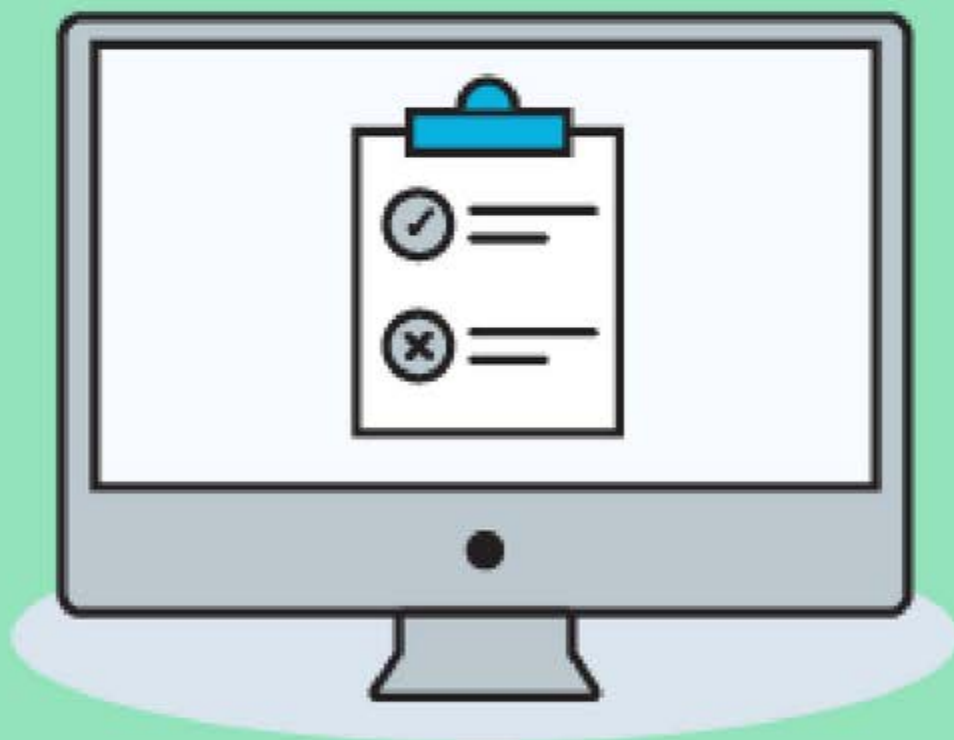


# Project 4

## Conduct an SEO Audit





# Marketing Objective & KPI

- **Marketing Objective:** increase the monthly organic search 5% within 6 months
- **KPI:** NUMBER OF monthly visitors

# Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>• Male</li><li>• single</li><li>• 24</li><li>• fresh grad</li><li>• bachelor degree</li><li>• unemployed</li><li>• Lives in city</li></ul>	Ahmed	<ul style="list-style-type: none"><li>• Need a job in digital marketing</li><li>• Practical skills</li><li>• resources (money – tools )</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Chess</li><li>• football</li><li>• reading</li></ul>	<ul style="list-style-type: none"><li>• Want to be a digital marketer</li><li>• Find a possibility to work remotely</li><li>• Career path</li></ul>	<ul style="list-style-type: none"><li>• limited time</li><li>• low income</li><li>• No opportunities (job, internship)</li></ul>



# Keywords

1. Using [Moz Keyword Explorer tool](#), identify the Keywords you might target to drive users to this page. Be sure to use a mix of branded and non-branded Keywords.



	Head Keywords	Tail Keywords
1	digital marketing	udacity digital marketing nanodegree review
2	digital marketing jobs	udacity digital marketing nanodegree worth it
3	digital marketing certificate	udacity digital marketing nanodegree cost
4	digital marketing course	udacity digital marketing nanodegree
5	udacity dmnd	learn digital marketing online

# Keyword with the Greatest Potential

- Which Head Keyword has the greatest potential?  
“digital marketing certificate” with potential score 63 at MOZ’s keyword Explorer

digital marketing certificate  
 United States - en-US  
 no URL 1,696 42 53% 3 Neutral 63  
 Analyzed 01/29/2021

- Which Tail Keyword has the greatest potential?
- “udacity digital marketing nanodegree” with potential score 59 at MOZ’s keyword Explorer

