

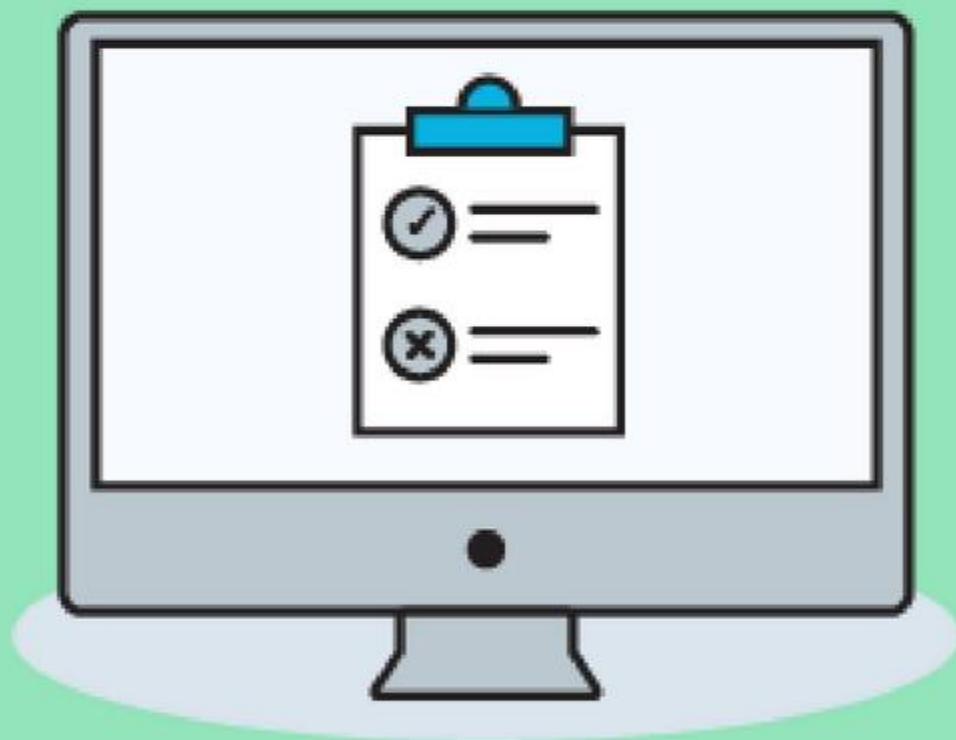


Digital Marketing Nanodegree

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Project 4

Conduct an SEO Audit



Awesome! Good job including a S.M.A.R.T marketing objective.
SMART goals are almost always more likely to be achieved!

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.

Suggestion: There seems some confusion here. KPIs are numerical values that helps in determining how close or far we are from oue marketing objectives.

KPI for your marketing objective will be "Number of visitors"

Target Persona

Suggestion: It's a good practice to add an image to your target persona

Awesome: The target persona is clear and descriptive.
You have defined your audience well and this is the first step in any marketing campaign.
Good work!

Marketing Challenge: DMND.

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• 26 years old.• Single.• Saudi Arabia.• BS in Medicine from the Medical University of Warsaw.	Abdullah Alqawain	<ul style="list-style-type: none">• Studying Digital Marketing to market my own business.• Valuable online courses.• Meet businessmen to get advice.
Hobbies	Goals	Barriers
<ul style="list-style-type: none">• Reading.• Sport.• Learning new things.	<ul style="list-style-type: none">• To be a heart surgeon.• Start my own business.• Studying a Master degree.	<ul style="list-style-type: none">• Time management.• Costs of my own business.• Public speech.

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

Splendid! Awsome work with your Metadata Audit.

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

Great! Your blog topics are well thought of and your keywords have the ability to draw traffic to the site.

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.

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-0oqVx5sAlgZ7O	100
3	http://educationblog.microsoft.com/2016/11/7-ways-to-figure-out-this-coding-thing/	99

Link-Building

Suggestion: While these are great sites to gain backlinks from, it is important to note that these are social sites (that also have publishing features) across a variety of subjects.

A quality backlink should be from a high participation groups related to marketing where users are likely to engage positively with the dmnd.udacity.com page once they click on the backlink.

