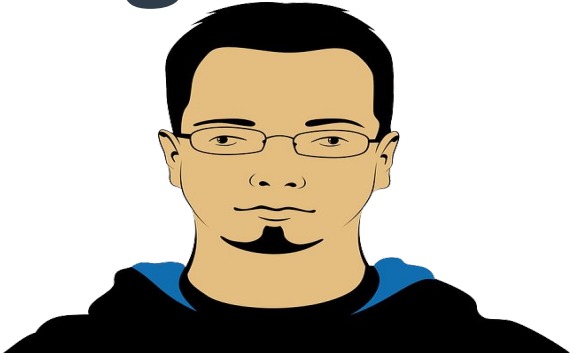# Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** - MY marketing objective is to increase the organic traffic search on Udacity's website by 15% in February 2022.
- **KPI** - Would be the percentage of organic traffic search on the website in February 2022.

Target Persona

Background and Demographics	Target Persona Name	Needs
- Male - 21 years old - Egyptian - Single - Graduated - employed	Ahmed Ali	- Career shift - Work from home - Increase income - Learn Digital Marketing
Hobbies	**Goals**	**Barriers**
-Play Video Games - Reading - Play Table Tennis - Surfing the internet	- Become a Digital Marketeer - Become a freelancer	-Not used to online learning -Not so proficient in the English Language - Problems in time management

Part 2

On Site SEO

Audit

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. List 5 head and 5 tail keywords.

	Head Keywords	Tail Keywords
1	digital marketing	free online courses
2	freelance	digital marketing career
3	udacity	Digital marketing nanodegree
4	Marketing	Scholarships for college students
5	work from home	digital marketing jobs

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Work from home because it has 78 as a priority score .

Which Tail Keyword has the greatest potential?

scholarships for college students because it has 76 as a priority score.

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the DMND page and your proposed revisions. Make sure to do this for 5 Alt-Tags, so there are 5 tables in total.

URL:https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility."/>`
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="Google" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg">`
Revision	
Title Tag	`<title>Digital Marketing Nanodegree</title>`
Meta-Description	`<meta name="description" content="Here you will learn everything related to digital marketing."/>`
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="Udacity Partner" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg">`

	Current
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="Hootsuite" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6WoKBulpg46OGKSySQySI2/98acb5f4dee25041b1934341f55d9df5/logo-color-hootsuite">`
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="HubSpot" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot">`
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="MailChimp" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/eDJkn6t65q8YgUiuiIyOU/6993902552cdbbda83d5367e0f92d714/logo-color-mailchimp">`
	Revision
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="Logo of Hootsuite about social media digital marketing" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6WoKBulpg46OGKSySQySI2/98acb5f4dee25041b1934341f55d9df5/logo-color-hootsuite">`
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt=" Logo of HubSpot " src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot">`
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt=" Logo of MailChimp about Email Marketing" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/eDJkn6t65q8YgUiuiIyOU/6993902552cdbbda83d5367e0f92d714/logo-color-mailchimp">`

Current	
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt="Moz" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz">`
Revision	
Alt-Tag	`<img class="degree-affiliates_icon__1uKUx" alt=" Logo of Moz the best tools for seo" src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/51W39yOkVi6eE6WWEmMWcG/7a6e58661addb87ae7e36b92dc5ccf52/logo-color-moz">`

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary (150 - 300 words max for each post) as to why you chose those Keyword topics and what you might write about.

Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max for each post) and a motivation about why you think they would work.

Topic 1 - short explanation

Topic 2 - short explanation

Topic 3 - short explanation

1-Work from home digital marketing jobs

Who doesn't want to work from home ?! that is a word that every one is searching for daily, it's a dream that everyone has in any country and after the global pandemic this dream is now more alive than ever . Since Digital Marketing is needed in all fields of industry and society and common day to day life, it's the best career to switch to and with Udacity's Digital Marketing Nanodegree you have no excuses to try , They offer the best content about digital marketing and all its fields from social media marketing to email marketing to ads to search engine optimization with some of the best teachers that you could ever hope to be taught by so what are you waiting for ? the process is really simple all you have to do is apply for the course and your good to go so good luck to you .

2- Freelance Digital Marketing Careers

Freelancing is the key to leading a comfortable life in anywhere in the world especially developing countries where the only thing you need is an internet connection and time to work without the usual day to day office life , and with the proper skills you can go to the top of the world in no time . How to get these skill you may ask ? Udacity created a new program called nanodegrees that is similar to college but better and straight to the point and one if you want to learn about Digital Marketing they offer the best and only place you need to start they teach you everything from zero to 100% form the key concepts to the very technical stuff and what do they require of you you may ask , only a computer and you are well equipped for the best learning experience you can get so don't waste the opportunity .

