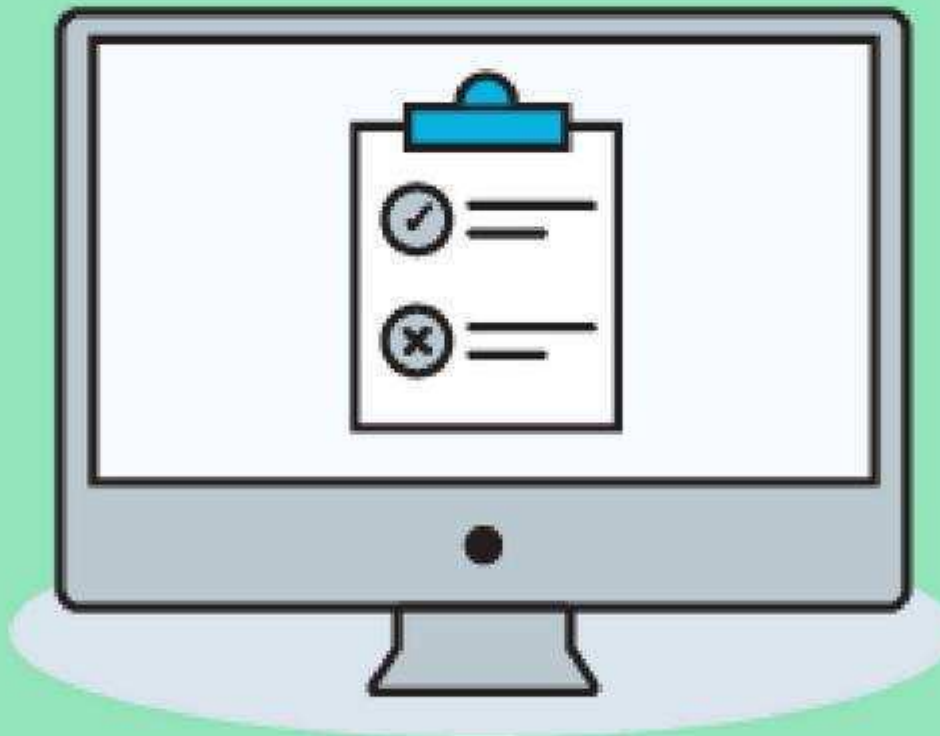


Project 4

Conduct an SEO Audit



Marketing Objective & KPI

Marketing Objective

Increase 10% Raw Traffic to Website in July .

KPI

Increase Traffic to Website in one year .

Concentrate your efforts on great content and conduct keyword research to find topics that are of high interest to your target audience. And make sure to use those keywords in your content.

Target Persona

Background and Demographics	Target Persona Name	Needs
Age: 25 - 31 Income level: less than 40,000 Gender: Female Race: White Education: Undergraduate degree in Nutritional Sciences	Andrao	1. Accurate, concise information about program 2. Flexible Learning Time 3. How to increase income 4. To have enough time to take a class 5. Balance 6. Job Placement 7. Change Careers 8. Affordable Education 9. Guidance on Journey
Hobbies	Goals	Barriers
1. Yoga 2. Spending time with friends 3. Beach volleyball 4. Volunteering and fundraising for charity (American Breast Cancer Foundation) 5. Spending time with boyfriend	1. Wants to make a higher income 2. Wants to be able to find a quality program that is easy to research and is able to be completed in a timely manner 3. Wants to be able to become a managerial level in company 4. Make a career change into a promising market	1. Not enough time 2. Not enough money 3. Not knowing where to find adequate information 4. Working in order to make enough money to get by 5. Busy life - needs time to balance it all

Keywords

	Head Keywords	Tail Keywords
1	Nanodegree	Freelance Digital Marketing
2	Online Schools	Digital Marketing Certificate
3	Digital Marketing	Best Free Online Courses
4	Digital Campaign	How to Do Digital Marketing
5	Nanodegree Program	Digital Marketing Udacity

[Used Moz Keyword Explorer tool to find Keywords](#)

Excellent job on the keywords list. You clearly understand the difference between head and tail keywords, and there is a good mix of branded and non branded keywords




