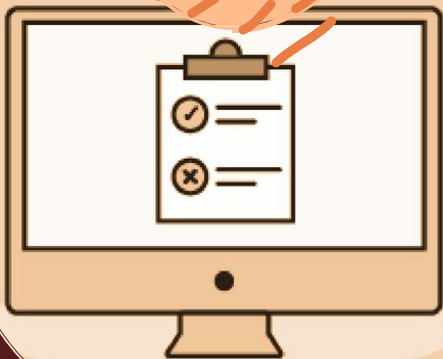


Conduct an SEO Audit



Meaghan Williams



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01

PLANNING THE AUDIT

MARKETING OBJECTIVE

The objective for this campaign is to increase raw traffic to Udacity's DMND program website by 25% over the next 6 months.

KPI

The KPI will be the number of organic traffic to the DMND program website.



TARGET PERSONA

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">• Male• Mid-thirties• Started a small tech startup, Apricot, right out of college• As owner, manages a business of 25 employees, including IT Engineers	<ul style="list-style-type: none">• Todd Jacobson  A man in a dark suit and light blue shirt is standing outdoors, looking down at a smartphone in his right hand. He is also holding a white coffee cup in his left hand. The background shows a modern glass building.	<ul style="list-style-type: none">• Affordable options for to outsource professional development opportunities for his business• Working with a limited budget, Todd needs a program that demonstrates the most bang for his buck
Hobbies ¹	Goals	Barriers
<ul style="list-style-type: none">• Watching TV• Heading to a local brewery with friends• Playing pick-up basketball on the weekends	<ul style="list-style-type: none">• To grow Apricot in size to 100 employees by 2025• In order to diversify his business's portfolio, Todd must attract talent for an array of different technical backgrounds and skills• Todd wants to grow the competencies offered by Apricot's current and future employees	<ul style="list-style-type: none">• Works with a small and limited budget for professional development benefits• Is unable to predict the trajectory of his business and is uncertain about the future of the company as he pushes for exponential growth in the next five years

¹ Leveraged data from the U.S. Bureau of Labor Statistics' Average Time Use Study (2018), which identified average hours spent on leisure activities on weekend and weekdays among males. <https://www.bls.gov/charts/american-time-use/activity-leisure-by-sex.htm>



02

ON-SITE SEO

KEYWORDS

	Head Keywords	Tail Keywords
1	Digital marketing	Udacity digital marketing nanodegree
2	Digital marketing course	Udacity nanodegree certification
3	Digital marketing jobs	Best online digital marketing courses
4	Marketing courses	Best digital marketing courses 2019
5	Udacity nanodegree	Learn digital marketing online

KEYWORDS AUDIT



Head

The head keyword with the greatest potential to drive new users to Udacity's site is "**digital marketing**". The keyword is searched between **30,300-70,800 users** on a monthly basis, according to Moz. While the priority score for "digital marketing" is **71**, which is slightly lower than Moz's ideal score of 80+, this is among the top-ranking relevant terms.



Tail

The long tail keyword with the greatest potential to drive users to Udacity's site is "**Udacity digital marketing**." The phrase is searched by at least **101 to 200** users per month, according to Moz. While the priority score for this phrase is slightly lower than "best online digital marketing courses" (48 vs. 50), this phrase is more likely to direct users to Udacity over its competitors.

TECHNICAL AUDIT: METADATA

URL: <https://dmnd.udacity.com/>

Current		Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Digital Marketing Nanodegree
Meta-Description	"Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing."	"Advance your career by running cutting-edge live digital marketing campaigns alongside self-paced courses taught by experts in the field."
Alt-Tag	<pre></pre>	<pre></pre>

SUGGESTED BLOG TOPICS



Topic 1: Program Review

A blog post from a Udacity DMND graduate about their experiences with Udacity's **nanodgree program**, especially if they view it as one of the **best online courses for digital marketing**, could attract users to Udacity's site. Testimonials are often viewed as one of the most effective strategies for attracting organic traffic to the site through word-of-mouth. If the student can highlight successful outcomes directly correlated with enrolling in Udacity's DMND program (e.g., job offer, promotion), this can generate interest that leads to conversions later on.



