



## Project 4 – SEO Audit

# Marketing Objective

To increase Organic traffic by at least 20% for selected keywords in a month which will improve the Average Ranking Position in Google search.

## KPI

Organic CTR (click-through-rate)

# Target Persona

## Background & Demographics

- Female, 35-40 years old
- Married, 1 Kid
- Lives in San Francisco
- Studied Law
- Stopped working as moved to different Country
- Husband is into IT
- HH income 150K

## Name - Lucy Scott



## Needs

- Start a new career
- Single & Comprehensive learning resource
- Real world skills
- Mentoring
- Start earning good income

## Hobbies

- Travel
- Reading Blogs
- Fitness

## Goals

- Get a good job
- Become a successful Digital Marketer
- Have Work-Life Balance

## Barriers

- Time Constraint
- Overwhelmed by so many online courses available
- Needs motivation

# Keywords

(Using Moz Keyword Explorer tool)

Head Keywords	Tail Keywords
Digital Marketing	Best online course to learn Digital Marketing
Digital Marketing Certification	How to learn Digital Marketing
Online Marketing Course	How to get Digital Marketing experience
Social Media Marketing	Digital Marketing Career
Digital Marketing Skills	Digital Marketing Salary
Udacity	Udacity DMND worth
Udacity DMND	How to promote your business
SEO	Digital Marketing job description
Digital Marketing Course	How to get job in Digital Marketing without experience
Learn Digital Marketing	

# Keyword with greatest potential

## Head Keyword

**SEO** has the greatest potential because it has very large monthly volume (64639 visitors) and high organic CTR (51%), yet it's relatively difficult to rank high on SERP with this head keyword (74 difficulty score).

## Tail Keyword

**Digital Marketing Salary** has the greatest potential because it has relatively high average volume of monthly visitors (2726) with relatively low difficulty score (42) and high organic CTR of 91%.

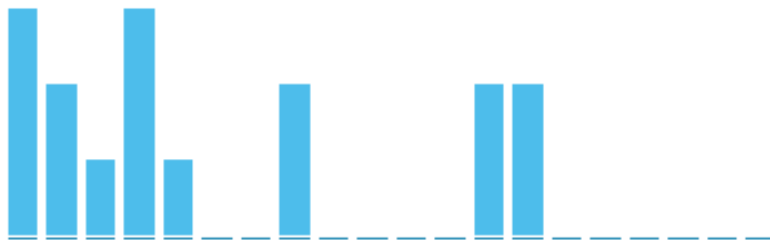
# Moz Keyword Dashboard

## Udacity Digital Marketing

 Export CSV

### Monthly Volume <sup>i</sup>

Volume Distribution (Low - High)  
[Learn more about Volume Score](#)



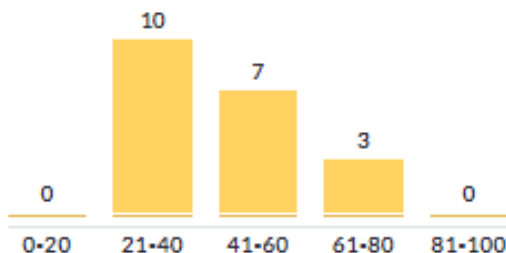
### SERP Features <sup>i</sup>

[Learn more about SERP features](#)



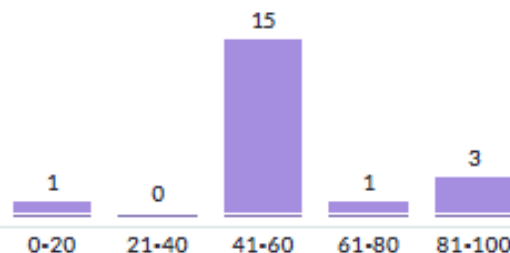
### Difficulty <sup>i</sup>

[Learn more about Difficulty Score](#)