Site Name	Facebook	
Site URL	www.facebook.com	
Organic Search Traffic	<u>556.6M</u>	
Site Name	Twitter	
Site URL	www.twitter.com	
Organic Search Traffic	<u>141.3M</u>	
Site Name	Instagram	
Site URL	www.instagram.com	
Organic Search Traffic	<u>201.4M</u>	Note: We can have a link only in bio section of Instagram

Page Index

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

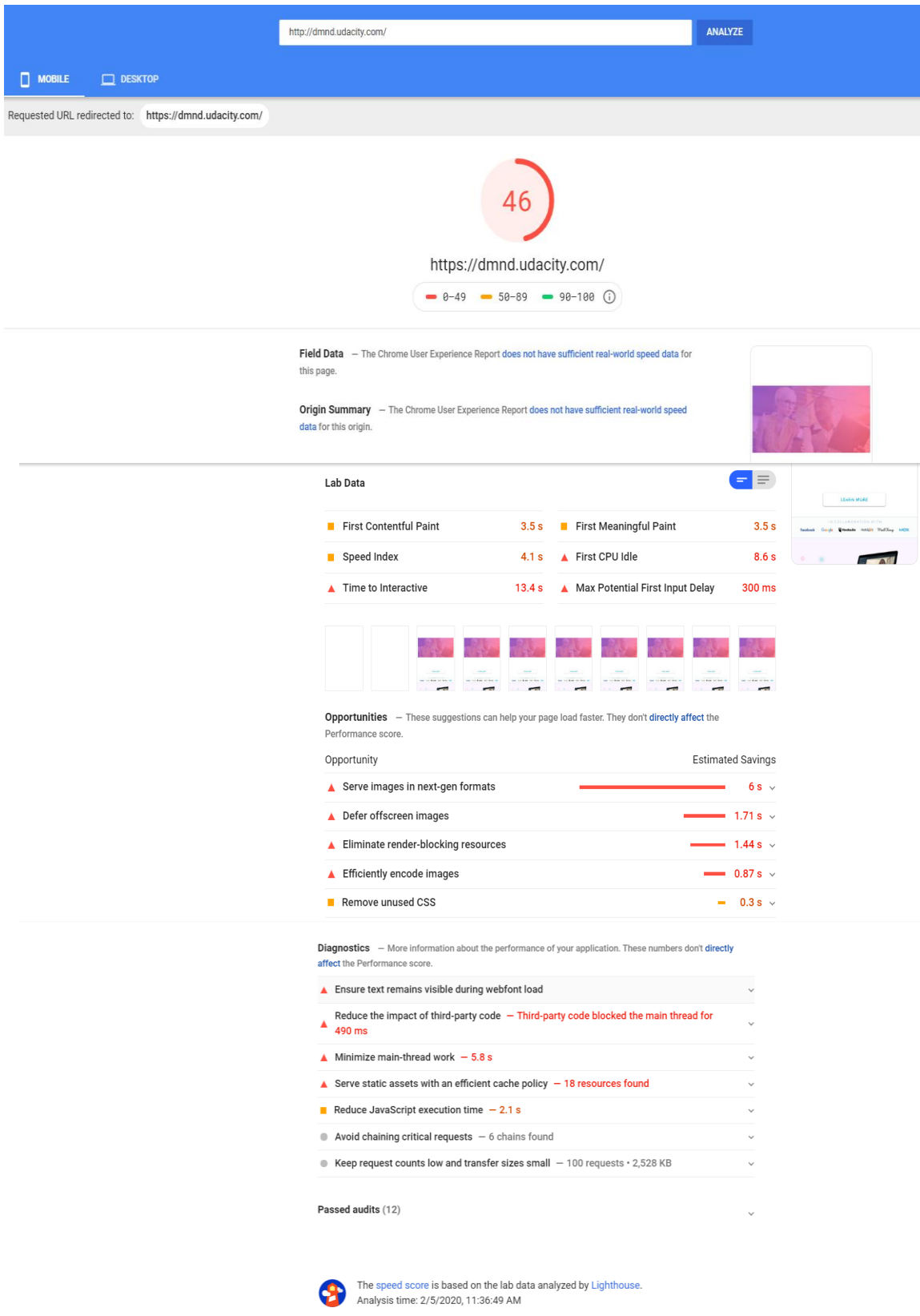
URL	Google Indexed Pages
https://dmnd.udacity.com/	n/a

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

Note: Page speed has nothing to do with indexing. If a page fails to load fast, users might bounce back from the site, which is a bad signal as per Google SEO guidelines. This affects the site's ranking in SERP.



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

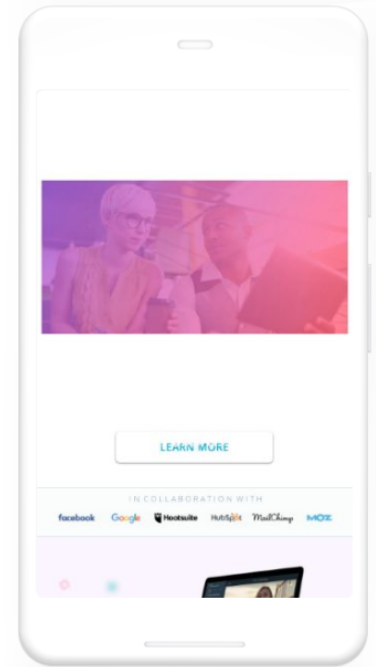
Your results for dmnd.udacity.com ⓘ

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.

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.