

Project 4

Conduct an SEO Audit



Marketing Objective & KPI

Marketing Objective – *increase organic traffic by 50% by the end of 2022*

KPI - THE KPI FOR THIS CAMPAIGN WOULD BE THE ORGANIC TRAFFIC

Target Persona

| Background and Demographics | Target Persona Name | Needs |
|---|--|--|
| <ul style="list-style-type: none">- Age : 22- Majored in Filmmaking in Cairo university- works as a freelance editor and translator- can speak Arabic, English, and Spanish- Is half Egyptian, Half Spanish- lives with his father in Egypt, mostly absent- when in Spain lives in a big family house | Malek Othman | <ul style="list-style-type: none">- To learn a useful skill that get him a well off career- To start living alone- have enough money to travel to new places |
| Hobbies | Goals | Barriers |
| <ul style="list-style-type: none">- Traveling- Reeling on Instagram and posting his travels- Historical places- Likes to read in politics and Philosophy- Video editing- playing videogames- taking photos of himself- fashion | <ul style="list-style-type: none">- Finding a stable job- Become an influencer- Travel the world- grow his Instagram page- learn a fourth language | <ul style="list-style-type: none">- can't find the time to study or learn new skills- can't be sure if the money he pays to learn will be the right investment |

| | Head Keywords | Tail Keywords |
|---|----------------------|--|
| 1 | Digital marketing | Digital marketing course |
| 2 | Marketing courses | udacity digital marketing nanodegree program |
| 3 | SEO courses | Diploma in digital marketing |
| 4 | Udacity's nanodegree | is udacity dmnd a certification |
| 5 | Udacity | What is seo |

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing

+ Add to... ▾

11.5k-30.3k

Monthly Volume ⁱ

[Learn more about Volume](#)



70

Difficulty ⁱ

[Learn more about Difficulty](#)



60%

Organic CTR ⁱ

[Learn more about Organic CTR](#)



68

Priority ⁱ

[Learn more about Priority](#)



Keyword Suggestions >

| Keyword | Monthly Volume ⁱ |
|-----------------------------|-----------------------------|
| digital marketing course | 2,700 |
| digital marketing examples | 300 |
| how to do digital marketing | 45 |
| role of digital marketing | 35 |
| digital marketing meaning | 283 |

[See all suggestions >](#)

SERP Analysis >

| Rank | Title & URL | PA ⁱ | DA ⁱ |
|------|---|-----------------|-----------------|
| 1 | The Who, What, Why, & How of Digital ... https://blog.hubspot.com/marketing/w... | 69 | 93 |
| 2 | What is Digital Marketing? Mailchimp https://mailchimp.com/en-gb/marketin... | 55 | 92 |
| 3 | Digital marketing - Wikipedia https://en.wikipedia.org/wiki/Digital_m... | 83 | 98 |

[See full analysis >](#)

with a monthly volume of 11.k to 30.k, 60% organic ctr, 68% priority rate, this keyword, despite it's difficulty precentage of 70% is very relevant and to the point

Keyword with the Greatest Potential

- Which Tail Keyword has the greatest potential?
- Diploma in digital marketing

Explore by keyword:

diploma in digital marketing

United Kingdom - en-GB

Analyze

275 of 300 queries available until 01/06

+ Add to... ▾

101-200

Monthly Volume ⁱ
[Learn more about Volume](#)



33

Difficulty ⁱ
[Learn more about Difficulty](#)



100%

Organic CTR ⁱ
[Learn more about Organic CTR](#)



57

Priority ⁱ
[Learn more about Priority](#)



Keyword Suggestions >

| Keyword | Monthly Volume ⁱ |
|---|-----------------------------|
| cim diploma in digital marketing | 31 |
| cam diploma in digital marketing | 21 |
| professional diploma in digital marketing | 47 |
| diploma in digital marketing jobs | 1 |
| diploma in digital marketing online | 10 |

[See all suggestions >](#)

SERP Analysis >

| Rank | Title & URL | PA ⁱ | DA ⁱ |
|------|--|-----------------|-----------------|
| 1 | Professional Diploma in Digital Marketi... https://www.theidm.com/qualification/i... | 38 | 47 |
| 2 | Level 6 Diploma in Professional Market... https://www.cim.co.uk/qualifications/di... | 43 | 56 |
| 3 | Diploma in Professional Digital Marketi... https://www.oxfordcollegeofmarketing... | 38 | 40 |

