

Project 4

Conduct an SEO Audit



Part 1

On Site SEO Audit

Marketing Objective & KPI

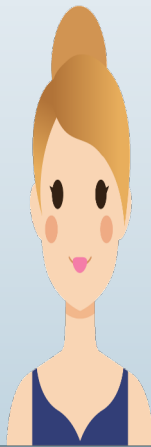
- **Marketing Objective** - Increase the organic traffic by 25% by the end of December 2021.
- **KPI** - Number of website visitors from organic search.

Target Persona

Background

- Female
- 25 years
- Marketing graduate
- Interested in digital marketing

Noha
Marketing
graduate



Needs

- Seeking a digital marketing manager role
- Looking for a project-based course
- Learn at her own speed

Hobbies

- Watching movies
- Photography
- Reading scientific marketing articles

Goals

- Learn the latest skills
- Starts a job as a digital marketer
- Create her own business in a few years from now

Barriers

- Not sure where to start
- Less practical skills
- Courses does not include career services that will prepare for the job related course.

Part 2

On Site SEO Audit

Keywords

Using [Moz Keyword Explorer tool](#), these are the Keywords we might target to drive users to udacity digital marketing nanodegree page.

	Head Keywords	Tail Keywords
1	Digital marketing	Best digital marketing course
2	Web marketing	Digital marketing certificate
3	DMND	Digital marketing nanodegree
4	Marketing course	Digital marketing manager
5	Udacity marketing	Udacity digital marketing nanodegree

Keyword with the Greatest Potential

Head Keyword

Digital marketing has the greatest potential as it has:

- **Monthly volume** = 52815
- **Priority score** = 74
- **Organic CTR** = 34%
- **Difficulty level** = 53











Tail Keyword

Digital marketing manager has the greatest potential as it has:

- **Monthly volume** = 4113
- **Priority score** = 68
- **Organic CTR** = 55%
- **Difficulty level** = 40

Keyword with the Greatest Potential











Reference Head Keyword list

<input type="checkbox"/> Keyword	Rank + Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital marketing United States - en-US  Analyzed 05/28/2021	no URL	52,815	53	34%	3 Neutral	74	
<input type="checkbox"/> udacity marketing United States - en-US  Analyzed 05/31/2021	no URL	346	39	88%	3 Neutral	60	
<input type="checkbox"/> web marketing United States - en-US  Analyzed 06/01/2021	no URL	585	36	53%	3 Neutral	58	
<input type="checkbox"/> dmnd United States - en-US  Analyzed 06/01/2021	no URL	559	45	60%	3 Neutral	57	
<input type="checkbox"/> marketing course United States - en-US  Analyzed 05/28/2021	no URL	457	53	53%	3 Neutral	53	

Head keyword with the greatest potential

Keyword with the Greatest Potential

Reference Tail Keyword list

<input type="checkbox"/> Keyword	Rank + Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital marketing manager United States - en-US  Analyzed 05/28/2021	no URL	4,113	37	60%	3 Neutral	70	
<input type="checkbox"/> digital marketing certificate United States - en-US  Analyzed 05/28/2021	no URL	1,696	42	83%	3 Neutral	68	
<input type="checkbox"/> digital marketing degree United States - en-US  Analyzed 05/28/2021	no URL	1,461	36	53%	3 Neutral	63	
<input type="checkbox"/> udacity digital marketing nanodegree United States - en-US  Analyzed 05/28/2021	no URL	252	35	90%	3 Neutral	59	
<input type="checkbox"/> best digital marketing course United States - en-US  Analyzed 05/28/2021	no URL	383	37	53%	3 Neutral	55	

Tail keyword with the greatest potential

Technical Audit: Metadata

URL: https://www.udacity.com/course/digital-marketing-nanodegree--nd018		
	Current	Revision
Title-Tag	Learn Digital Marketing Online Nanodegree	Comprehensive course in Digital Marketing Udacity
Meta-Description	Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility.	Gain practical skills in SEO, SEM, Email Marketing and more from top experts in the field and apply what you will learn in real-world project.