3-Digital Marketing Scholarship for college students

When our whole world is about buying and selling products the art of marketing products is now the most useful skill that anyone need and everyone is looking for . and now everyone is looking for a way to learn these skills guess what? Udacity's gives you the opportunity to learn this skill without you needing any previous knowledge ,it's a scholarship that you cannot miss . with digital marketing content ranging from social media marketing to email marketing and ads to search engine optimization. With these skills you can work in the digital marketing agencies or even be a freelancer which Udacity fully qualifies you for . We all know how difficult it is to switch careers and be a part of something new but really Udacity made this process easier than ever ,so don't waste this opportunity and commit to this scholarship and you will be a Digital Marketer in no time. What are you waiting for?!

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

Using the Moz OpenSite Explorer tool, perform a backlink audit on the webpage you have chosen. These 3 backlinks need to have a DA score of 97-100.
Note: If you are doing the DMND challenge, **perform this exercise on Udacity.com**.

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	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://developer.mozilla.org/zh-CN/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	http://www.cloudflare.com/en-in/case-studies/udacity/	98

Link-Building

Using the SEMRush or SE Ranking tool and research, strategize a link-building campaign.

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 Udacity's or your company's page.

Site Name	New York Times
Site URL	https://www.nytimes.com/
Organic Search Traffic	31.5 M
Site Name	The guardian
Site URL	https://www.theguardian.com
Organic Search Traffic	16.2 M
Site Name	CNN
Site URL	https://edition.cnn.com
Organic Search Traffic	13.7 M

Part 4
Performance
Testing

Site Performance Audit: Performance Tests

For each of the submissions, please take a screenshot of your results and post your screenshot on your submission presentation.

1. Using the [Northcutt](#) or any other tool, research how many of Udacity's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed](#)Insights tool, perform a speed test of udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the udacity.com site or your company's website.

Page Index

When I open the northcutt link it sends me to singlegrain page and I can't find or access the tool

And pingler show this error

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

https://www.udacity.com/

Continue >>

Google Indexed Pages Checker

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

Get in Touch

Program
your account
a new

's

About Us
Contact Us
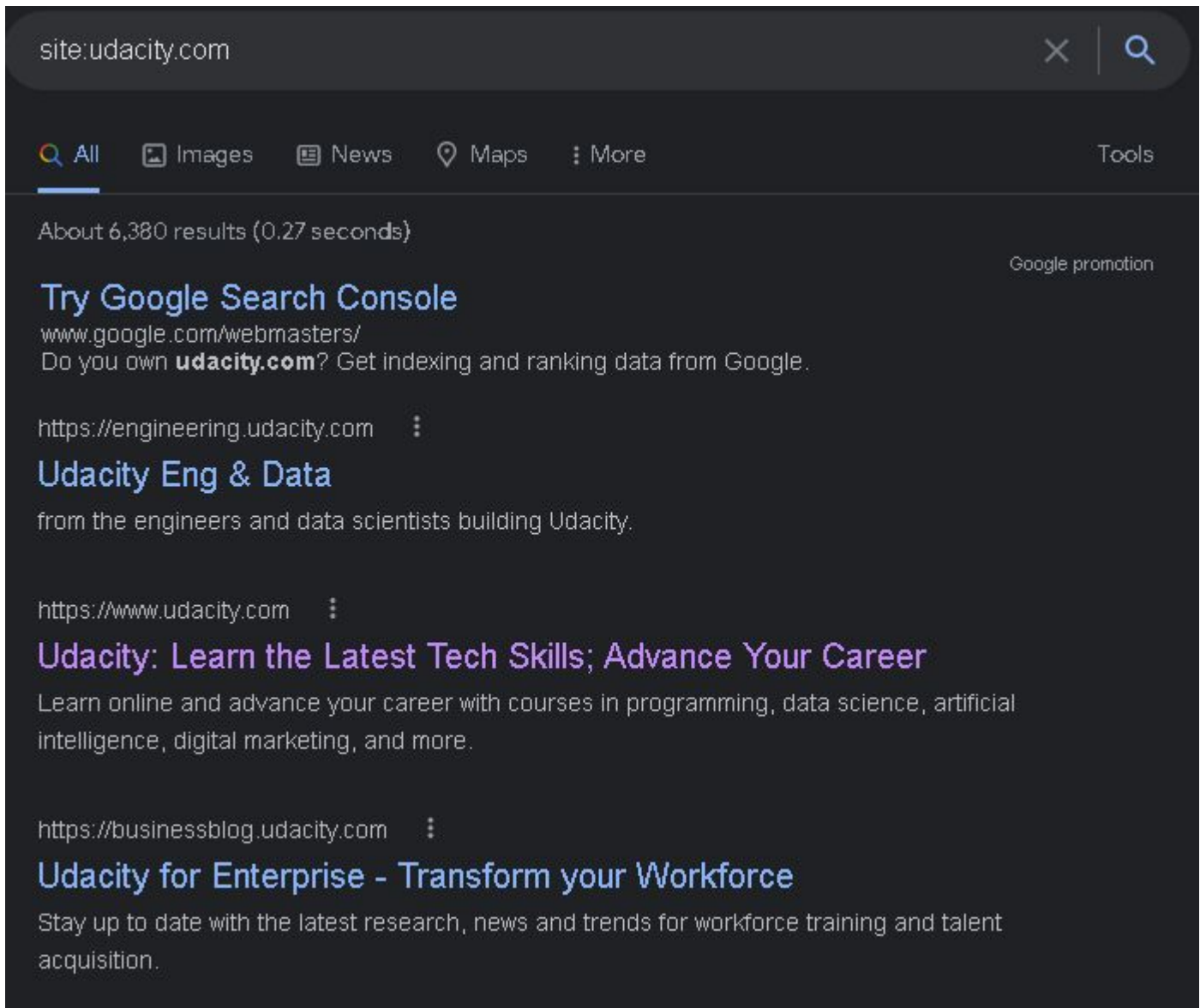Testimonials
API Documentation

