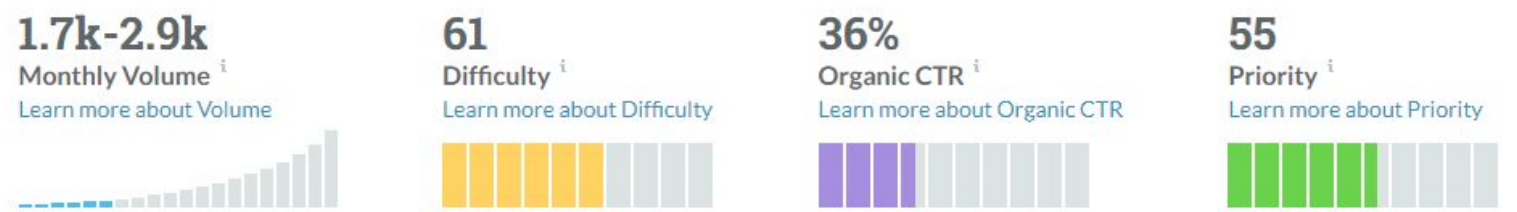
Explore by keyword:

United Kingdom - en-GB

Analyze

283 of 300 queries available until 02/23

+ Add to... ▾



Technical Audit: Metadata	
URL: https://dmnd.udacity.com	
Current	
Title Tag	<title>Udacity Digital Marketing Nanodegree Program Website</title>
Meta-Description	<meta name="description " content="" />
Alt-Tag	No text for alt tags
Revision	
Title Tag	<title>A quick guide through Udacity DMND Program</title>
Meta-Description	<meta name="description " content=" Launch your career with a 360-degree understanding of digital marketing. " />
Alt-Tag	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png "

	Img	Alt-tag
1	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg "	alt="Students learning together using tablet"
2	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png "	alt="Logo of Udacity's school of business"
3	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png "	alt="Udacity's partners"
4	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png "	alt="Udacity's DMND instructor on a laptop"
5	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png "	alt="Udacity's DMND instructor"
6	<img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606177-13815378-203x169x285x204x6x11-70B-box.png "	alt="A fact about money spent on digital marketing in U.S."

Freelance Anywhere!

The inspiration for this blog title was specifically taken from the most potentially tail keyword. It seems that a lot of people are looking for diverse opportunities for jobs. When my target user shows someone trying to start a new venture, I think a blog such as this will also attract interest. Freelance are also turned into a career.

I'd explain instances of people working from home in the blog briefly (either through their hobbies or actual entrepreneurship). I would like to remember that it is hard to launch a business journey and typically takes a lot of time and commitment from you before it begins to prosper. However, I would like to point out that, whatever these people do, strategic and organised marketing strategies have been successful. For a starting, the user will learn this and provide them with a gratis eBook download from the DMND software of Udacity.

Wanna become digital nomad?

Another blog title that came directly from the high potential tail keyword. I would first like to list briefly examples of people who have made a living out of their interests, similar to the previous blog recommendation. But I would like to highlight here that the option of a hobby is not so much about but how you encourage it.

I would like to use this to reflect on how digital marketing is important to identifiable business concepts. Then I will start to explain numerous social media sites and how publicity works.

Next I'd like to concentrate on the DMND software, which covers exposure on the social media in their classroom channels. I will advise you that social media advertisement is only the beginning, and that a person can explore a lot of platforms. Here I invite them to further explore, and connect them to the landing page of Udacity.

All you need to know about SEO when starting your own business?

I will use the two previous blogs to connect my target person to this one. I'd like to start this blog by saying that publicity in social media is always the turning point to start a company. It is also important to provide a well thought-out social media marketing campaign.

The only way to put a new company at the top of SERP is to use social-media channels. Here it becomes useful to have a simple SEO awareness. Not only has SEO been an integral aspect of any marketing campaign with many organisations going online. I will continue to explain how SEO operates, what are its main elements and why at least basic information is important to any company novice.

Here, I'd also be able to explain the Udacity DMND software and invite readers to learn further, connect it to the landing page of Udacity.

Technical Audit: Backlink Audit

	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	98
3	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99

Link-Building

Site Name	Million Arab Coders
Site URL	https://www.arabcoders.ae/
Organic Search Traffic	2,900
Site Name	digitaldefynd
Site URL	https://digitaldefynd.com/
Organic Search Traffic	148.9K
Site Name	classcentral
Site URL	https://www.classcentral.com/
Organic Search Traffic	701.6K

Page Index

The number of pages indexed is significant since the only pages found by search engines are those pages. And the traffic is brought to your site by search engines. That would also improve the SEO efficiency checking as well as the vast number of indexed pages will increase the probabilities for search engines.

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

Links

[FAQ](#)
[Help Desk](#)
[Privacy Policy](#)
[Terms And](#)

[Affiliate Program](#)
[Login to your account](#)
[Register a new account](#)

[About Us](#)
[Contact Us](#)
[Testimonials](#)
[API Documentation](#)

Get in Touch



Payments Processed using Stripe & 256bit SSL Encrypt

Page Speed

Page speed is a core aspect of the optimization of search engines. With greater speed, Google search is a better rating, better bounce rate and conversion rate. On the other hand, the probability to leave the platform rises because of the sluggish list.

Think with Google

Test My Site

Get your full report

Your speed results for dmnd.udacity.com

Your mobile page speed is 3.9 seconds on a 4G connection.

RATING

Slow

Learn more

Learn how to optimise your mobile site

1 Boost your speed

2 Get personal

3 Make it seamless

Boost your speed

First impressions matter. Customers are impatient, so the speed of your site has a big impact on conversion and bounce rates.