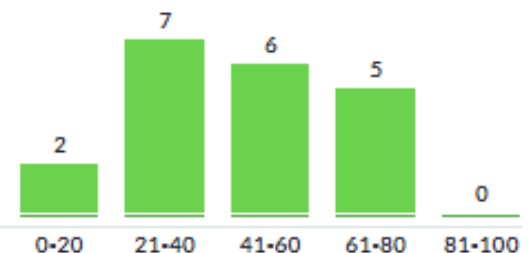
### Organic CTR <sup>i</sup>

[Learn more about Organic CTR Score](#)

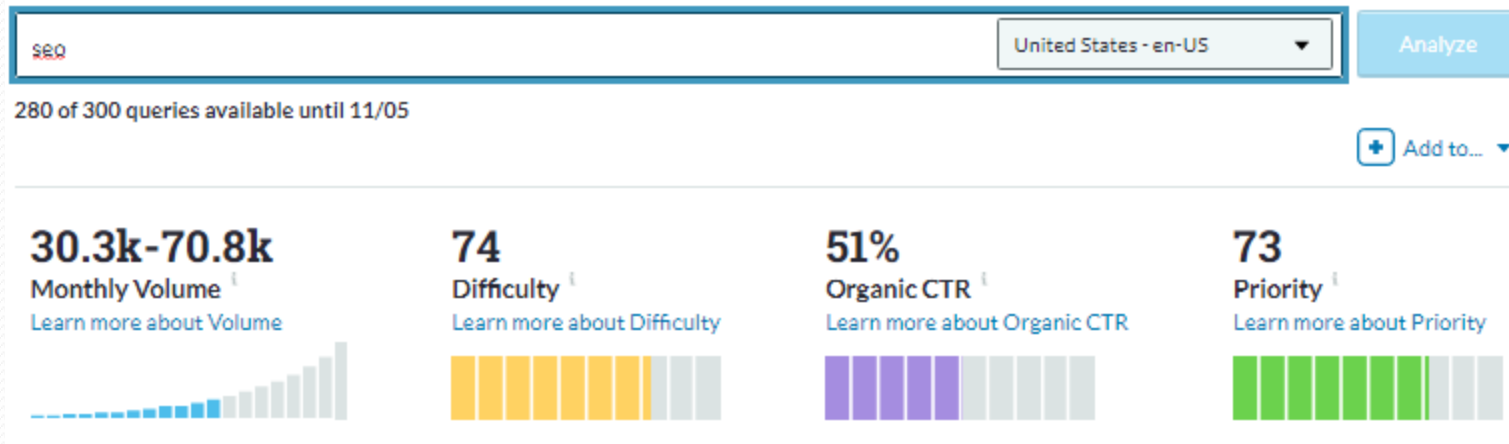


### Priority <sup>i</sup>

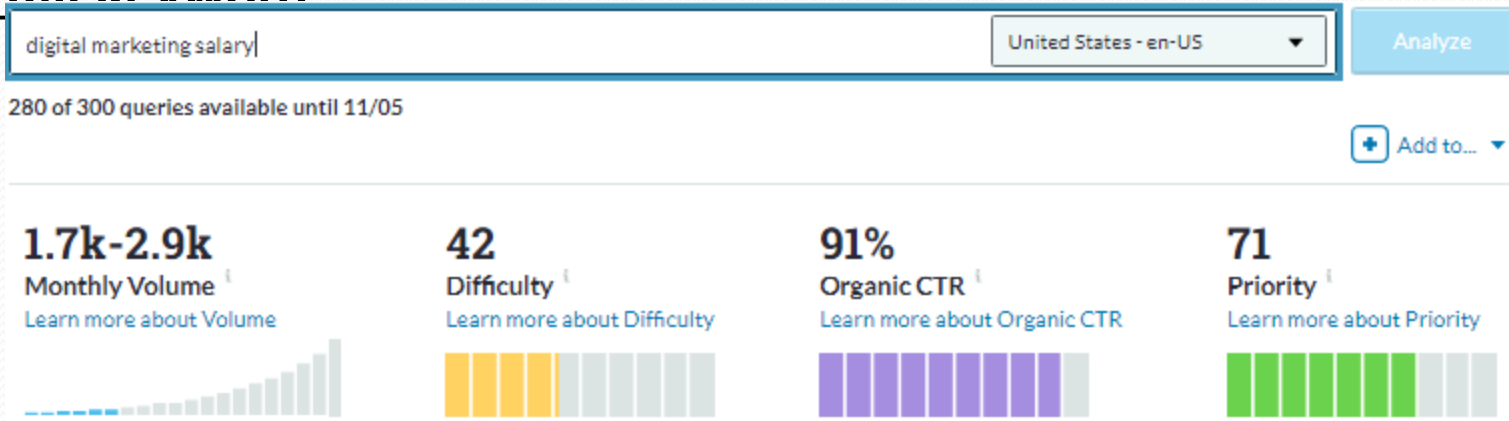
[Learn more about Priority Score](#)