[See full analysis >](#)

with a decent monthly volume of 101-200 , a very low difficulty percentage of 33 and a very high organic ctr of 100%, and a decent priority rate of 57% this would make the perfect keyword

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current

| | |
|------------------|--|
| Title Tag | Become A Digital Marketer Digital Marketing Course Online |
| Meta-Description | name="description" content="Udacity's online courses will teach you the fundamentals of SEO, PPC, SEM, Google Ads, Email and Social Media to become a digital marketer. Learn digital marketing today. |
| Alt-Tag | below |

Revision

| | |
|------------------|--|
| Title Tag | Udacity \ learn digital marketing and become a professional |
| Meta-Description | Lead an amazing career after taking this nanodegree brought to you by experts, Udacity's digital marketing program with a certificate. |
| Alt-Tag | below |

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Alt-tag #1

Current

```

```

Replacement

```

```

Alt-tag #2

Current

```

```

Replacement

```

```

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Alt-tag #3

Current

```

```

Replacement

```

```

Alt-tag #4

Current

(IT CURRENTLY
HAS NO ALT-TAG)

```

```

Replacement

```

```

URL: <https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Alt-tag #5

Current

```

```

Replacement

```

```

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 -

Why Udacity Digital marketing Nanodegree Program is a life-changing opportunity that I don't want you to miss on.

ding words like ' life-changing ' and ' miss on ' will build a sense of urgency and importance to the reader and will guarantee that the reader will click on the blog post so that he or she would not miss out on anything of that sort, the word ' digital marketing ' in itself is a great keyword with a 11 to 30.3k monthly volume, despite being relatively difficult to compete in with a difficulty rate of sixty nine, it has a similar sixty nine priority rate and sixty four organic ctr rate, and to help that competition, I have added the branded keyword ' udacity ' to help, with it leading directly to us with no competition whatsoever, having from 2.9k to 4.3k growth volume , the blog is guaranteed to get engaged with, as it also features the keyword ' nanodegree ' that is relatively low in difficulty.

- Discovering this digital marketing course changed my life and career path.

Using the key word digital marketing course that I have analysed in the previous part of this project, I have found that it has a really decent volume growth of 1.7 k to 2.9 k, a really decent difficult rate of fifty percent, a sixty percent organic ctr which is relatively good and working, and an amazingly high priority rate of sixty five that would get this blog up and blowing in the search engine pages, also using language like ' changed my life ' and ' discovered ' gives the reader a sense of mystery that they'd like to solve by reading said blog, and even more by subscribing to said program, using the word ' career path ' gets people interested as most people are looking for opportunities to shift into the digital world market and get into digital marketing with new career paths as the title provides.

- Get to know Digital marketing : what is SEO and how to get into this new field ?

As mentioned before, the word ' digital marketing ' in itself is a great keyword with a 11 to 30.3k monthly volume, despite being relatively difficult to compete in with a difficulty rate of sixty nine, this is not only great but alongside the word ' SEO ' that has 11.5 k to 30,3 volume growth rate, despite it's high difficulty of 76, it has sixty two percent as a priority rate which is really great and useful, not only that, but the keyword ' what is SEO ' helps as well as it has a great 2.9 k to 4.3 k growth rate percentage, a sixty four organic ctr, and sixty one priority rate that will help get the blog noticed by readers who are curious and in their awareness stage about the nature of digital marketing, help them get into the desire stage by telling them about the SEO and the great career path digital marketing offers, and then give them the solution in the udacity nanodegree digital marketing program so they get in the action stage, and get enrolled in the course as soon as they read the blog – or well, search for udacity after -

Technical Audit: Backlink Audit

| | Backlink | Domain Authority (DA) |
|---|---|-----------------------|
| 1 | https://developer.mozilla.org/en/docs/Web/JavaScript/Reference/Global_Objects/Promise | 98 |
| 2 | https://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/ | 99 |
| 3 | https://cloudblogs.microsoft.com/powerplatform/2020/11/30/want-a-tech-job-but-dont-have-time-to-learn-to-code/ | 99 |