<input type="checkbox"/>	<b>udacity digital marketing nanodegree</b> United States - en-US  Analyzed 01/29/2021	no URL	252	35	86%	3 Neutral ▾	59	
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# 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	<title>Udacity Digital Marketing Nanodegree Program Website</title>
Meta-Description	<meta name="description" content="" />
Alt-Tags	View all the list in the next slide
Revision	
Title Tag	Learn Digital MarketingOnline – Nanodegree   Udacity
Meta-Description	Kick-off your career and get real experience in digital marketing by doing your own projects with very professional Career advisors to help you find and improve your professional path
Alt-Tags	View all the list in the next slide





# 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

Alt-Tag 1	
Alt-Tag 2	
Alt-Tag 3	
Alt-Tag 4	
Alt-Tag 5	
Alt-Tag 6	
Alt-Tag 7	alt=""/>



# 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/>

Revision	
Alt-Tag 1	
Alt-Tag 2	
Alt-Tag 3	
Alt-Tag 4	
Alt-Tag 5	
Alt-Tag 6	
Alt-Tag 7	

# Suggested Blog Topics

## Topic 1 - digital marketing certificate:

I chose this keyword to target people who want to get a job in digital marketing and looking for and a well known certificate to beef up their resume with industry-recognized certifications. We can write about:

- udacity story:

Udacity was born out of a Stanford University experiment in which Sebastian Thrun and Peter Norvig offered their “Introduction to Artificial Intelligence” online to anyone, for free. A brain child of Stanford professor and ex-Google roboticist Sebastian Thrun, Udacity appealed to the education market by publishing free college courses online. Over 160,000 students in more than 190 countries enrolled and not much later, Udacity was born. According to Mr. Thrun, the origin of the name comes from the company's desire to be audacious for you, the student. And that’s exactly what Udacity has been on a mission to do. Democratize Education. Now, a growing team of educators, engineers and industry experts are working together to change the future of education by bridging the gap between real-world skills, relevant education and employment

- what will students learn?

Students will Learn to create marketing content, use social media to amplify their message, make content discoverable in search, run ad campaigns, and advertise on Facebook. Additionally, learn how display and video ads work and how to market with email, and measure and optimize with Google Analytics.

- what requirements to apply for this certification?

Proficient in spoken and written English

Basic computer skills

No prior professional experience required

# Suggested Blog Topics

Topic 2 - Udacity digital marketing nanodegree worth it:

I chose this keyword to target people who know Udacity and just need a confirmation to complete the purchase process.

We can write about :

- **top quality content of udacity:**

**Udacity** has partnered with an incredible roster of industry-leading digital marketing companies to build a program that offers a holistic approach to the field, covers every important platform, and equips students with a broad foundation upon which to build their careers. Students will have the opportunity to learn with experts from **Facebook, Google, Hootsuite, Hubspot, Mailchimp, Moz**, and more.

- **on-hands projects :**

Project-based, active learning. Learn by doing with real-world projects and other hands-on exercises that lead to real skills mastery.

- **career advisors:**

Udacity has very professional Career advisors to help you find and improve your professional path.

- **student success stories**

We can interview some students who finished Udacity nanodegree and how this certificate helped them. This interview will be recorded in a video format and articulate the of the student how his knowledge was before applying to udacity and what skills they acquired after completing the nanodegree. What obstacle they faced during the journey and they overcame it. How the career advisors help student and

# Suggested Blog Topics

## Topic 3 - learn digital marketing online:

I chose this keyword to target people who want to study online and don't have time for offline courses. We can write about:

- **Benefits of studying digital marketing online:**

We all know how the internet is changing our lives hence the consumer behavior which is why digital marketing has become inevitable for any business

**Benefits:**

1- It Gives You Time Flexibility and is Location Independence

So for those who are working or have some other reason because of which they are unable to go to the institute, they can enroll in online courses which allows them to learn from anywhere. Digital Marketing is an easy computer course and one can easily learn it online.

2- Good for Professionals as They Have Less Time to Invest.

Most online courses don't offer in-depth knowledge. It is also difficult to gain a practical and deeper understanding of tools and subjects. So, it can be beneficial for professionals who already have basic knowledge about it.

3- You Get Your Lecture Recorded

For any reason, if you miss your lecture you can always listen to the lecture you get in form of audio

- **what you need to start studying digital marketing online?**

1 - To begin with there are few points that you have to get clear on,

2- Identify your need and objective

3- How much time do you have?

4- What is your budget?

5- Do you already have some basic knowledge about digital marketing?