Head Keywords

<input type="checkbox"/> Keyword	Rank	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> digital campaign United States - en-US no URL 229 48 56% 3 Neutral 51							
<input type="checkbox"/> digital marketing United States - en-US no URL 52,815 61 31% 3 Neutral 72							
<input type="checkbox"/> nanodegree United States - en-US no URL 2,618 46 58% 3 Neutral 65							
<input type="checkbox"/> nanodegree program United States - en-US no URL 185 38 86% 3 Neutral 56							
<input type="checkbox"/> online schools United States - en-US no URL 19,215 52 47% 3 Neutral 73							

Tail Keywords

<input type="checkbox"/> Keyword	Rank + Add URL	Monthly Volume	Difficulty	Organic CTR	My Score	Priority	Search
<input type="checkbox"/> best free online courses United States - en-US Analyzed 06/17/2021	no URL	2,024	61	53%	<input type="text" value="3"/> Neutral	59	
<input type="checkbox"/> digital marketing certificate United States - en-US Analyzed 06/17/2021	no URL	1,696	43	53%	<input type="text" value="3"/> Neutral	62	
<input type="checkbox"/> digital marketing udacity United States - en-US Analyzed 06/17/2021	no URL	196	37	82%	<input type="text" value="3"/> Neutral	56	
<input type="checkbox"/> freelance digital marketing United States - en-US Analyzed 06/17/2021	no URL	1,060	28	53%	<input type="text" value="3"/> Neutral	62	
<input type="checkbox"/> how to do digital marketing United States - en-US Analyzed 06/17/2021	no URL	298	44	53%	<input type="text" value="3"/> Neutral	52	

Head Keyword - Greatest Potential

nanodegree program	no URL	185	38	86%	3 Neutral ▼	56	
United States - en-US							
  							
Analyzed 06/17/2021							

Which Head Keyword has the greatest potential?

The Head Keyword “Nanodegree program” has the greatest potential because it has a low “difficulty score”, and high “priority score”. The Organic CTR is 94% which is very high and promising. The high priority score and low difficulty score are very valuable for gaining traffic and improving ranking.

I also believe it would be the most successful because it is associated with the brand Udacity. Since Udacity offers their programs named as “Nanodegree”, people searching for the term “Nanodegree” will likely know about Udacity or have heard the name. They are most likely searching for courses from the company. The term “Nanodegree” also appears on the DMND page a number of times, which can resonate with search engines more effectively.

Tail Keyword - Greatest Potential

<input type="checkbox"/>	digital marketing udacity						
	United States - en-US	no URL	196	37	82%	3 Neutral ▼	56
	   						
	Analyzed 06/17/2021						

Which Tail Keyword has the greatest potential?

The Tail Keyword “digital marketing udacity” has the greatest potential. It has a very low “difficulty score”, It has a fantastic Organic CTR of 100% which is more cost effective for gaining traffic. Finally, it has a very high priority rank which can help it rank in search engines.

It is also a word that is specifically named on the DMND page in one of the texts. The DMND program is being pitched as a way to become an independent “freelance digital marketer”, so there is more organic probability that someone searching for the topic of “freelance digital marketing” will reach DMND’s site with this keyword.

Great choice of highest potential keywords, thank you for including the screenshots of the metrics to show the reasons behind your choice

URL		https://www.udacity.com/course/digital-marketing-nanodegree-nd018	Technical Audit: Metadata	
Current				
Title Tag	<title>Learn Digital Marketing Online Nanodegree Website</title>		<div>Required: Amend current title tag, and meta description tag, this is not how they appear on the page's source</div>	
Meta-Description	<meta name="description" content="Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility." />			
Alt-Tag 1				
Revision				
Title Tag	<title>Udacity Digital Marketing - Nanodegree Programs to Become a Freelance Digital Marketer</title>			
Meta-Description	<<meta name="description" content="Udacity is an online school that creates expert Nanodegree programs, collaborating with technology experts to help students become freelance digital marketers. Become a digital marketer with Udacity's online nanodegree course. You will learn how to employ SEO, SEM, Google Ads, Email Marketing and affiliate tactics to maximize traffic and improve online visibility."			
Alt-Tag 1				
<div>Required: Please make meta description revision a bit longer. We are looking for about 160 characters here and the one included is slightly shorter</div>				

Required: Amend current title tag, and meta description tag, this is not how they appear on the page's source

Required: Please make meta description revision a bit longer. We are looking for about 160 characters here and the one included is slightly shorter