Topic 2: Career Pivot

Another effective blog topic that may generate traffic to Udacity's DMND program site is a personal reflection on an individual's career pivot or switch. Udacity presents a great option for those looking to advance within their own companies or enter an entirely new industry. As Udacity provides **online learning** with the unique ability to showcase learning with professional portfolios, this could be a great opportunity to showcase DMND and the importance of having a portfolio of work during career changes.



Topic 3: Small Business Case Study

Given the target persona for this campaign, a blog post from a small or medium business owner who used Udacity or similar training for professional development of their employees is an attractive blog post option. This topic will generate interest from the B2B audience and highlights the benefits of using a training program, aimed at **learning digital marketing online**, to advance company growth and capabilities in an organic way.



03

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OFF-SITE SEO

TECHNICAL AUDIT: BACKLINK AUDIT

	Backlink	Domain Authority (DA)
1	http://www.nytimes.com/2013/12/11/us/after-setbacks-online-courses-are-rethought.html	95
2	http://www.nytimes.com/2012/11/04/education/edlife/massive-open-online-courses-are-multiplying-at-a-rapid-pace.html	95
3	http://github.com/ZuzooVn/machine-learning-for-software-engineers	97

LINK-BUILDING

Site Name	Robert Half	Marketing Edge	Careers.org
Site URL	http://www.roberthalf.com/blog/job-market/10-great-career-resources-you-may-not-know-about	https://www.marketingedge.org/student/student-programs/career-forums/	http://www.careers.org/
Organic Search Traffic	2.4 million monthly visitors	222 monthly visitors	46,600 monthly visitors



04

PERFORMANCE TESTING

PAGE INDEX

Dashboard > Domain Analytics > Backlink Analytics

Backlinks: dmnd.udacity.com

Report Scope: Subdomain

Overview Backlinks Anchors Referring Domains Referring IPs Indexed Pages Competitors More

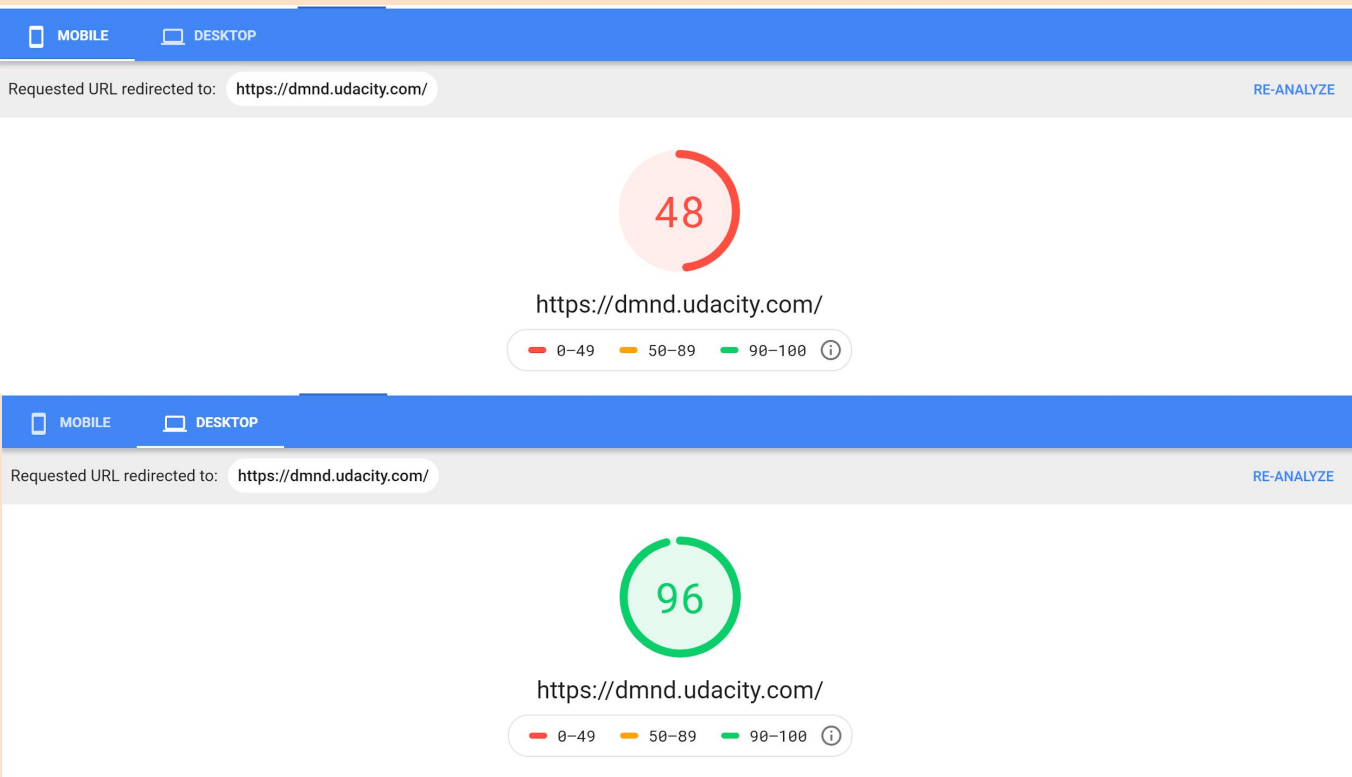
Indexed Pages 1 - 13 (13)