Technical Audit: Metadata

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

	Current	Revision
Alt Tag 1 src="//www.udacity.com/assets/iridium/images/nanodegree-overview/shared/degree-syllabus/icon-project.svg"	Blank	Project Prepare to Market icon
Alt Tag 2 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/MHbNcw19soigeVbi0Ybj2/a533405d7c2e20d93a3e9396b6acf098/CRE-393_sticker_1_flash-sale_400x400.png"	Flash sale, 75% off site wide.	Udacity Flash sale icon
Alt Tag 3 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3OH26GljeMMik0iWeSYcse/90676424a9847e8dd62e9cd10165b42d/anke-audenaert_thumbnail.png"	Anke Audenaert	Instructor Anke Audenaert
Alt Tag 4 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3Lj7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg"	Google	Google Partner icon
Alt Tag 5 src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4XjLueZsVp2gbx7jpizyp2/7590b82c43728053d62ba2c2411d6f07/Facebook-Partner-Logo.png"	Facebook	Facebook Partner icon

Suggested Blog Topics

Topic 1 – how to get a job in digital marketing in 2021

« ***digital marketing*** » has the highest potential head keyword. This keyword has a huge monthly volume of over 52000, which means that it will be a great opportunity to generate leads as it has a very high search volume. Moreover, I would use « **how to get a job in digital marketing in 2021** » as a title, which will allow me to target people with very specific question to answer, because people tend to ask questions in Search Engines when they do not know where and how to start. Besides, this topic has a very high CTR (85%, MOZ reference).

Writing a blog post that tell how to get started as a digital marketer will first, get the searcher's attention as it will talk about the skills needed to start a digital marketing career in **2021 (considered up to date)**. Second, it will be used as a starting point to build relationship with potential customers, trying to convince them to learn more about **Digital Marketing Nanodegree Program** at the end of blog post and how this program will help them get the job they need in digital marketing.

Suggested Blog Topics

Topic 2 – job description for a digital marketing manager

In this blog post, we will focus on discussing the skills needed to get a digital marketing manager role, from social media marketing to search engine marketing to email, etc. In this blog post, we will emphasize the every aspect of digital marketing and how to combine them in order to develop a comprehensive digital marketing strategy.

“Digital Marketing Manager” keyword has a high monthly volume search of over 4000 searches, and an accepted difficulty score of 40, which will not be a hard keyword to rank for.

At the end of the blog post we can list some 3-5 online courses to get a digital marketing manager role including Udacity’s nanodegree program with the emphasize of the what Udacity has and others do not. Listing these courses will allow targets to have a choice to choose between Udacity’s nanodegree program or take other courses, which will make them feel that we are not forcing them to choose our program, but our primary objective is their success and that they have the choice to choose what suits them better.

Suggested Blog Topics

Topic 3 – gain a recognized digital marketing certificate from Udacity

This blog post will highlight what makes Udacity's Nanodegree in general and Digital marketing nanodegree program in specific a recognized certificate. We will emphasize what Udacity's programs have and other online courses do not have, including real-world projects, and how these projects will allow job seekers to get into the job market as soon as they finish their program.

People who search for this kind of information, they are willing to take action, and this blog post will be a good match for this kind of search. Moreover, this post will list some successful stories of students, which will make readers comfortable of learning more about this program and help in building relationships with these targets. Besides, building relationships is the power behind the word of mouth, because if our blog post and our program in digital marketing have answered the targets' questions, it might influence them to share this blog post in their social media accounts, and this will make Udacity known by others, which, will make some of them go to the search bar and search for this nanodegree program to gain more information.

Part 3

Off-Site SEO Audit

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, these are **three** of the top backlink URLs I discovered for Udacity's website.

