Digital Marketing Nanodegree

Laila Hussain Alqawain

Project 4
Conduct an SE0 Audit
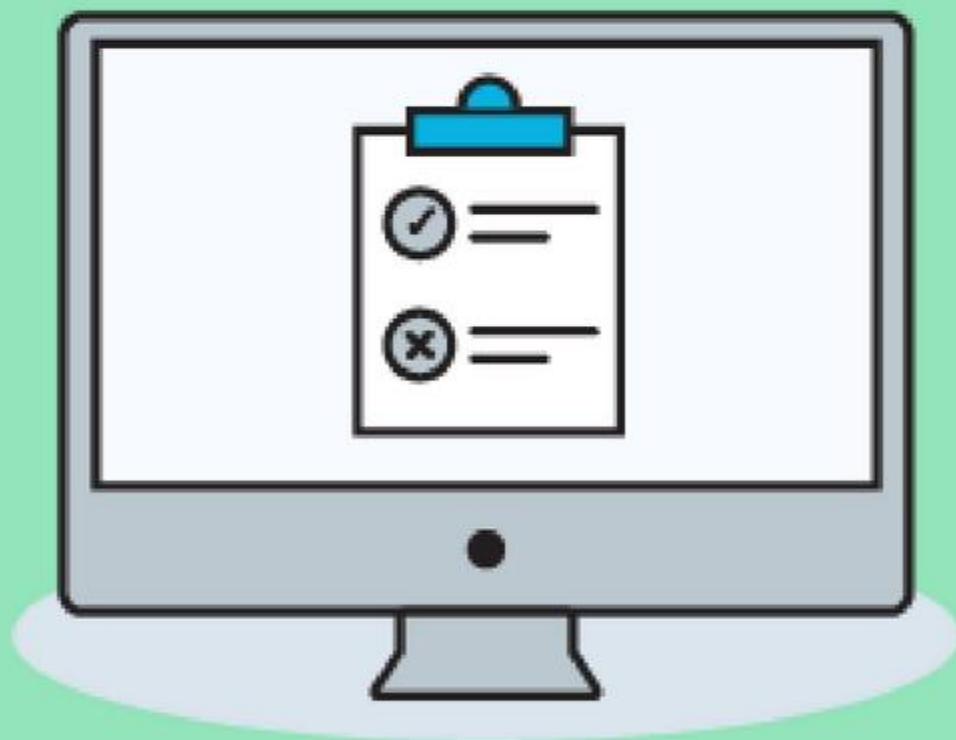
Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** - The Marketing Objective is to drive traffic to the website as allow the website to appear on the first results page and get 100 visitors in 5 days.
- **KPI** – The KPI is to appear website on the first results page and get 100 visitors in 5 days.

Target Persona

Marketing Challenge: DMND.

Background and Demographics	Target Persona Name	Needs
• 26 years old. • Single. • Saudi Arabia. • BS in Medicine from the Medical University of Warsaw.	Abdullah Alqawain	• Studying Digital Marketing to market my own business. • Valuable online courses. • Meet businessmen to get advice.
Hobbies	**Goals**	**Barriers**
• Reading. • Sport. • Learning new things.	• To be a heart surgeon. • Start my own business. • Studying a Master degree.	• Time management. • Costs of my own business. • Public speech.

Part 2

On Site SEO

Audit

Keywords

	Head Keywords	Tail Keywords
1	Udacity-Misk	Digital Marketing Nanodegree in Saudi Arabia
2	DMND Program	DMND Program in Udacity
3	Nanodegree	Social Media Marketing
4	Digital Marketing Nanodegree	Digital Marketing Nanodegree job
5	Study Online	Digital Marketing Certificate

Keyword with the Greatest Potential

Awesome-Head and tail keywords have been well identified, Good job including the priority score

Which Head Keyword has the greatest potential?

Udacity-Misk with priority = 31

Which Tail Keyword has the greatest potential?

Digital Marketing Nanodegree Job with priority = 29

Technical Audit: Metadata

URL: https://dmnd.udacity.com/	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website

Meta-Description	**Blank**
	`<title>`Udacity Digital Marketing Nanodegree Program Website`</title>`
	
	`<meta name="description" content="" />`
	`<meta name="keywords" content="" />`

Revision	
Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Improve your career in an online course in digital marketing

Technical Audit: Metadata

URL: https://dmnd.udacity.com/	
Current Alt-Tag	
Background	Blank
Laptop	Blank
Instructor	Blank
Revision Alt-Tag	
Background	The background of the main interface of the page and it shows two persons discuss digital marketing.
Laptop	The interface of the laptop shows classroom platform.
Instructor	The picture of the instructor who explains the lessons.