- **student community**

provide students with the opportunity to become active members of their community and has a lasting, positive impact on society at large. it enables students to acquire life skills and knowledge, as well as provide a service to those who need it most



# Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the Udacity DMND page.

List **three** of the top backlink URLs you discovered for the website. **These backlinks should add value to the website and not be spam.**

	Backlink	Domain Authority (DA)
1	<a href="http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/">http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/</a>	99
2	<a href="http://en.wikipedia.org/wiki/Uncertainty">http://en.wikipedia.org/wiki/Uncertainty</a>	98
3	<a href="http://en.wikipedia.org/wiki/Peter_Norvig">http://en.wikipedia.org/wiki/Peter_Norvig</a>	98

# Link-Building

Using the [SEMRush](#) tool:

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	marketo
Site URL	<a href="https://www.marketo.com/digital-marketing/">https://www.marketo.com/digital-marketing/</a>
Organic Search Traffic	532.6k
Site Name	searchenginejournal
Site URL	<a href="https://www.searchenginejournal.com/the-top-28-digital-marketing-certificate-programs-to-enroll/242393/">https://www.searchenginejournal.com/the-top-28-digital-marketing-certificate-programs-to-enroll/242393/</a>
Organic Search Traffic	2.4m
Site Name	neilpate
Site URL	<a href="https://neilpatel.com/what-is-digital-marketing/">https://neilpatel.com/what-is-digital-marketing/</a>
Organic Search Traffic	6.4m



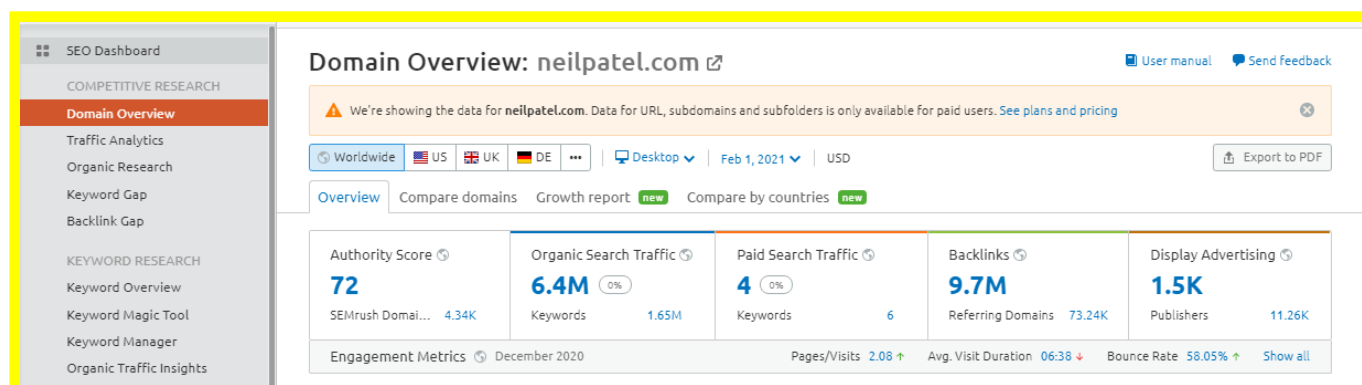
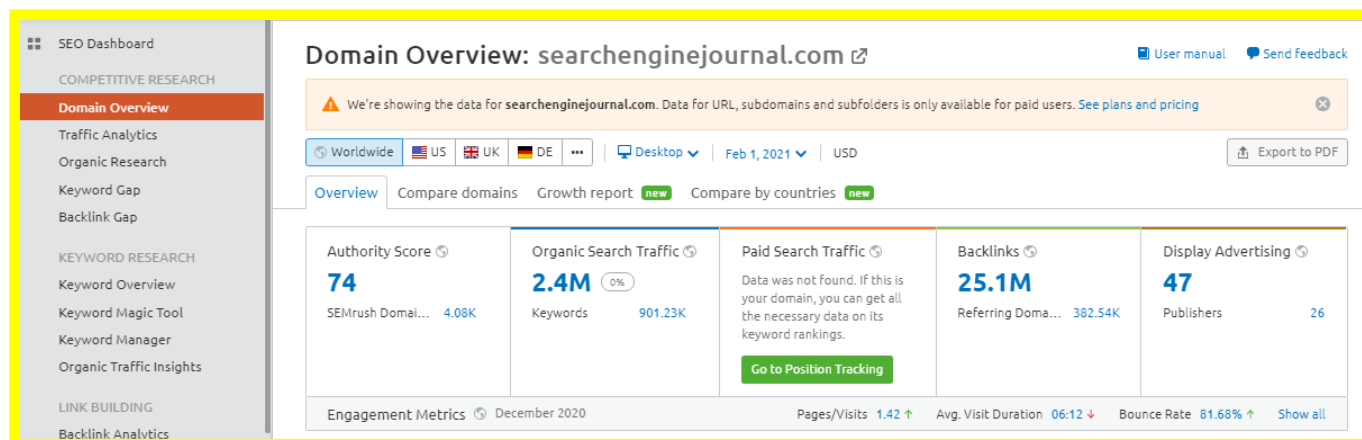
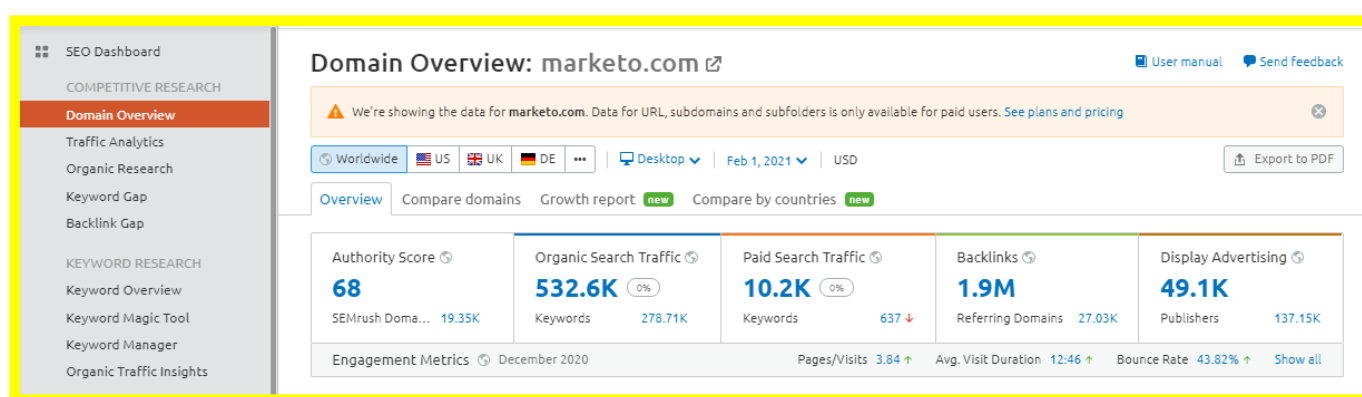
# Link-Building