0.1s

Improving your load time by 0.1s can boost conversion rates by 8%.

Google (Detroit)

Millions of Millions

Recommendations to speed up your site

Share these recommendations with your developers – they'll know what to do. For a complete list, download your full report.

See all files

HIGH IMPACT FIX

Load your site instantly

Build an experience that loads your site in less than one second—with or without a network connection.

See all files

Your results

for dmnd.udacity.com on 4G networks

PAGE SPEED

3.9 seconds

RATING

Slow

Explore more speed tools

Test individual pages, compare against competitors and evaluate the ROI of a faster site.

Get personal

Now that you've made a good first impression, it's time to get personal. No two customers are alike, and delivering on their needs with relevant experiences is key to winning business.

40%

People are 40% more likely to spend more than planned when they identify the shopping experience to be highly personalised.

Think with Google

Google/BCG, U.S. Business Impact of Personalization in Retail Study, 2019

Recommendations to get personal

Here are a few ways to give your customers the VIP treatment. You can find additional resources in your full report.

See all files

RECOMMENDATION

Personalise your UX

tailor your site experience to each user to keep them engaged with relevant content.

Make it seamless

After designing an experience just for them, customers will be more likely to convert. Make key actions like sign up, sign in and checkout seamless.

77%

77% of smartphone shoppers are more likely to purchase from companies whose mobile sites or apps allow them to make purchases quickly.

Think with Google

Google/BCG, U.S. Position Overview 2019

Recommendations for seamless conversions

Here are a few ways to get your customers down the funnel, fast. You can find additional recommendations and resources in your full report.

See all files

RECOMMENDATION

Seamless sign in/up and checkout

Allow users to sign in with their Google account and automatically populate their saved information for faster checkout.

Get your full report

Improving your mobile site experience is a team effort. Get your full report with custom recommendations for both marketers and developers.

Get your full report

Test another site

Google

About Google

Products

Advertising

Business

Privacy and Terms

About Think With Google

PageSpeed Insights

HOME

DOCS

https://dmnd.udacity.com/

ANALYZE

MOBILE

DESKTOP

44

https://dmnd.udacity.com/

0-49

50-89

90-100

Field Data

The Chrome User Experience Report does not have sufficient real-world speed data for this page.

MOBILE

DESKTOP

Origin Summary

The Chrome User Experience report does not have sufficient real-world speed data for this origin.

MOBILE

DESKTOP

Lab Data

First Contentful Paint

3.5 s

Time to Interactive

11.5 s

Speed Index

4.7 s

Total Blocking Time

590 ms

Largest Contentful Paint

5.8 s

Cumulative Layout Shift

0

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

MOBILE

DESKTOP

Opportunities

These suggestions can help your page load faster. They don't directly affect the Performance score.

Opportunity

Estimated Savings

▲ Serve images in next-gen formats

9.35 s

▲ Remove unused JavaScript

2.97 s

▲ Eliminate render-blocking resources

2.54 s

▲ Properly size images

1.68 s

■ Remove unused CSS

0.36 s

■ Efficiently encode images

0.27 s

■ Minify JavaScript

0.15 s

Diagnostics

More information about the performance of your application. These numbers don't directly

MOBILE

DESKTOP

▲ Ensure text remains visible during webfont load

▲ Serve static assets with an efficient cache policy — 16 resources found

■ Minimize main-thread work — 3.8 s

■ Avoid enormous network payloads — Total size was 3,385 KiB

■ Reduce JavaScript execution time — 1.5 s

● Avoid chaining critical requests — 5 chains found

● Keep request counts low and transfer sizes small — 90 requests • 3,385 KiB

● Largest Contentful Paint element — 1 element found

● Avoid large layout shifts — 5 elements found

● Avoid long main-thread tasks — 11 long tasks found

MOBILE

DESKTOP

MOBILE

DESKTOP

The speed score is based on the lab data analyzed by Lighthouse.

Analysis time: 2/21/2021, 6:33:18 AM

Version: 7.1.0

What's New

Read the latest Google Search Central blog posts about performance & speed.

Give Feedback

Have specific, answerable questions about using PageSpeed Insights? Ask your question on Stack Overflow. For general feedback and discussion, start a thread in our mailing list.

Web Performance

Learn more about web performance tools at Google.

About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. See PageSpeed Insights documentation and release notes.

Mobile-Friendly Evaluation

Mobile searches are becoming more relevant than laptop searches. The search engines recognise a mobile-friendly web page which leads to higher positions. Moreover, smartphone convenience matters as much as page speed for consumers. Not having a smart device friendly site would have a detrimental effect on traffic.

Recommendations

Tags and web layout are important for Google's higher rating, better content and user interface. I may provide the following guidelines to boost the DMND web efficiency after on-site (content and technical) and off-site auditing for dmnd.udacity.com.

First, the search engines must have meta description tags to provide them with a summary of the content on a website. Similarly, video, picture and flash content can only be recognised by the search engines using alt tags. The first step will then provide descriptive and succinct content descriptions for a meta definition tag and alt tags.

Second, Google confirms that ties and content consistency are one of the main elements of SEO's ranking. There are also better ranks on Google in terms of the number of high quality websites connected to the DMND list. Initiating a link building campaign is my suggestion by accessing three samples of the most trafficked pages listed above and inviting them to link the DMND site via one of their blog posts. With multiple ties to reputable sites, the situation is improved and reputation enhanced. Another important thing to address is mobile device page speed.

Google Page Speed and Thinking revealed weak performance for Google, which could lead to a higher bounce rate and impact the Google Search scores. One of the fastest upgrades is to resize image formats, uninstall unused Javascript, allow compression of text, etc. The increase of page load will also lead to increased mobility.