Technical Audit: Metadata

URL: https://dmnd.udacity.com/	
Current Alt-Tag	
Partners	Blank
Logo	Blank
Analysis result	Blank
Revision Alt-Tag	
Partners	The Companies logos of partners in Digital Marketing Nanodegree
Logo	The logo of Udacity
Analysis result	It shows the result of spending on digital marketing in the U.S

Suggested Blog Topics

Topic 1 – Join **Udacity-Misk** and learn in an attractive way

In this post, I will explain the Misk partner with Udacity and how it provides a professional Nanodegrees for Saudis and I will mention the DMND and other platforms for the student to attractive with mentors and other students like Slack and connect sessions weekly.

Topic 2 – Get **Digital Marketing Certificate** Online

In this post, I will explain how will study online and pass the required projects to get the certificate of Digital Marketing Nanodegree.

Topic 3 – Learn **DMND Program in Udacity** in 3 months!

In this post, I will explain the study plan the course schedule for studying DMND online and how will get help via student hub if need any time.

Based on the research on digital marketing, the people who are interested will use these words, so I use them as a person to get more information about digital marketing. I used the highest keywords which may be used by the people who are interested in digital marketing.

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	https://www.youtube.com/playlist?list=PLAwxTw4SYaPmaHhu-Lz3mhLSj-YH-JnG7	100
2	https://www.youtube.com/playlist?list=PLAwxTw4SYaPIkESDcHD-0oqVx5sAIgz7O	100
3	http://educationblog.microsoft.com/2016/11/7-ways-to-figure-out-this-coding-thing/	99

Link-Building

Site Name	Facebook
Site URL	www.facebook.com
Organic Search Traffic	**556.6M**
Site Name	Twitter
Site URL	www.twitter.com
Organic Search Traffic	**141.3M**
Site Name	Instagram
Site URL	www.instagram.com
Organic Search Traffic	**201.4M**

Note: We can have a link only in bio section of Instagram

Part 4
Performance
Testing

Page Index

As we see from the screenshot above, I used Google Indexed Pages Checker for https://dmnd.udacity.com/ and the result is n/a. That means this page is not indexed in google. So, other people can't see this page. As important as to know how many times will the page appear in google for us to have an insight into how this page is popular for people.

Right but Indexed pages also help with the traffic of the website. The more pages indexed by Google, the higher the chance of getting more organic traffic.