## Head Keyword



## Tail Keyword



# Technical Audit: Metadata

URL	<a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a>
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Blank
Alt-Tag	Blank (Full list mentioned on next slide)
Revision	
Title Tag	No change suggested (as the current title is brief enough to explain what the page is about)
Meta-Description	Become a Digital Marketer by running live campaigns and gaining real world experience with the help of a Course developed in association with Google, Hubspot, Moz, MailChimp and other tech leaders.
Alt-Tag	(Full list mentioned on next slide)



# Current Alt Tag

Alt-Tag 1	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" srcset="//v.fastcdn.co/u/beb60d38/13815763-0-medium.jpg 2x" style="margin-top: 0px;" alt="" /&gt;</code>
Alt-Tag 2	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png" srcset="//v.fastcdn.co/u/beb60d38/35155776-0-SOB-White.png 2x" style="margin-top: 0px;" alt="" /&gt;</code>
Alt-Tag 3	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png" srcset="//v.fastcdn.co/u/beb60d38/13720038-0-logospartners.png 2x" style="margin-top: 0px;" alt="" /&gt;</code>
Alt-Tag 4	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png" srcset="//v.fastcdn.co/u/beb60d38/13814963-0-image-digital-market.png 2x" style="margin-top: 0px;" alt="" /&gt;</code>

# Current Alt-Tag (Continue)

Alt-Tag 5	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-15x345-features1.png" srcset="//v.fastcdn.co/u/beb60d38/13815588-0-features1.png 2x" style="margin-top: 0px;" alt="" /&gt;</code>
Alt-Tag 6	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606177-13815378-203x169x285x204x6x11-70B-box.png" srcset="//v.fastcdn.co/u/beb60d38/13815378-0-70B-box.png 2x" style="margin-top: ;" alt="" /&gt;</code>
Alt-Tag 7	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png" srcset="//v.fastcdn.co/u/beb60d38/13834748-0-features-02.png 2x" style="margin-top: 0px;" alt="" /&gt;</code>

# Revised Alt Tag

Alt-Tag 1	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" srcset="//v.fastcdn.co/u/beb60d38/13815763-0-medium.jpg 2x" style="margin-top: 0px;" alt="students with a tablet" /&gt;</code>
Alt-Tag 2	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png" srcset="//v.fastcdn.co/u/beb60d38/35155776-0-SOB-White.png 2x" style="margin-top: 0px;" alt="Udacity Logo" /&gt;</code>
Alt-Tag 3	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png" srcset="//v.fastcdn.co/u/beb60d38/13720038-0-logospartners.png 2x" style="margin-top: 0px;" alt="Logo of Udacity Partners" /&gt;</code>
Alt-Tag 4	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png" srcset="//v.fastcdn.co/u/beb60d38/13814963-0-image-digital-market.png 2x" style="margin-top: 0px;" alt="Online content delivery by Udacity instructor" /&gt;</code>