	Backlink	Domain Authority (DA)
1	http://ec.europa.eu/digital-single-market/en/news/commissioner-gabriel-launches-first-digital-opportunity-traineeships-and-hands-out-digital	97
2	http://www.bbc.co.uk/news/business-39049889	96
3	http://www.cnn.com/2012/07/05/opinion/bennett-udacity-education/index.html	96

Link-Building

Using the [SEMRush](#) these are three websites that I believe would be relevant to gain backlinks from to help drive traffic to [Udacity's](#) page.

Site Name	Hubspot
Site URL	https://www.hubspot.com
Organic Search Traffic	15.4M
Site Name	Martech (known before as Marketing land)
Site URL	https://martech.org
Organic Search Traffic	18.9K
Site Name	Moz blog
Site URL	https://moz.com
Organic Search Traffic	1.6M

Part 4

Performance Testing

Page Index

Using the [Northcutt Indexed Page Checker](#), tool, the results of Google indexed pages of Udacity's website is 7050 indexed pages:

Enter a Domain

CONTINUE

Result

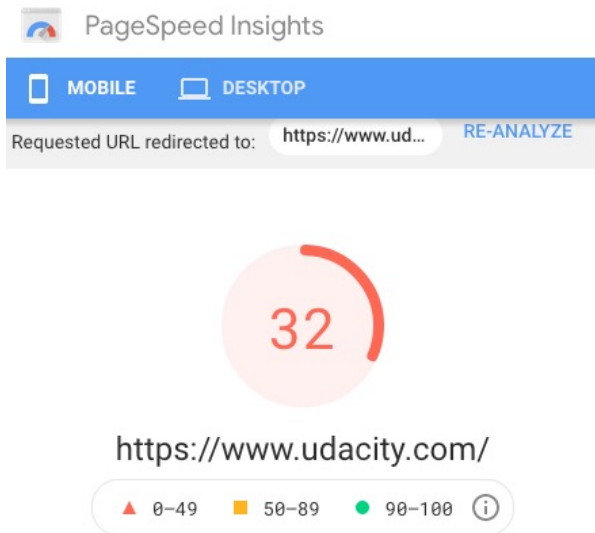
udacity.com has 7,050 pages indexed in Google at this moment.

The importance of indexed pages is that the search engines depend on this latter to rank websites, because if some pages are not indexed, they will not be listed in the SERPs, and therefore the company's website will lose traffic and those pages will perform badly in generating leads.

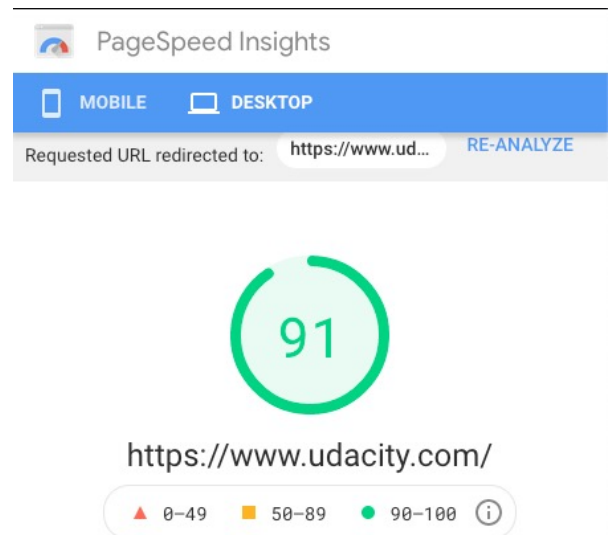
Page Speed

Using the [Google Page Speed](#) Insights tool, the speed test of udacity.com is :