Screenshots Using the **SEMRush** tool showing organic traffic :

1-marketo 532.6k organic traffic

2-searchenginejournal 2.4m organic traffic

3-neilpatel 6.4m organic traffic





# Page Index

Using the [Pinger](#) tool, research how many of DMND's or your company's website pages are indexed by Google and Explain why the number of pages indexed is important.

The search for Udacity site on Google by entering site:<https://dmnd.udacity.com/> returned **1 indexed pages**.

Checking the number of pages indexed is important because **only indexed pages will drive the traffic to your site**. Otherwise people won't be able to discover it with organic search

## Google Indexed Pages Checker

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

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



All

Images

News

Maps

More

Settings

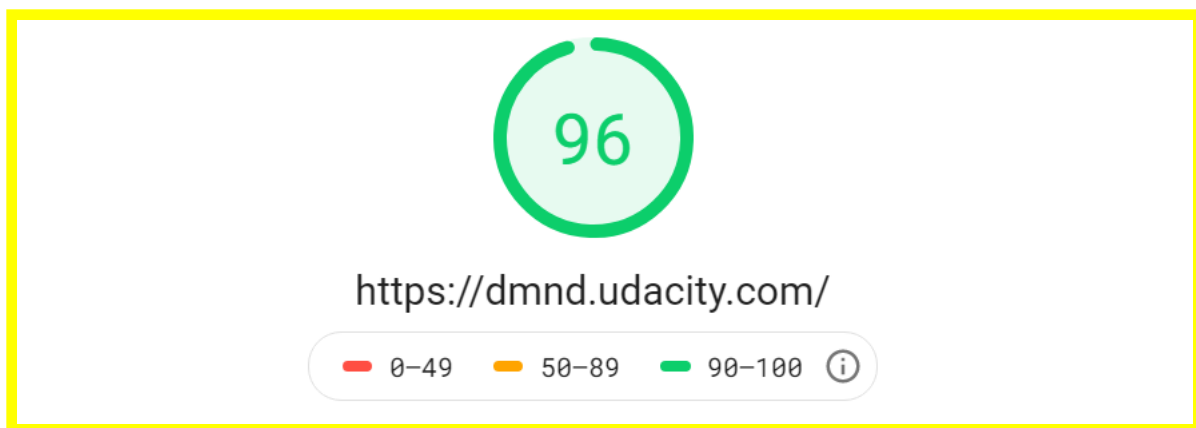
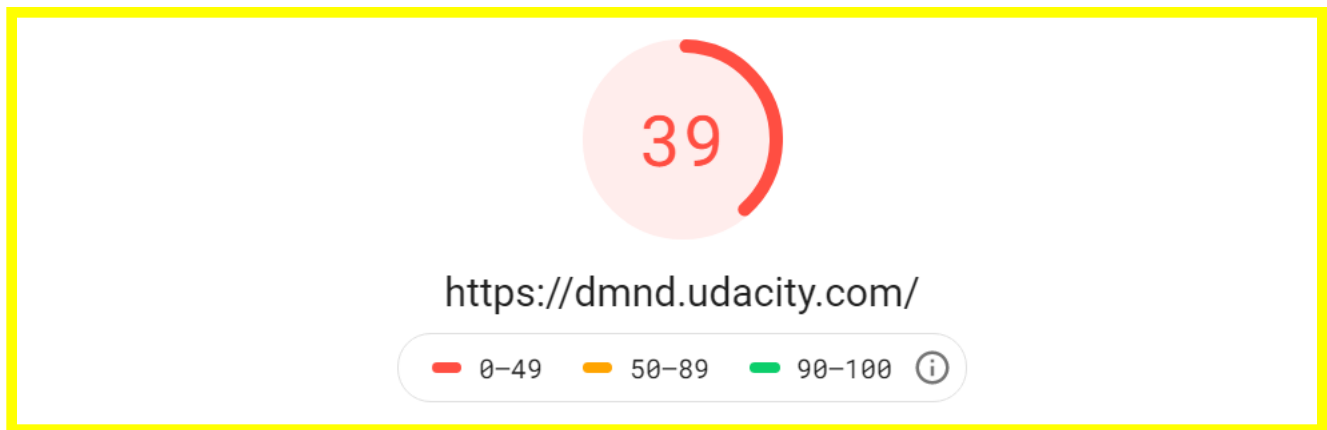
Tools

1 result (0.43 seconds)

# Page Speed (Using Google Page Speed tool)


Page speed: -Desktop: 96 (good) -Mobile: 39 (low)

**Page speed** is a direct **ranking** factor as It improves the User Experience, which leads to higher conversion rates




# Mobile-Friendly Evaluation (Using the [Think with Google](#) tool)

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

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


**Test results**

 Page loading issues [VIEW DETAILS](#)

Tested on: Feb 1, 2021 at 11:22 PM

**Page is mobile friendly**

This page is easy to use on a mobile device





# Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

- **on-site SEO:**

- 1- blogs:

- write blogs for what users search and what Udacity want to rank for by using a mix between branded and non-branded keywords.

- 2- meta data:

- improve metadata by giving images and videos good description to rank for and keep the length of title and description on hands to not be cut off as the audit cleared that there was no meta description of the page, the title tag wasn't clear enough and was not optimized for search engine enough as the best practices if we want to include more than one keyword we should separate by "-" symbol and should write the name of the brand at the end separated by "|" symbol. Plus give a clear and concise description for images and videos to help search engines understand what the images and videos are.

- **Technical audit:**

- 1- Speed:

- improve the speed of the mobile and desktop is important for user experience. Website's speed affects a lot of important metrics such as the ranking position in Google Search results, bounce rate, and conversion rate. Just by reducing the page load time from 3 seconds to 1 second, you can reduce bounce rate by 32%, according to Google data. Mobile score on Google page speed tool showed average score (39/100) on Google Page Speed report. Slow speed might eventually affect the ranking in Google Search and increase bounce rates. One of the quickest improvements is to resize large images and reduce reliance on third-party JS libraries. Other fixes - increase cache time, minify CSS and JavaScript, enable asynchronous loading, etc. as recommendations from Google page speed tool.

- 2- Mobile friendless:

- Mobile-optimized website ranks higher in Google Search than mobile-not-friendly website. This is one the ranking factors in Google search.