



Project 4: SEO Audit

On-Site SEO

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	Digital Marketing	Digital marketing course, how to do digital marketing, digital marketing tutorial
2	Udacity	Udacity dmnd, nanodegree, udacity courses, udacity courses for credit
3	Internet marketing course	Internet marketing course online, internet marketing course reviews, internet marketing course for beginners
4	Jobs in Digital Marketing	Digital marketing jobs description, digital marketing jobs outlook
5	Social Media Advertising	Social Media Advertising course, social media jobs



Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Jobs in Digital Marketing - priority ranking of 55

Which Tail Keyword has the greatest potential?

Digital Marketing Course - priority ranking of 50



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.

DMND URL:		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Become a Digital Marketer Udacity Digital Marketing Nanodegree
Meta-Description	None	Gain real-world experience and launch your Digital Marketing career today.
Alt-Tag	None	For each image, use the associated image text for the alt-tags

Suggested Blog Topics

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

Jobs in Digital Marketing on the Rise - I'm targeting potential students by focusing on the opportunities available in this fast growing field.

How to get started in Digital Marketing - With the interest picqued by the jobs available in the first topic, this one builds.

Launch your career in Digital Marketing - Building on the other two blog posts, this one will be more of a sell for the course

Off-Site SEO

Technical Audit: Backlink Audit

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

Note: Since 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	<a href="http://blogs.adobe.com/jkost/2013/05/lig
htroom-beta-5-new-smart-collection-crit
eria.html">http://blogs.adobe.com/jkost/2013/05/lig htroom-beta-5-new-smart-collection-crit eria.html	100
2	<a href="http://blogs.adobe.com/jkost/2013/05/lig
htroom-beta-5-new-smart-collection-crit
eria.html">http://blogs.adobe.com/jkost/2013/05/lig htroom-beta-5-new-smart-collection-crit eria.html	100
3	<a href="https://msdn.microsoft.com/en-us/maga
zine/ii882062.aspx">https://msdn.microsoft.com/en-us/maga zine/ii882062.aspx	100

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	Site URL	Organic Search Traffic
1	Marketing360	marketing360.com	18.2k
2	DigitalMarketing Marketplace	http://kenshoo.com/category/digital-marketing-marketplace/	11.4K
3	SmartInsights	http://www.smartinsights.com/mark etplace/	14.3K

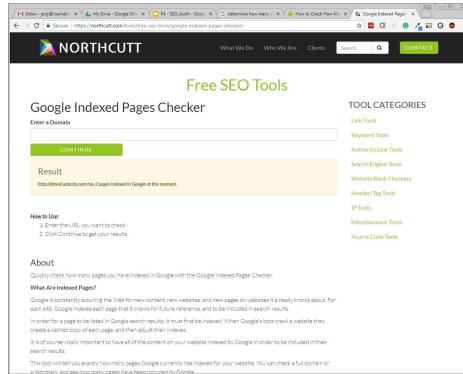
Performance Testing

Page Index

Using the [Pinger](#) tool, research how many of DMND's website pages are indexed by Google.

Explain why the number of pages indexed is important.

