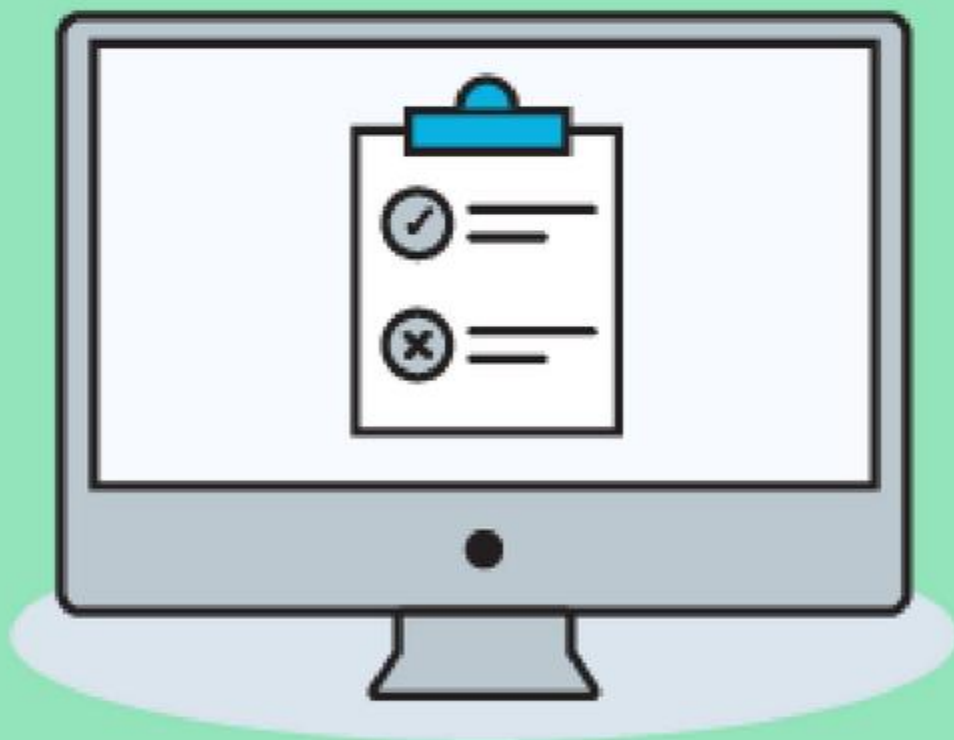


# Project 4

## Conduct an SEO Audit







# Marketing Objective & KPI

- **Marketing Objective**

recommend blog topics related to the Keywords with the most potential.  
perform an on-site and off-site **SEO Audit** and conduct three site performance tests to improve the DMND website's visibility in the search engine.

- **KPI** - Define the KPI for your SEO audit  
improve the DMND website's visibility in the SEO. Getting more visitor to our site







# 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	digital marketing udacity
2	digital marketing course	digital marketing nanodegree udacity
3	digital marketing degree	best digital marketing programs
4	digital marketing certificate	becoming a digital marketer



# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing is the greatest potential head keyword

Priority score 69

Organic CRT 58%

DIFFICULTY level 55

Which Tail Keyword has the greatest potential?

Digital marketing udacity is the greatest potential tail keyword

Priority score 47

Organic CRT 53%

DIFFICULTY LEVEL 40

	understanding of digital marketing.
Alt-Tag	<img rel="//v.fastcdn.co/a/img/loading_c rcle.svg" src="//v.fastcdn.co/a/img/loading_c rcle.svg" class="loading notification loader" alt="">
Revision	
Title Tag	Digital Marketing Nanodegree Program udacity
Meta- Description	No content
Alt-Tag	<img rel="//v.fastcdn.co/a/img/loading_c rcle.svg" src="//v.fastcdn.co/a/img/loading_c rcle.svg" class="loading notification loader" alt="">

# Suggested Blog Topics

Topic 1 – digital marketing i chose these words coz have hight potential head keywords. I though Thoes words will gives us a good ruslt in serp. We will write about whats the benfits of learning digital markting from udacity and we will write what maks dmnd the best course and what udacity provied to her students to fit the markt and we will speak about our real projects

Topic 2 – digital marketing degree i chose this topic coz it has hight potential head keywords. We will wirte a blog what will happen in your life if you take a degree from udacity like digital marketing nanodegree and how this will makes you unique

Topic 3 – become a digital marketer i choes this topic coz i will speak about your new career speak about salry for a mrkter and this career uou can work as afreelancer