Payments Proccessed using Stripe & 256bit SSL Encript

Developed By Scoding

Indexing is important to make your page or website appear on the search engine results
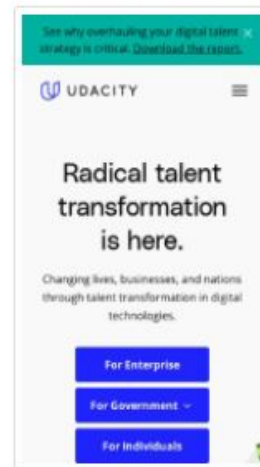
Page Speed

🔗 https://www.udacity.com/

25

Performance

Values are estimated and may vary. The performance score is calculated directly from these metrics. See calculator.

▲ 0–49   ■ 50–89   ● 90–100

UDACITY ☰

Radical talent transformation is here.

Changing lives, businesses, and nations through talent transformation in digital technologies.

For Enterprise
For Government ﹀
For Individuals

METRICS   Expand view

■ First Contentful Paint	▲ Time to Interactive
2.3 s	26.2 s
▲ Speed Index	▲ Total Blocking Time
6.5 s	8,380 ms
▲ Largest Contentful Paint	■ Cumulative Layout Shift

Page speed is important because if the page isn't fast people will check other pages and quickly exit the website.

Mobile-Friendly Evaluation

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.4 seconds in United States ⌄ on a 4G ⌄ connection.

RATING	QUARTERLY TREND
Good	**Speeding Up**
Good sites start to load in under 2.5 seconds.	Your site has gotten 0.3 seconds faster this quarter
Learn more	Learn more

See why overhauling your digital talent ✕
strategy is critical. Download the report.

≡   ⓤ UDACITY

Radical talent transformation is here.

Changing lives, businesses, and nations through talent transformation in digital technologies.

For Enterprise

For Government ⌄

For Individuals
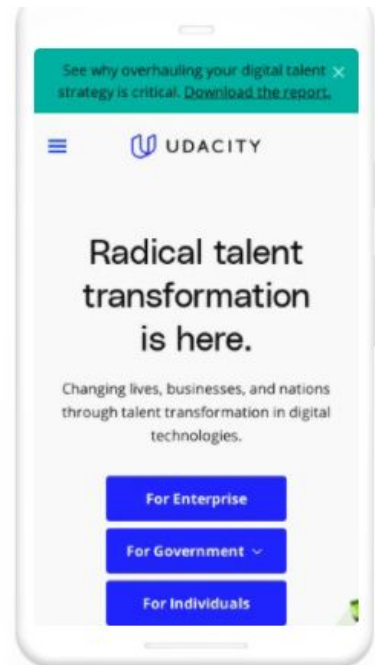
Learn how to optimize your mobile site

⌄

In the fast moving world of today everyone browses on mobiles then computers because of portability and mobile optimized pages rank higher on the search engine results which makes them more visible .

Part 5

Recommendations

Recommendation 1

- I think the landing page could use a simpler and easy to navigate style since udacity is full of content and so many different categories , tutorial videos should be the first thing people see on the website.
- Having members of the udacity team or a bot to ask the website visitor what they are looking for would be great for the user experience and would make the website much more friendly and personalized for the user.

Recommendation 2

- Improving the user experience on mobile phones and optimizing it is essential . that could happen by improving the page speed and maybe have two versions of the website one especially made for weak internet connections .
- The website could be more attractive and that happens by using quality pictures and more appealing colors .
  - One great way to increase the speed of the website is to provide videos with different qualities for tutorials for example if the internet speed is low one can choose a lower quality. And the pictures we can use some great quality low size picture to improve the speed since it's essential that the page open fast to rank higher in search engine results.

Recommendation 3

- A successful link building campaign through means that have more wider audience would help udacity gain more traffic that would normally not be possible .
- Writing more relevant blogs on the pages to make it appear easily in the day to day google search .
- Changing the title of the page and meta description to be shorter to appear in the search engine results more easily .