Technical Audit: Metadata

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

Revisions Alt-Tags Continued

Alt-Tag Current 2	<div class="contents"> </div>
Alt-Tag Revised 2	<div class="contents"> </div>
Alt-Tag Current 3	<div class="contents"> </div>
Alt-Tag Revised 3	<div class="contents"> </div>

Technical Audit: Metadata

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

Revisions Alt-Tags Continued

Alt-Tag Current 4	<div class="contents"> </div>
Alt-Tag Revised 4	<div class="contents"> </div>
Alt-Tag Current 5	<div class="contents"> </div>
Alt-Tag Revised 5	<div class="contents"> </div>

Alt tags revisions are overall good, well done

Suggested Blog Topic 1

Very good blog topic suggestions that clearly map back to your identified keywords. Well done for including the detailed content suggestions for each topic

Topic 1 – 5 Ways to Advance Your Career with Digital Marketing

In this blog post, we can talk about how Udacity provides a way to try a lot of different programs that are new, in high demand, flexible and interesting. We can create a Listicle with 5 different digital marketing skills and how they can enrich a person's current skill set. At the end of the article, we can have a short video for people to watch that gives a brief description of major programs. We can also include current students or alumni who are telling the audience about their user experience and also why they enjoy their courses. They can also talk about how they wanted to learn a new skill and that Udacity made it easy for them to try different options. We would then include a call to action such as joining the mailing list to receive more information and updates.

The Listicle approach would be effective because it is brief, yet educational and gives a good overview of skills that may interest the reader. It's an easy format that grabs attention quickly and can be easily skimmed. The video at the end then shows real people who have found success in the program. Seeing real people can help our target persona put herself in their place and see her potential future as a successful alumni. The video would be short, informative, and authentic. This would be a way to grab the reader's attentive again at the end and reader could choose if she wants to sign up for more information. We can then continue to update her on programs which would keep Udacity as an option for her in her pursuit of learning new skills to advance her career. It also can provide more information that she would like to explore to see if there are different programs that would meet her needs.

Suggested Blog Topic 2

Topic 2 – How Can I Become a Freelance Digital Marketer?

For this blog post, Udacity can give more detailed steps to become a freelance digital marketer. We can include short clips of the different skills that are embedded within the text, so that the reader can get deeper details about the skills that the course contains. We can also consider the listicle approach here as well so that potential readers are free to quickly skim the course offerings.

The post will have a few video testimonials of people at the end who are now working as a freelance digital marketer and what they learned from Udacity that helped them launch into their work. The end of the post would include a call to action to ask for the reader's e-mail. The call to action would be a fill-in that would be introduced with a line that said something like, "Learn More" She would then type in her e-mail and push "Submit Now", and Udacity would send them a free e-book with different options for the programs available.

This post would be effective because it empathizes with the reader who may take an interest in digital marketing but is not sure if she can become a freelancer. She is seeking more information to help her synthesize information and recognize the truth in the possibility of becoming a freelancer.

The videos give specific accounts of people who relate to the customer's problem. These accounts show resolutions that the customer can easily resonate with. The final call to action helps her remember that she discovered the blog post and that she has the potential to become a freelance digital marketer. The e-mail to send her more information will encourage her to revisit the site and consider the programs as valid options to help her career change.

Suggested Blog Topic 3

Topic 3 – How to Use a Nanodegree to Get a Job in Digital Marketing

In this “How To” blog post, Udacity will talk about the definition of a Nanodegree.

Udacity will then have multiple videos of people who have taken the DMND course. Each video will have a quote from the video that highlights a positive part of the program and the current job the person has from using their DMND skills. The videos themselves will include alumnus who give brief testimonials telling about their positions and the specific skills they learned from the DMND Program.

The post can then have the Digital Marketing Nanodegree Syllabus presented as a large “button” on the blog page. There would be text that describes “Click Here to Get the DMND Syllabus!” Finally, we would have a box to fill in for the reader to receive the syllabus in her e-mail. She can then choose to “join the mailing list” to receive more information and updates.

Giving examples of how the Nanodegree skills can formulate into a job would help our target audience see the results of the program. She wants to see where she can end up, and the videos show real people who have found success in the program. Seeing real people can help our target persona put herself in their place and see her potential future as a successful alumni. The videos are short, informative, and authentic.