	Backlink	Domain Authority (DA)
1	<a href="http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&amp;sa=D&amp;sntz=1&amp;usg=AFQjCNGdMrWTUY5b_qe3xle9-ddkB1YXqA">http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&amp;sa=D&amp;sntz=1&amp;usg=AFQjCNGdMrWTUY5b_qe3xle9-ddkB1YXqA</a>	100
2	<a href="http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&amp;sa=D&amp;sntz=1&amp;usg=AFQjCNGdMrWTUY5b_qe3xle9-ddkB1YXqA">http://www.google.com/url?q=https%3A%2F%2Fwww.udacity.com%2Fcourse%2Fcs101&amp;sa=D&amp;sntz=1&amp;usg=AFQjCNGdMrWTUY5b_qe3xle9-ddkB1YXqA</a>	100
3	<a href="http://docs.microsoft.com/en-us/contribute/additional-resources">http://docs.microsoft.com/en-us/contribute/additional-resources</a>	100



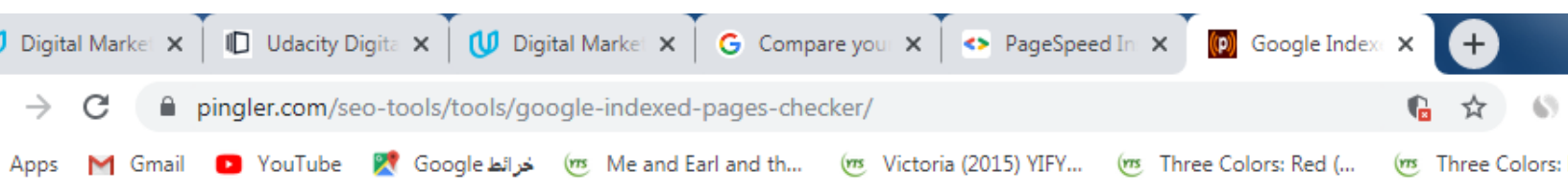
Site Name	Youtube
Site URL	<a href="http://youtube.com/">http://youtube.com/</a>
Organic Search Traffic	16,6 millllion
Site Name	linkedin
Site URL	<a href="http://linkedin.com/">http://linkedin.com/</a>
Organic Search Traffic	1.1k
Site Name	mozilla
Site URL	<a href="http://mozilla.org/">http://mozilla.org/</a>
Organic Search Traffic	1,8 million







Page Index  
is important as the search engine results  
depend on it and this will get the website  
ranked in the search engine if the website  
is not indexed it won't show up in search  
engine results



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 >>](#)