Page Speed
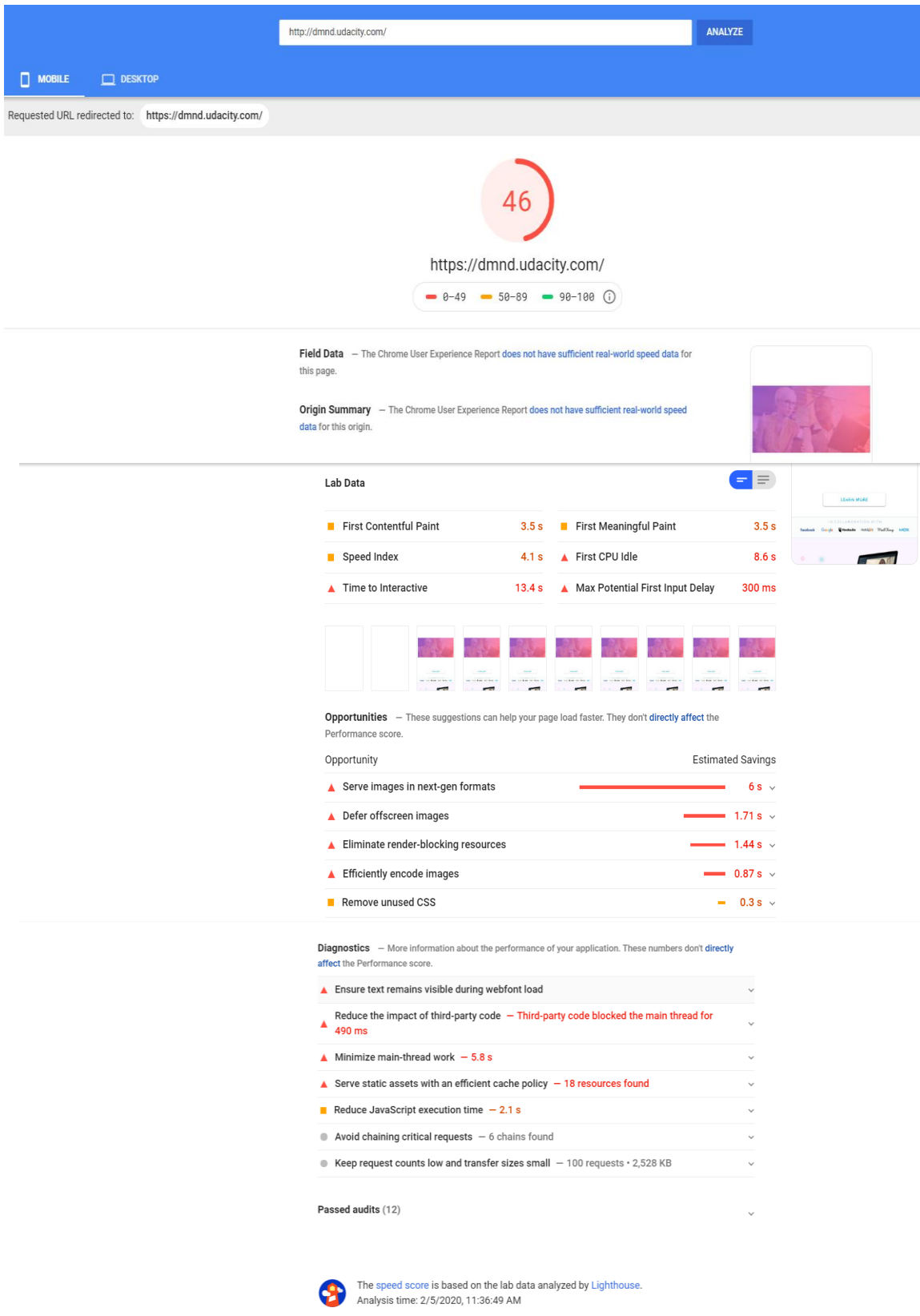
The speed for this page is very low due to this page is not indexed in google so, I think this is the reason to make it very low and it is about 46. The page speed is very important and it makes others revisit the page otherwise will not visit it.
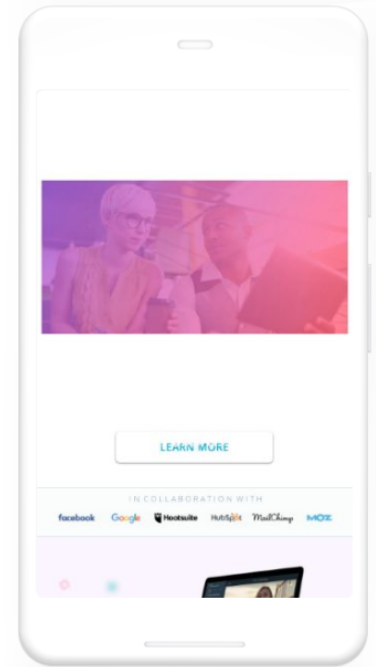
Mobile-Friendly Evaluation

Your results for dmnd.udacity.com ⓘ

Your mobile page speed is 3.4 seconds on a 4G ⁻ connection.

RATING

Slow

Slow sites start to load in over 2.5 seconds.

As we see the results for dmnd.udacity.com, the mobile page speed is 3.4 seconds on a 4G connection, and it is very low due to this page is not indexed in google so, I think this is the reason to make it very low.

Note: Most searches are done on mobile nowadays, it's important for a site to look clean and accessible to the mobile users to prevent them from bouncing back.

Part 5

Recommendations

Recommendations

> **Great!** These are some valid recommendations.

- Modify the website such as the content, meta description, alt tags, images tag. Most of the are blank, so I recommend to add them to make a search engine find the information.

- Make camping on the most popular website or social media as I found before Facebook, Twitter, and Instagram are the most attractive website, so I recommend to build comping and write a post and share it in these social media.

- As I found this page at low speed, so I recommend improving page speed.