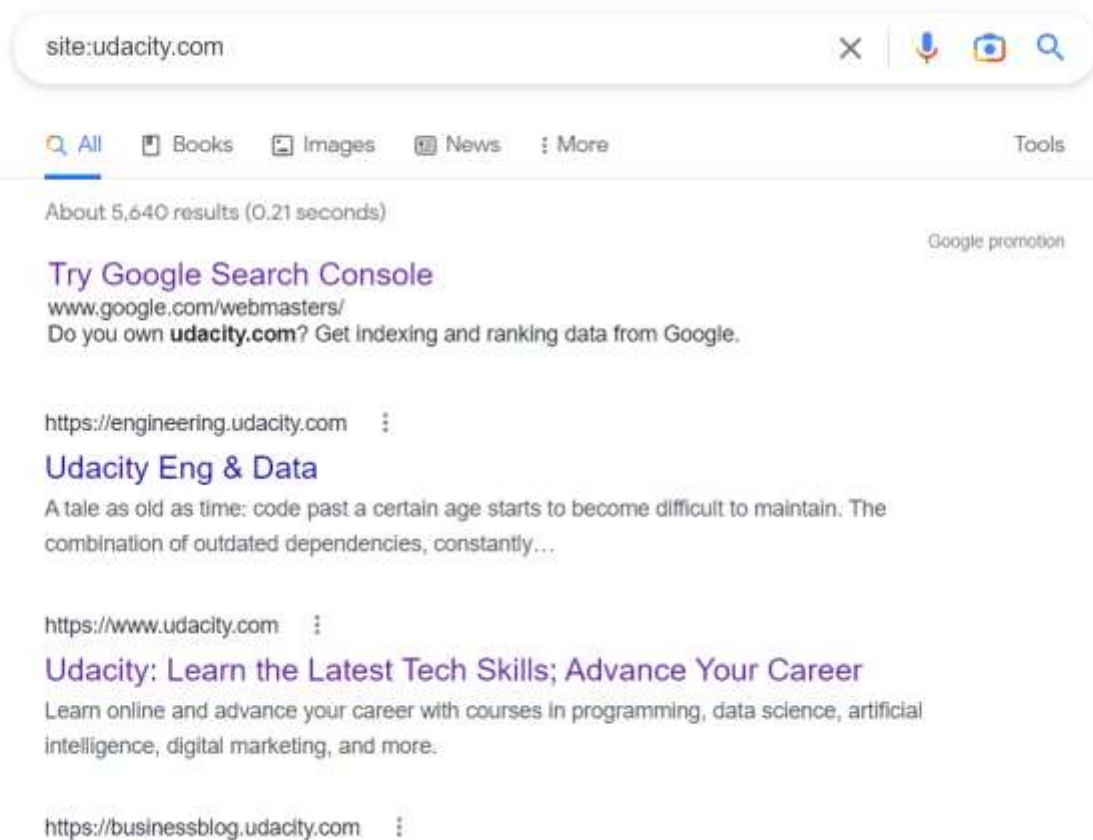
Link-Building

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 | Edx |
| Site URL | Edx.org |
| Organic Search Traffic | 1863090 |
| Site Name | simplilearn |
| Site URL | Simplilearn.com |
| Organic Search Traffic | 3304397 |
| Site Name | geeksforgeeks |
| Site URL | Geeksforgeeks.org |
| Organic Search Traffic | 9337880 |

Site Performance Audit: Performance Tests



For search engines to drive traffic to a site, it must be indexed. The more the number of pages indexed, the better probability for search engines to find your content. Hence the number of pages indexed is an extremely important parameter

Diagnose performance issues

25

Performance

97

Accessibility

67

Best Practices

99

SEO

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

METRICS

[Expand view](#)

Diagnose performance issues

71

Performance

97

Accessibility

67

Best Practices

100

SEO

71

Performance

Values are estimated and may vary. The [performance score is calculated](#) directly from these metrics. [See calculator.](#)



