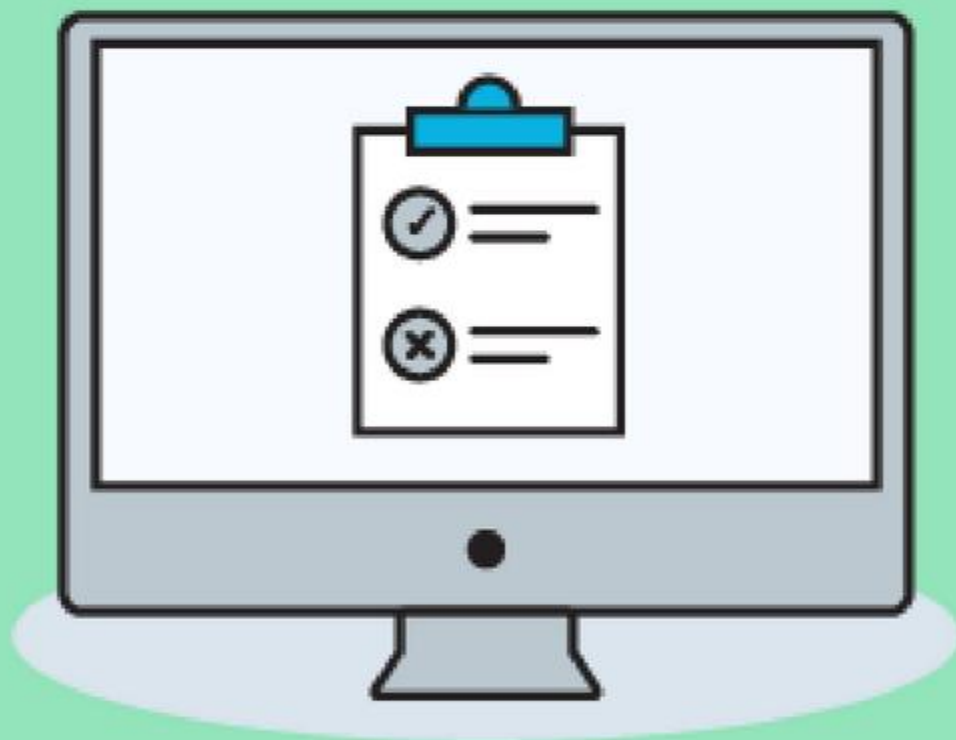


# Project 4

## Conduct an SEO Audit





# Marketing Objective & KPI

- **Marketing Objective** – Increase monthly organic search traffic by 5% within the next year
- **KPI** – number of monthly website visitors (through SERP)

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• Male</li><li>• 27 years old</li><li>• Student</li><li>• Varying, low income</li><li>• Single, no kids</li><li>• Lives in big city/urban environment</li></ul>	Student Samwise	<ul style="list-style-type: none"><li>• Single, comprehensive and coherent learning resource</li><li>• Real-world skills; in contrast to university knowledge</li><li>• Bite-sized learning, that fits around busy schedule</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Fitness</li><li>• Yoga</li><li>• Going to clubs</li><li>• Creative expressions</li><li>• Travel</li></ul>	<ul style="list-style-type: none"><li>• Wants to have awesome job after graduation</li><li>• Possibility of remote work</li><li>• Would like his creative side-hustle to gain more traction</li></ul>	<ul style="list-style-type: none"><li>• Not much money</li><li>• Not much time</li><li>• Motivation/procrastination problems</li><li>• Overwhelmed by plethora of online resources</li></ul>



# Keywords

	Head Keywords	Tail Keywords
1	digital marketing course	digital marketing job description
2	digital marketing certificate (/certification)	how to get digital marketing experience
3	online marketing courses	how to learn digital marketing
4	learn digital marketing	how to get a job in digital marketing
5	digital marketing skills	udacity digital marketing nanodegree worth it

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

- „digital marketing course“, with Potential Score of 63 from Moz’s Keyword Explorer

Which Tail Keyword has the greatest potential?

