

# Project 4

## Conduct an SEO Audit






# Marketing Objective & KPI

- **Marketing Objective** - Increase DMND website organic search traffic by 20% in March 2021.
- **KPI** - Organic search traffic to DMND website in March 2021.

# Target Persona

| Background and Demographics  | Target Persona Name   | Needs   |
|--|---|---|
| Entry level analyst,<br>No marketing education<br>background,<br>Age 30<br>Female,<br>Lives in a US city | Chou<br> | Needs digital marketing knowledge,<br>career promotion,<br>Have to run digital marketing campaigns. |
| Hobbies  | Goals   | Barriers  |
| TV show, Computer games, business, marketing   | Career promotion, certification on digital marketing, run own marketing campaigns.          | Time commitment,<br>Money, do not know where do start   |



# Keywords

|   | Head Keywords             | Tail Keywords                     |
|---|---------------------------|-----------------------------------|
| 1 | Digital marketing courses | Online Digital Marketing Learning |
| 2 | Marketing courses         | Online Marketing Learning         |
| 3 | Udacity                   | Udacity Digital Marketing         |
| 4 | Marketing certification   | Digital Marketing career path     |
| 5 | Nanodegree                | Digital Marketing certification   |

# Keyword with the Greatest Potential

## **Which Head Keyword has the greatest potential?**

I would say 'Nanodegree' has the greatest potential. It has highest priority score of 70, highest organic CTR of 89%, and large monthly volume of 2,618.

## **Which Tail Keyword has the greatest potential?**

I would say 'Digital Marketing Career Path' has the greatest potential. It has highest priority score 61, and highest organic CTR 92%, and low difficulty of 24.

# 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://dmnd.udacity.com/>

| Current          |   |
|------------------|---|
| Title Tag        | Udacity Digital Marketing Nanodegree Program Website  |
| Meta-Description | None  |
| Alt-Tag          | None  |
| Revision         |   |
| Title Tag        | Udacity Digital Marketing Nanodegree Program  |
| Meta-Description | Learn from top industry experts to run advertise campaign on Facebook, Instagram, Twitter and Snapchat. Advance your digital marketing career from now! |
| Alt-Tag          | People discuss study content  |



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|         |                                 |
|---------|---------------------------------|
| Alt-Tag | Udacity School of Business logo |
| Alt-Tag | Program Partnerships logo       |
| Alt-Tag | Course interface example        |
| Alt-Tag | Program instructor              |
| Alt-Tag | Digital Marketing spend         |
| Alt-Tag | Laptop interface photo          |

# Suggested Blog Topics

## **Topic 1 - What is Nanodegree? Why you should pursue Nanodegree to learn Digital Marketing?**

From the keywords results, I noticed that 'Nanodegree' has great potential, high priority and high organic CTR. Therefore I would choose to write blog about introduction to Nanodegree, and list some reviews of Nanodegree, explaining why Nanodegree is a good choice for learning Digital Marketing.

## **Topic 2 - Udacity. Why Udacity is the best platform to learn Digital Marketing**

The keyword results showed 'Udacity' has good potential with high priority and large volume. But low organic CTR. I would write a blog to introduce Udacity, increase its awareness among users. Then I would introduce the Digital Marketing program syllabus, related resources and other reviews for Udacity.

# Suggested Blog Topics

## **Topic 3 - Digital Marketing Career Path/ 5 ways for you to advance your career on Digital Marketing!**

I would something about Digital Marketing Career Path, because it has very high organic CTR (92%), which means we face less competition here than others. Thus I would introduce the career path of digital marketing to increase users' interests in DMND program. In the blog, I will list DMND program as one of the best way to advance Digital Marketing career.



# 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 | azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity | 99                    |
| 2 | docs.microsoft.com/en-us/contribute/additional-resources  | 99                    |
| 3 | educationblog.microsoft.com/en-us/2016/11/7-ways-to-figure-out-this-coding-thing/                         | 99                    |

# 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              | Toward Data Science   |
| Site URL               | <a href="https://towardsdatascience.com/">https://towardsdatascience.com/</a> |
| Organic Search Traffic | 3.3M  |
| Site Name              | Google Blog   |
| Site URL               | <a href="https://googleblog.com/">https://googleblog.com/</a>                 |
| Organic Search Traffic | 3M  |
| Site Name              | Linkedin  |
| Site URL               | <a href="http://www.linkedin.com">www.linkedin.com</a>                        |
| Organic Search Traffic | (Sorry I cannot see this number, because SEMrush ask for my credit card info) |

# Reasons

I chose Toward Data Science, Google Blog, LinkedIn as three main websites, because after analysis of Udacity.com's performance other its' competitors' performance (backlinks). I think these three would be the websites that can help drive traffic to [dmnd.udacity.com](https://dmnd.udacity.com).