# Revised Alt-Tag (Continue)

Alt-Tag 5	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-15x345-features1.png" srcset="//v.fastcdn.co/u/beb60d38/13815588-0-features1.png 2x" style="margin-top: 0px;" alt="Udacity instructor" /&gt;</code>
Alt-Tag 6	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606177-13815378-203x169x285x204x6x11-70B-box.png" srcset="//v.fastcdn.co/u/beb60d38/13815378-0-70B-box.png 2x" style="margin-top: ;" alt="Value of Digital Market in US" /&gt;</code>
Alt-Tag 7	<code>&lt;img src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png" srcset="//v.fastcdn.co/u/beb60d38/13834748-0-features-02.png 2x" style="margin-top: 0px;" alt="Laptop showing graph" /&gt;</code>

# Suggested Blog Topics

## ***Topic 1 – Top 5 Digital Marketing Skills***

To increase the popularity of the blog we can add the statistics and bullet points. Bullet points in a blog makes it easy for a reader to go through the content more easily, whether they are viewing it from a desktop or a mobile device. Stating the statistics helps the reader to get the idea like growth, average salary, demand of skills, etc. Also adding the points according to their ranking will help the reader to decide whether they have required skill set and which other skills they need to learn.

## ***Topic 2 – Is learning Digital Marketing worth it?***

To gain the attention of the potential students , the above blog title is perfect. As there are many readers who are interested in the Digital Marketing but are not sure whether its worth their time, money, skills and future growth. By giving them a snippet of what Digital Marketing actually involves (content writing, SEO, SEM, Email marketing, Display Marketing, etc) will help them to take an informed decision.

## ***Topic 3 – How to get started with Digital Marketing***

This blog post will help to target the fresh graduates or someone who is interested in career change. The blog post will get the answer to questions like what skills are required to become Digital Marketer? Is prior experience required? How to start career in Digital Marketing? whether volunteering in Digital Marketing helps to gain experience? Etc.

## Technical Audit: Backlink Audit

Using the Link Explorer tool, performed a backlink audit on Udacity.com

	Backlink	Domain Authority (DA)
1	TODO Android App Engineer @ Google 2 – YouTube <a href="https://www.youtube.com/watch?v=Tcqz0aB2m38">www.youtube.com/watch?v=Tcqz0aB2m38</a>	100
2	Machine Learning for Trading   Udacity – YouTube <a href="https://www.youtube.com/playlist?list=PLAwxTw4SYaPnIRwl6rad_mYwEk4Gmj7Mx">www.youtube.com/playlist?list=PLAwxTw4SYaPnIRwl6rad_mYwEk4Gmj7Mx</a>	100
3	Types of Market Segmentation: Behavioral and Psychographic   Udacity – YouTube <a href="https://www.youtube.com/watch?v=zumYa-gCOBI">www.youtube.com/watch?v=zumYa-gCOBI</a>	100

# Link-Building

	Site Name	Site URL	Organic Search Traffic
1	Buffer.com	<a href="https://buffer.com">https://buffer.com</a>	734.5k
2	Hubspot.com	<a href="https://www.hubspot.com">https://www.hubspot.com</a>	5.3m
3	Neilpatel.com	<a href="https://neilpatel.com">https://neilpatel.com</a>	761.7k



# Page Index

The number of pages indexed directly affects search results. More indexed pages, the better probability for search engines to find your content and eventually better SEO performance.