- “digital marketing job description“, with Potential Score of 57 from Moz’s Keyword Explorer

# 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

-

Alt-Tags

-

## Revision

Title Tag

Digital Marketing Nanodegree | Home | Udacity

Meta-  
Description

Kick-start your career as a Digital Marketer. Gain real-world experience by running live campaigns and learn from some of the best in the field! [149 characters]

Alt-Tags

Become a Digital Marketer; Company logos of Facebook, Google, Hootsuite, HubSpot, Mailchimp, Moz; Laptop with course UI, Instructor during lesson, Laptop with course UI



# Suggested Blog Topics

Topic 1: Digital Marketing job description – Targeted at people at the very early research stage, those who might be interested in getting into Digital Marketing and are researching whether it would be for them. Here, an interview with a working professional could be a good way to show what a digital marketer does in real life and how it is an awesome job, to create a desire to learn digital marketing while positioning the brand as a provider of content to do so.

Topic 2: How to get a job in Digital Marketing – A blog post about the skills employers look for, for an entry-level position (and how they are taught in the DMND). People searching for this are already interested in becoming a Digital Marketer, so this post would connect the dots between what the customer wants and how he can get there, through the service offered.

# Suggested Blog Topics

Topic 3: Is the DMND worth it? – The keyword “udacity digital marketing nanodegree worth it” has a very low search volume. However, people searching so specifically already know about the product and are probably near purchase, but want to be sure they are spending their money wisely. Here, a student success story would be great to show how a real person got a great job, because of taking the DMND, to nudge the potential customer into becoming an actual one.



# Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	<a href="https://blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/">blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/</a>	99
2	<a href="https://docs.microsoft.com/en-us/contribute/additional-resources">docs.microsoft.com/en-us/contribute/additional-resources</a>	99
3	<a href="https://blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/">blogs.msdn.microsoft.com/arsen/2018/05/17/certified-kubernetes-administrator-cka-cncf-exam-preparation-resources-that-i-found-useful/</a>	99

# Link-Building

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	Upwork
Site URL	<a href="https://www.upwork.com/">https://www.upwork.com/</a>
Organic Search Traffic	528K
Site Name	Searchenginejournal
Site URL	<a href="https://www.searchenginejournal.com/">https://www.searchenginejournal.com/</a>
Organic Search Traffic	273K
Site Name	Lifhack
Site URL	<a href="https://www.lifhack.org">https://www.lifhack.org</a>
Organic Search Traffic	1.9M



# Page Index

There are two or fewer indexed pages.

URL	Google Indexed Pages
<a href="https://dmnd.udacity.com/">https://dmnd.udacity.com/</a>	n/a

The number of indexed pages is important, because in order to appear in the search results, and thus drive traffic to it, it has to be indexed by Google. This number can help gauge the state and help of the site. If it is lower than it should be, Google might have penalized certain pages or deemed them not relevant.

# Page Speed

Page speed is very good on Desktop (99/100), but not on mobile (52/100).



Page speed is a major ranking factor in search engine results. It also improves the User Experience, which leads to higher conversion rates. It is especially important for mobile as, according to Google, nearly half of all visitors will abandon a site if it doesn't load within 3 seconds.



# Mobile-Friendly Evaluation

The page is mobile friendly, i.e. easy to use and uses responsive design.

Tested on: 22 May 2019 at 11:10

**Page is mobile friendly**

This page is easy to use on a mobile device



Mobile-friendliness is important because, according to Google, users are five times more likely to leave a site if it isn't mobile-friendly.



# Recommendations

To improve the DMND site from an SEO perspective, there are a number of recommendations.

1. Blogging - In order to rank for a number of related search queries and for different stages of the Customer Journey, I would recommend active blogging about different topics that are of interest to prospective students. The above suggested topics could be a start.
2. Link-Building - The then-written blog posts should be used to reach out to appropriate publications for active link-building.
3. Improve Metadata - From a technical perspective, the pages html – title tag, meta description and image alt tags – could be improved as shown above, to enhance crawler-friendliness as well as accessibility.
4. Improve Mobile Speed – Finally, and very importantly, the page should be optimized for mobile speed. This could be done, first and foremost, through newer picture formats that have superior compression compared to JPEG and PNG. Further speed enhancing changes in the CSS – as per the Google Lighthouse report – should be considered.