Title and URL	Backlinks	Domains	External Links	Internal Links	Last Seen
http://dmnd.udacity.com/	3	3	0	0	1 Jan'20
http://dmnd.udacity.com/ebook	3	2	0	0	19 d ago
Udacity Digital Marketing Nanodegree Program Website https://dmnd.udacity.com/	8	2	4	0	20 d ago
http://dmnd.udacity.com/ebook?fbclid=IwAR1Wg9KZoIRG-wlffoxfKRasUrahst...	3	2	0	0	11 d ago
http://dmnd.udacity.com/ebook_br	7	2	0	0	4 Jan'20
http://dmnd.udacity.com/corporate-training	2	1	0	0	16 Dec'19
http://dmnd.udacity.com/privacy-policy	0	0	0	0	23 d ago
http://dmnd.udacity.com/br	0	0	0	0	12 d ago
Free Social Media Advertising Guide https://dmnd.udacity.com/ebook_thanks	0	0	1	1	20 d ago
Free Social Media Advertising Guide https://dmnd.udacity.com/ebook?fbclid=IwAR1Wg9KZoIRG-wlffoxfKRasUrahs...	0	0	2	2	11 d ago

According to SEMRush, the DMND program website has 13 indexed pages.

This is critical because the higher the number of indexed pages, the more likely it is that the DMND program website will show higher in Google search results, likely resulting in driving traffic.

PAGE SPEED



The DMND program website speed is excellent on desktop (96) but slow on mobile (48).

This is critical because slow page speeds can deter mobile users from using the site.

MOBILE-FRIENDLY EVALUATION

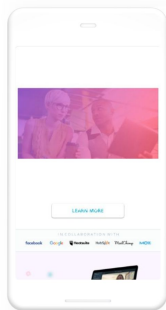
Your results for dmnd.udacity.com ⓘ

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

RATING

Slow

Slow pages start to load in over 2.5 seconds.



Tested on: Feb 5, 2020 at 9:48 AM

Page is mobile friendly

This page is easy to use on a mobile device



Similar to the results seen in the Page Speed tests, the DMND program site does not run at an optimal rate on mobile.

The slow mobile page speeds (for both 3G and 4G) are likely to deter mobile users from accessing DMND's website. However, aside from speed, the site appears to run optimally on mobile devices.



05

RECOMMENDATIONS

RECOMMENDATIONS



Recommendation #1

- The DMND website needs to improve its page speed on mobile devices. The current slow rates might deter mobile users from accessing the site, which serves as a barrier to traffic goals.



Recommendation #2

- DMND's website metadata, including title, anchor, and alt tags should be rewritten to be more descriptive and concise. This will improve the likelihood that search engines will rank the site higher in its results pages.



Recommendation #3

- Prospective sites identified in the link-building campaign should be contacted to expand the Udacity website's potential traffic.

CREDITS

- Presentation template by [Slidesgo](#)
- Icons by [Flaticon](#)
- Infographics by [Freepik](#)
- Images created by [Freepik](#)
- Author introduction slide photo created by [Freepik](#)
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