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

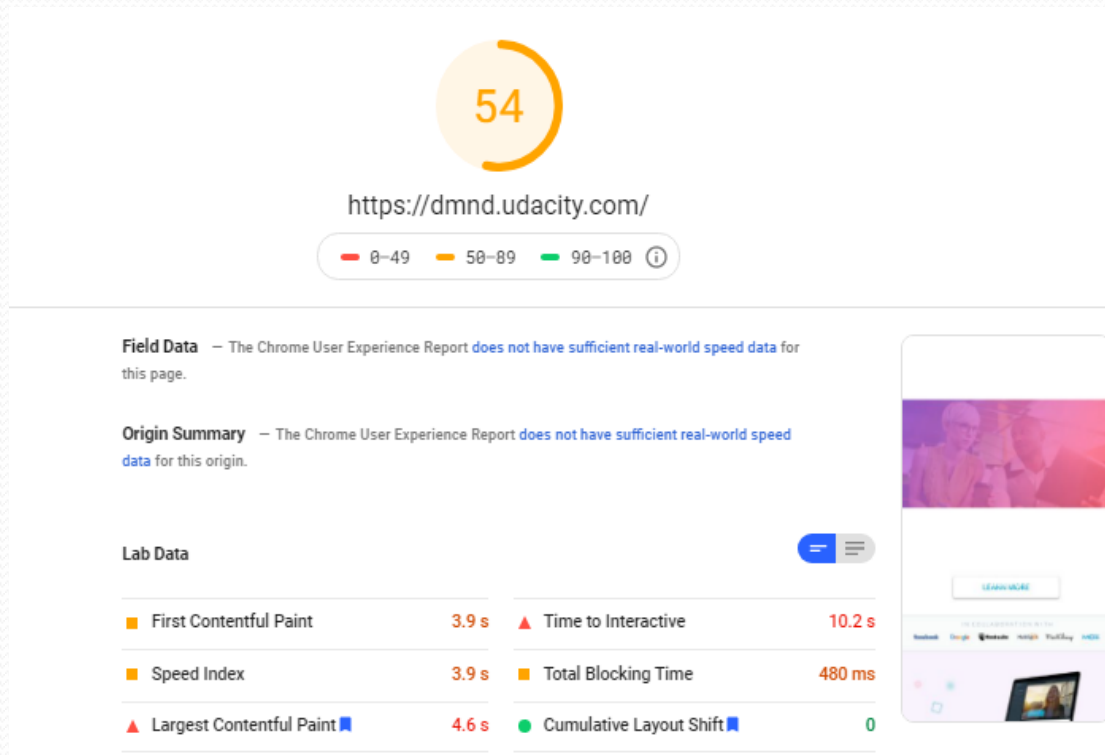
Continue >>

Google Indexed Pages Checker

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

# Page Speed

Page speed is one of the ranking factor used by Google in search engine results. Page speed also plays role in the user experience and their conversion.



On Mobile

# Page Speed



https://dmnd.udacity.com/

0-49 50-89 90-100 ⓘ

**Field Data** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this page.

**Origin Summary** — The Chrome User Experience Report [does not have sufficient real-world speed data](#) for this origin.