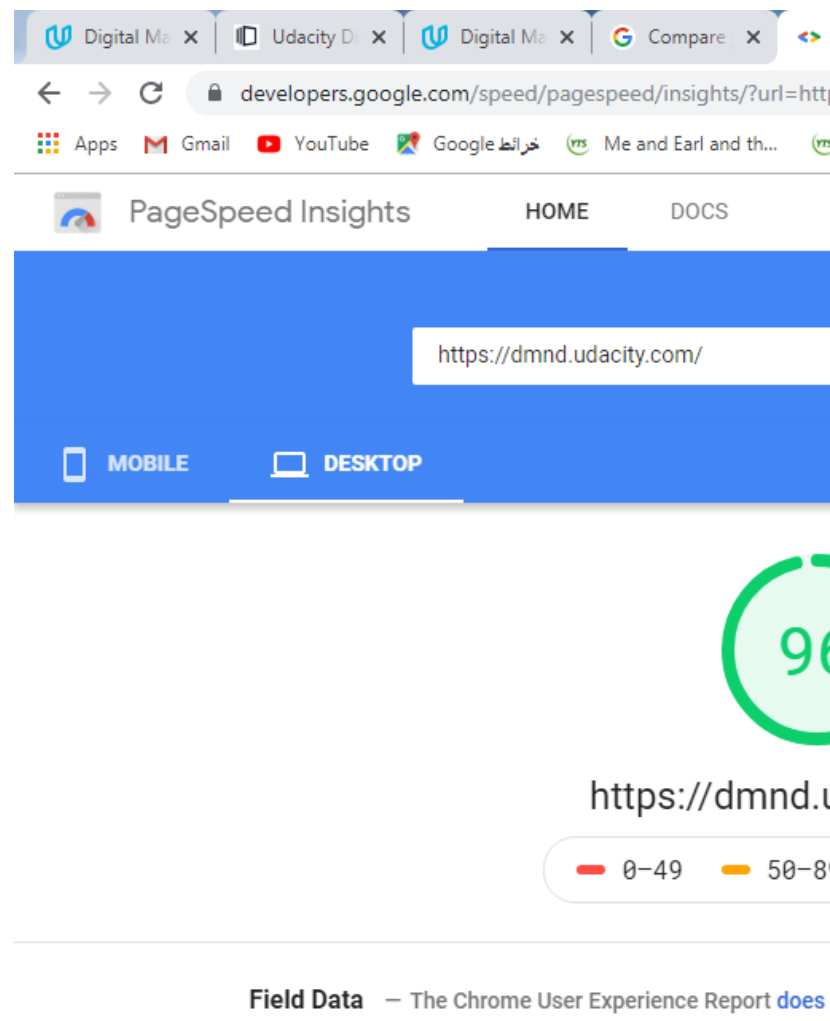
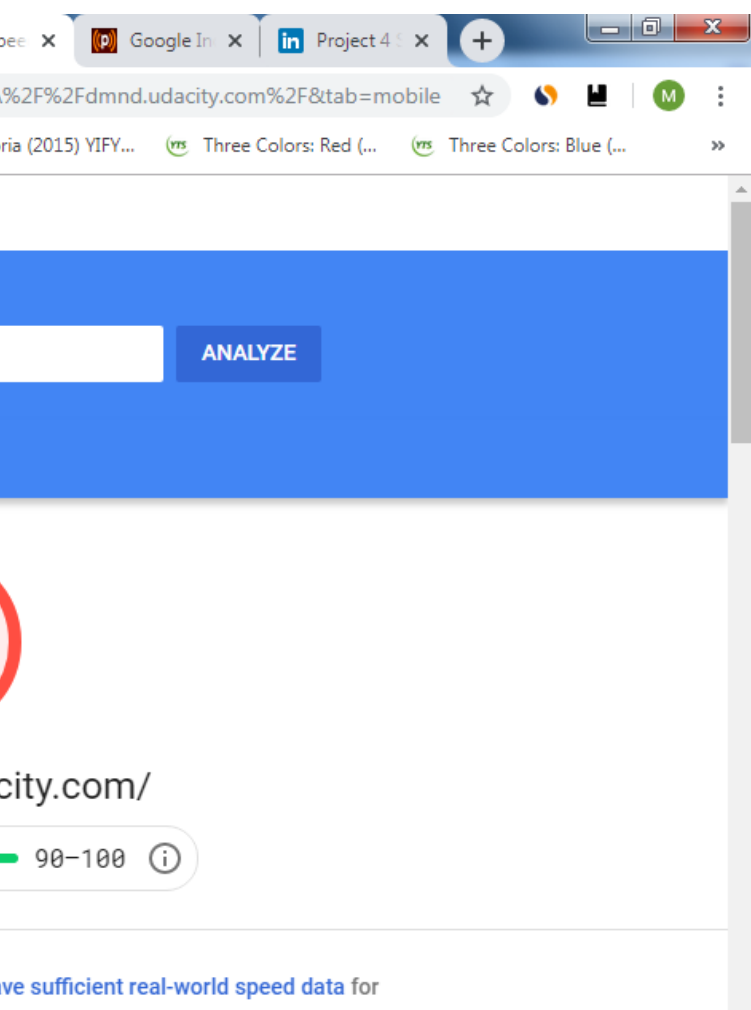
## Google Indexed Pages Checker

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



# Page Speed

Page speed is too important coz people use and click on faster page if the page is slowly people will leave it and google use page speed among other criteria to determined ranking evaluating page speed is to important to improve seo



# Mobile-Friendly Evaluation

Mobile speed is too important coz most of people know search from mobile and they want it too speed and most of them if the website doesn't appear in a few seconds they will leave your website

The screenshot shows the Google PageSpeed Insights interface for a mobile device. The browser tabs at the top include 'Digital Marketing', 'Udacity Digital Mar', 'Compare your mol', and 'Conducted an SEO'. The address bar shows the URL 'thinkwithgoogle.com/intl/en-gb/feature/testmysite/'. The navigation bar has 'Test My Site', 'Overview', 'Optimise', and 'Other Tools', with a 'GENERATE REPORT' button on the right. The main content area displays the results for 'dmnd.udacity.com':

Your results for dmnd.udacity.com ⓘ

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

**RATING**

**Slow**

Slow sites start to load in over 2.5 seconds.

On the right, a mobile phone mockup shows a preview of the website being tested, which features a purple header image of two people and a 'LEARN MORE' button.



# Recommendations

1 page speed on mobile is very poor this can be resolved by using the optimization suggestion by google

2 meta description tag and alt tag are blank currently this will result in the poor website in the seo

I would recommend to add high quality content to meta description

3 And we need to improve number of pages index for dmnd website