The videos grab interest and then the syllabus offers a quick peek into the full blown course that can help her to weigh DMND as a valid option. She then has the chance to sign up for more updates, which would keep the DMND Program as an option for her in her pursuit of switching careers. It will provide more information for her to explore and research.

Technical Audit: Backlink Audit

	Backlinks for Udacity.com	Domain Authority (DA)
1	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	http://www.cloudflare.com/es-es/case-studies/udacity/	99
3	http://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
	http://ec.europa.eu/digital-single-market/en/news/commissioner-gabriel-launches-first-digital-opportunity-traineeships-and-hands-out-digital	97

I chose my backlinks by choosing non-social sites, that have a 95+ Domain Authority. Moz states that Domain Authority, *"Predicts a root domain's ranking potential relative to the domains in Moz's index. Use this score to compare your likelihood to rank about that of your competitors."* - [Moz OpenSite Explorer](#)

Excellent link building suggestions with all sites being relevant in content and having high organic traffic volume. Well done for being so detailed with screenshots to justify your choice!

Link-Building

Site Name	Business.com
Site URL	https://www.business.com/

Site Name	Upwork (Upwork Blog)
Site URL	https://www.upwork.com/blog/

Site Name	Lifehack
Site URL	https://www.lifehack.org/

Site 1 - Business.com

Organic Search Traffic

Domain Overview: business.com

User manual

Send feedback

WorldwideUSUKDE

Desktop

Jun 17, 2021

USD

Export to PDF

Overview

Compare domains

Growth report

Compare by countries

Authority Score

70

Semrush Domain ... 14.09K

Organic Search Traffic

467.9K

Keywords 605.62K

Paid Search Traffic

27.6K

Keywords 560

Backlinks

10.3M

Referring Domains 55.73K

Display Advertising

1.1K

Publishers 9.78K

Engagement Metrics

May 2021

Pages/Visits 2.42

Avg. Visit Duration 20:16

Bounce Rate 81.67%

Show all

Organic

Paid

Export

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	467.9K	605.6K
US	46%	214.5K	278.9K
IN	9.3%	43.6K	32.2K
UK	5.9%	27.7K	35K
CA	5%	23.6K	39.8K