➡ On Desktop

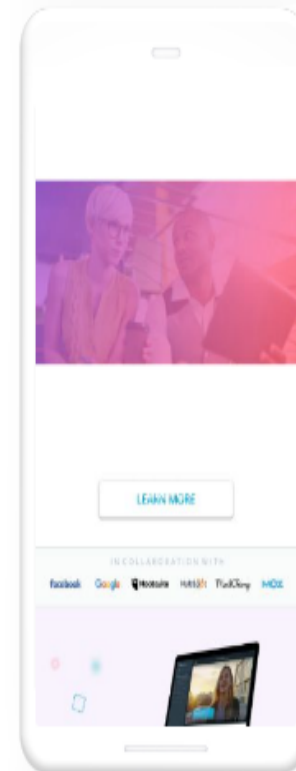
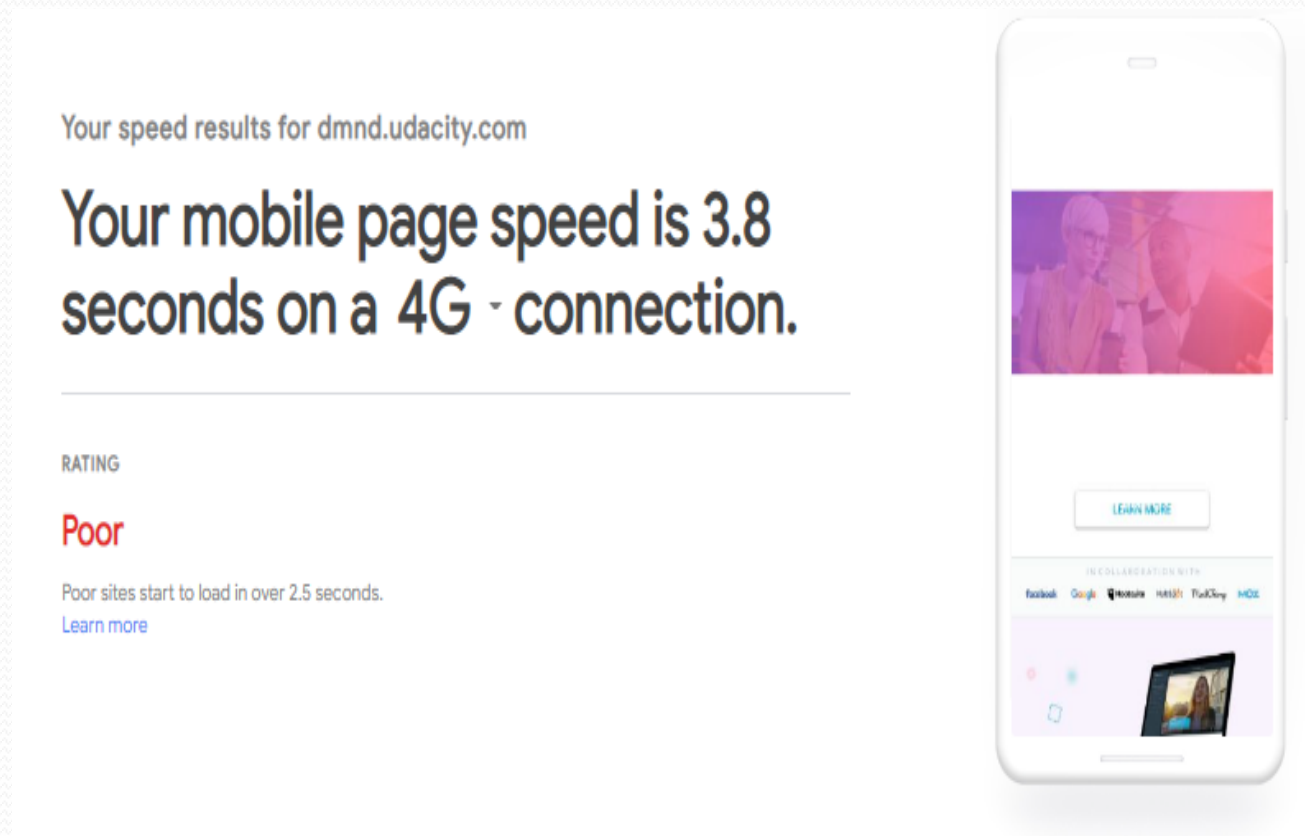
## Lab Data



■ First Contentful Paint	1.0 s	● Time to Interactive	1.9 s
● Speed Index	1.0 s	● Total Blocking Time	20 ms
■ Largest Contentful Paint	1.4 s	● Cumulative Layout Shift	0

# Mobile Friendly Evaluation

Using the Think with Google tool, I assessed the mobile-friendliness of the dmnd.udacity.com website.



# Recommendations

- Create additional keywords that pursue leads to take advantage of Udacity's relatively new approach to education.
- Meta-Description Tag and Alt-Tag are currently blank. This will result in poor website performance in SEO. I would recommend to complete all missing tags with accurate descriptions of content.
- Pingler test result shows dmnd.udacity.com website pages are not indexed. Indexing these pages will help in high page rank.
- The mobile page speed of dmnd.udacity.com result poor when measured using Google Page Speed tool. I would recommended to follow technical changes as suggested by Tool to improve page speed.
- Mobile friendliness evaluation results poor when calculated using Think With Google tool and it requires to improve speed.