0-49



50-89

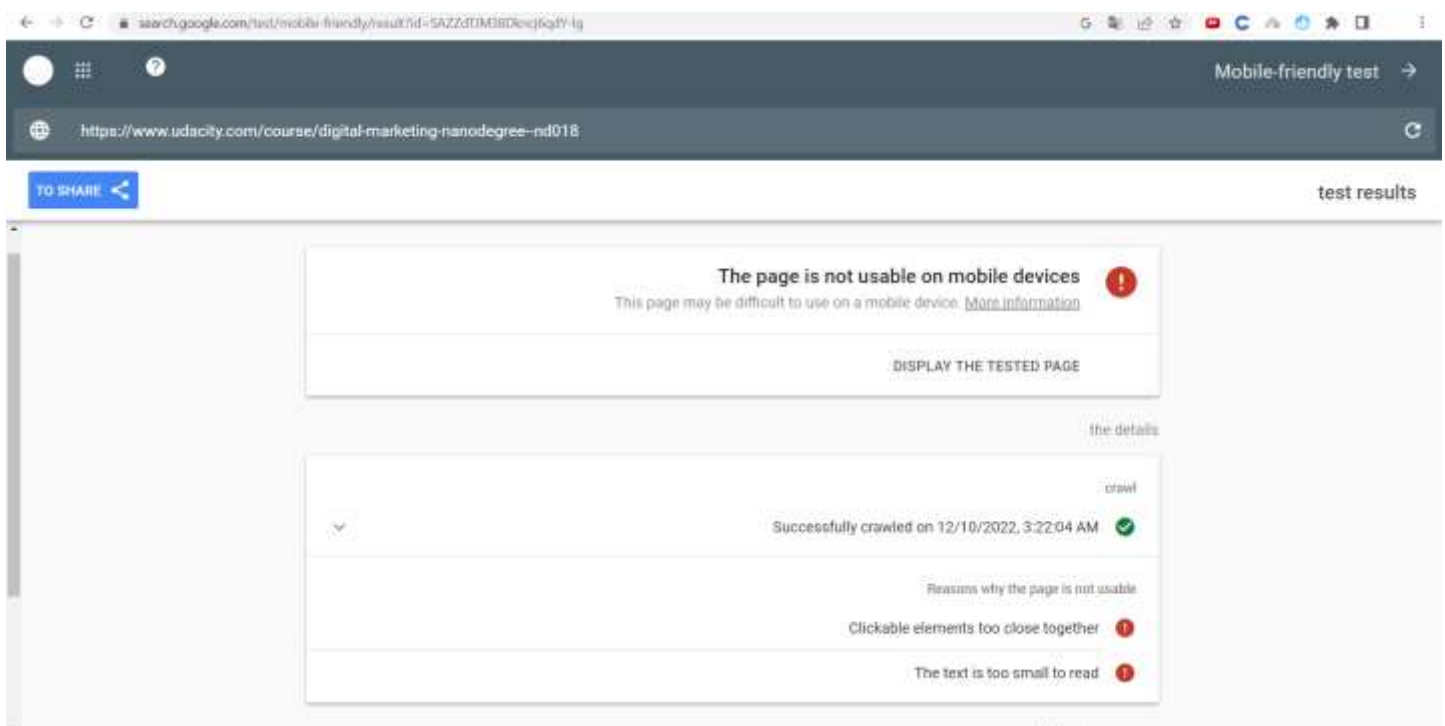


90-100



- Page speed is probably the best of SEO factors because **addressing loading times improves your rankings, makes your page better for users, and therefore google thinks of it as an optimal choice, it's an amazing factor for everyone.**

- Using google's search mobile friendliness tool



Mobile-friendliness is a confirmed Google ranking factor. **ON site SEO focuses on the user experience, if the user couldn't get to use your website on their phone, google will not have much context or feedback to rank your page.**

Recommendations

1 – to start, The <https://dmnd.udacity.com> technical audit revealed that the webpage is not optimized for mobile. The typical load Mobile time moves slowly (3.6 sec). It also performed poorly.(48/100) rating on the Google Page Speed report. slow tempo may possibly have an impact on Google Search rankings and boost bounce rates Resizing huge photographs is one of the quickest ways to make improvements .and lessen the use of external JS libraries. Additional fixes lengthen the cache period, and minify the CSS and JavaScript.

2- A second technical audit has revealed that none of the images used in the page's metadata descriptions have Alt-Tags. The current Title Tag is also ambiguous and not keyword optimised. The content of your website is visible to the crawler thanks to metadata tags. (Or, if photos are off because a crawler can not see them, around.) They can improve their Google Search ranks when combined.

3- During an on-site SEO assessment, I discovered those that have the most promise. Making a blog article using these keywords would not only increase SEO ranking but however, if the site attracts more users is young, and has few inbound connections as of now. Suggestions for blog posts:

1- Why Udacity Digital Marketing Nanodegree Program is a life changing opportunity that I do not want you to miss out on.

2 - Discovering this digital marketing course changed my life and career path.

3 - Get to know Digital marketing: what is SEO and how to get into this new field?

And these conclude my very summarized recommendation and my first project in Udacity's advanced digital marketing nanodegree program.