2 indexed pages

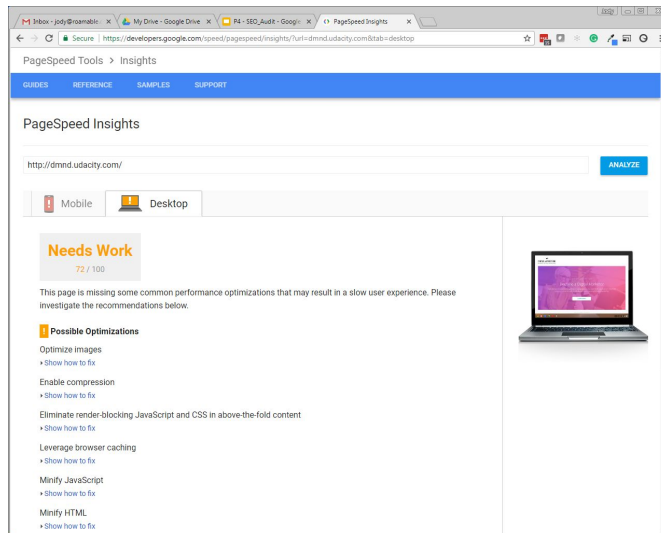
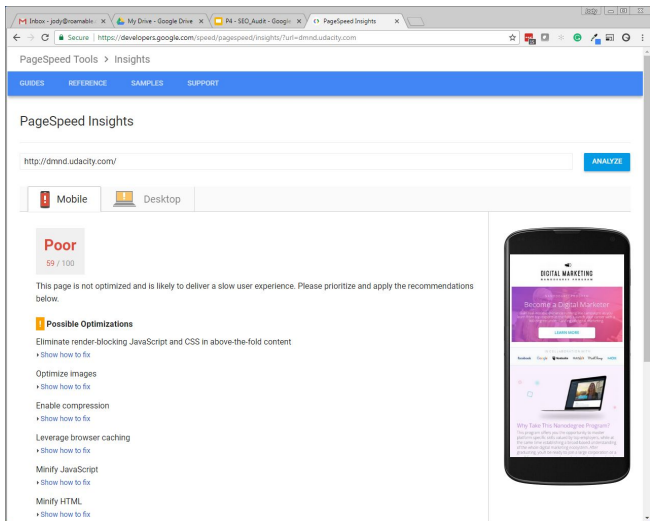


The number of total pages index is important because it means that google has access to all content on the site. And there is also the internal linking structure.

Page Speed

Using the [Google Page Speed](https://developers.google.com/speed/pagespeed/insights/) Insights tool, perform a speed test of dmnd.udacity.com's mobile presence.

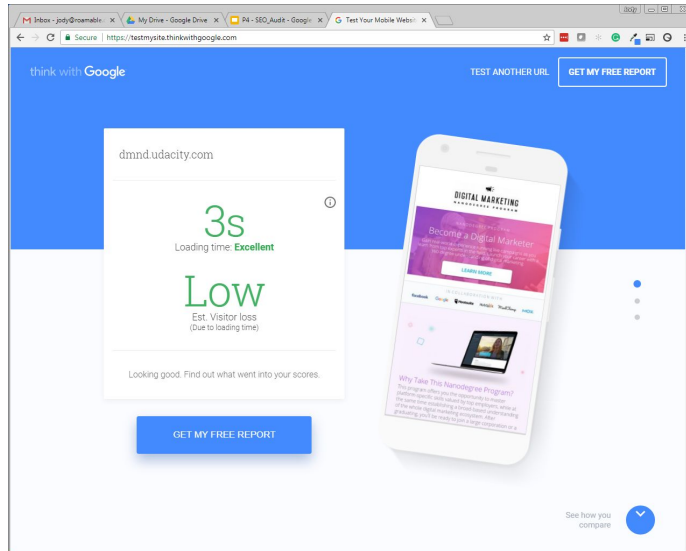
Unless a page loads quickly, no matter the platform, users will navigate away. Sometimes they assume it's a page error, other times they may just have lost patience or be on a slow internet connection. Either way, the user will leave the site and not engage with your product or service offerings.



Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com website. Explain why having a mobile-optimized is important.

The site loads well on mobile (< 4s) and it has mobile friendly content. Mobile is important because of the volume of traffic generated by mobile search. And of course, this is only expected to continue to rise.





Recommendations

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)

The website looks good and is friendly to use. To improve performance, I suggest these items be attended to:

- Site description and alt-tags for images. These will help in being able to use more keywords to assist in ranking.
- Stronger backlinking - since this is a new site, getting solid back links will help with site credibility
- Implement more long tail keywords - the content on the page largely used Head keywords. Although they generate traffic, it will be easier to rank for less competitive in the long tail.