Mobile Score



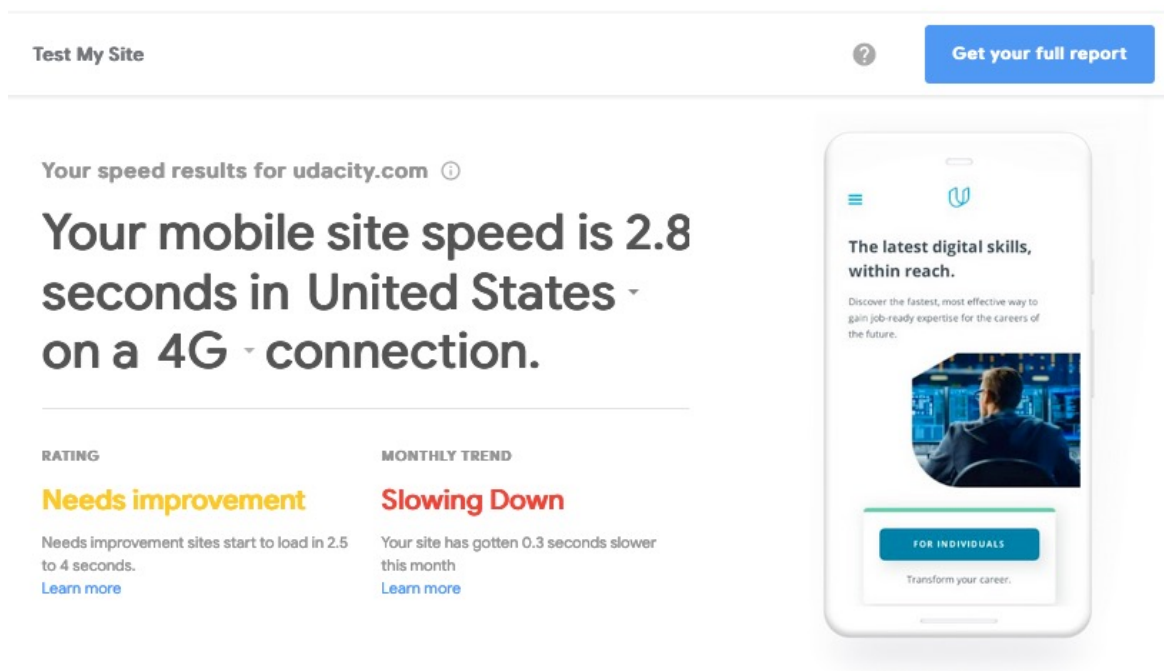
Desktop Score



Page speed score is important, because it has an effect on the user experience. As long as the speed of the website is good, users will be happy to navigate the website. Moreover, Google is using this insight as a ranking factor, which means improving the website speed is important to gain more visibility and get ranked by search engines.

Mobile-Friendly Evaluation

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



Getting the website optimized for mobile is very important, because Google now is using this as a ranking factor and it has a huge impact on Search Engine Results, as well as Google now penalizes websites that are not working well on mobiles. Moreover, having a mobile friendliness website will help in improving the UX and preventing visitors to leave the site due to inconvenience as they use their mobile to search for information more than ever nowadays.

Part 5

Recommendations

Recommendations

Based on the above analysis, we recommend the following:

- Optimize the website speed for mobile, as it appears to have a very low score of 32. Again this plays an important role in improving the User Experience and prevent users to leave the website due to the time the page will take to load. This improvement of UX is essential, because Google is using this as a ranking factor, so an optimized page speed score will lead to a better UX, and this is a good sign to rank higher in Google SERP.
- Change the meta-description to this one instead : ***“Gain practical skills in SEO, SEM, Email Marketing and more from top experts in the field and apply what you will learn in real-world project.”***, because this one will be fully displayed in SERPs (**142 characters**), and this might have an effect on Click Through, rather than the one that is used now, because it exceeds 160 characters, which will not make it fully displayed in the SERPs. If the meta-description is not fully displayed in the SERPs, then the searchers might not click on the search results, because they have a clear description of what they can expect, which means other competitors that have a very optimized Meta-Description could get the attention of the searcher and gain the click.
- Write a blog post under the title **“how to get a job in digital marketing in 2021”** in order to get in touch with potential students and emphasize the needed skills in 2021 (because people are attracted by updated content), then introduce the digital marketing nanodegree program and why this is the right program for them to build a competitive portfolio to get into the field of digital marketing.