# Site Performance Audit: Performance Tests

For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Pinger](#) tool, research how many of DMND's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com or your company's website.

# Page Index

It is important because In order for a page to be listed in Google search results, it must first be indexed. We can see from the results Udacity has 0 pages indexed in Google at this moment. This is something our campaign should improve.

**Enter a Domain**

CONTINUE

## Result

***<https://www.udacity.com> has 0 pages indexed in Google at this moment.***

# Page Speed

Explain why evaluating the Page Speed is important.

The page speed score of DMND is very low at 18/100. The result means users experience slowness in the website which may result in lower conversion. Also the low speed can result in lower Google page rank.



<https://dmnd.udacity.com/>



0-49



50-89



90-100



# Page Speed

It also listed some opportunities for our SEO strategy:

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    | <div></div> 7.6 s ▾  |
| ▲ Eliminate render-blocking resources | <div></div> 2.56 s ▾ |
| ▲ Remove unused JavaScript            | <div></div> 1.8 s ▾  |
| ▲ Properly size images                | <div></div> 1.53 s ▾ |
| ■ Enable text compression             | <div></div> 0.45 s ▾ |
| ■ Efficiently encode images           | <div></div> 0.27 s ▾ |
| ■ Minify JavaScript                   | <div></div> 0.15 s ▾ |

# Mobile-Friendly Evaluation

Explain why having a mobile-optimized is important.

More and more people use mobile devices to access contents, thus website's mobile-friendliness is very important for user experience. DMND's performance of mobile-friendliness is very poor, we should taken some measures to speed our website, such as properly sizing images. (Recommendations are in the next slide.)

[Test My Site](#)

?

Get

Your speed results for dmnd.udacity.com

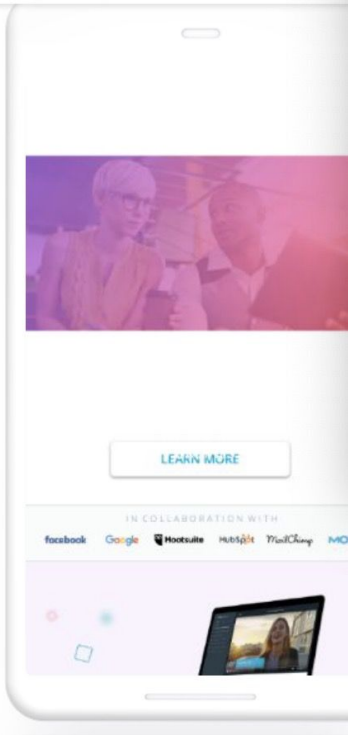
**Your mobile page speed is 3.9 seconds on a 4G connection.**

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RATING

**Poor**

Poor sites start to load in over 2.5 seconds.  
[Learn more](#)

A screenshot of a mobile website displayed on a smartphone. The website features a video player with a purple and pink overlay. Below the video is a white button with the text "LEARN MORE". At the bottom of the page, there is a section titled "IN COLLABORATION WITH" followed by logos for Facebook, Google, Hootsuite, HubSpot, and YouTube. The bottom of the screen shows a navigation bar with icons for home, search, and other functions.

Learn how to optimize your mobile site

# Mobile-Friendly Evaluation

## 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 fixes](#)

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.



HIGH IMPACT FIX

## Properly size images

Your page shouldn't serve images that are larger than the version rendered on the user's screen. Resize images to match display dimensions to speed up and improve page load time.

HIGH IMPACT FIX

## Avoid enormous network payloads

Reduce the total size of network requests to speed up page load time.



# Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

1. Revise the Metadata, currently the meta-description and all alt-tag are none, we should revise these because there can help search engine understand what our page is all about.
2. Add more diverse keywords and blog posts to increase the SEO performance.
3. Build more links to introduce the content and get more traffic.
4. Improve the page speed and mobile-friendliness. Currently DMND has very poor page speed and mobile-friendliness, which could result lower page rank and lower user conversions.