Organic Traffic 467,933/month

Organic Traffic

Paid Traffic

Notes

1M

6M

1Y

2Y

All time

Sep 2019

Dec 2019

Mar 2020

Jun 2020

Sep 2020

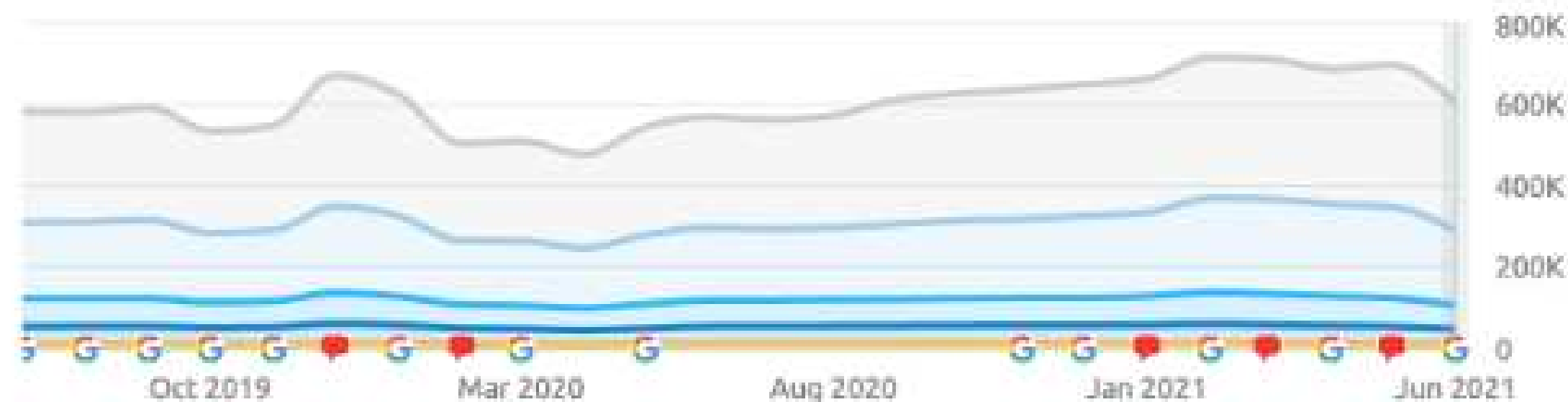
Dec 2020

Mar 2021

Jun 2021

View full report

SERP Features US



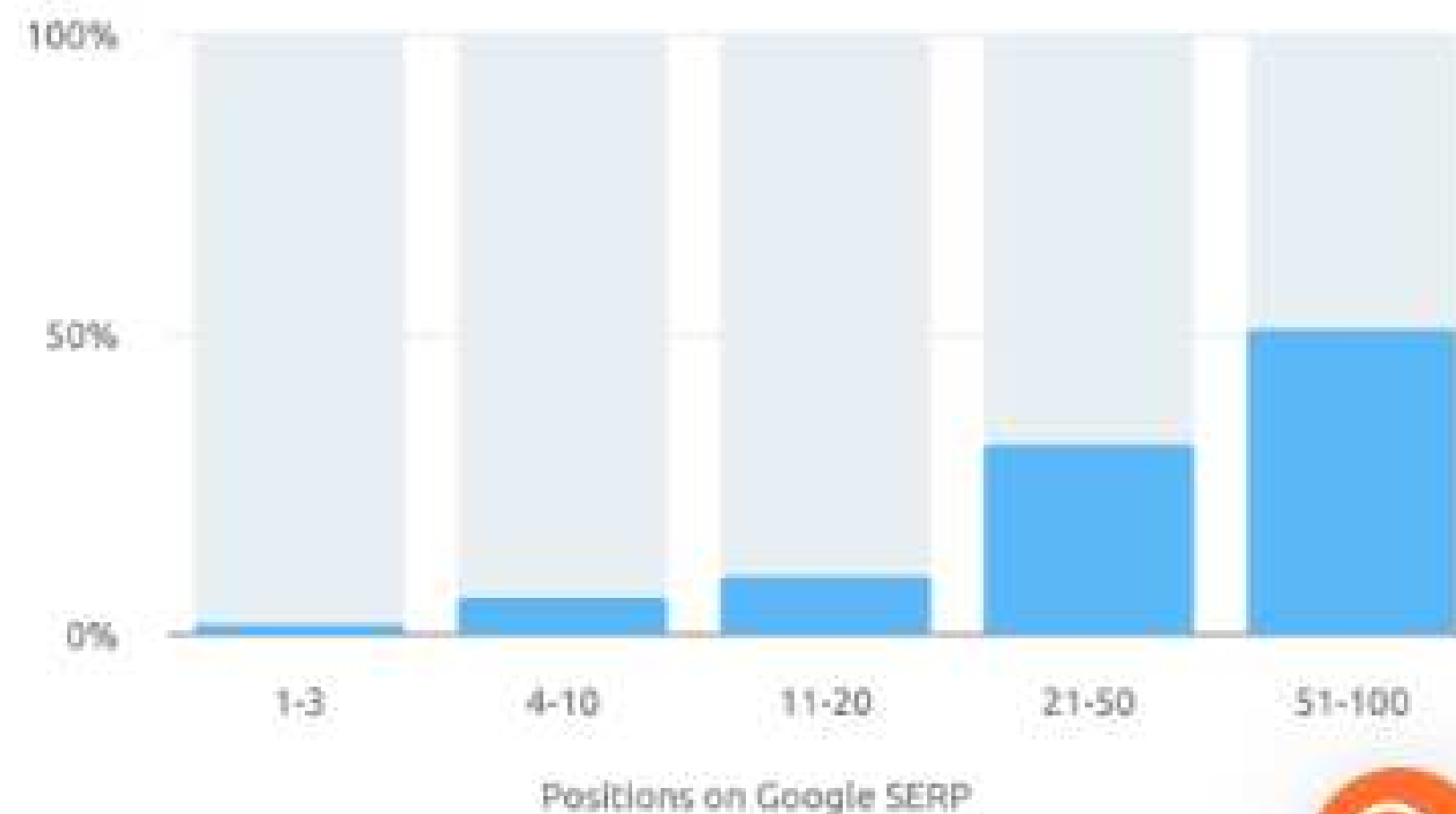
Organic Research US

Top Organic Keywords (278,926)

Keyword	Pos.	Volume	CPC (USD)	Traffic % 
business 	3	450,000	2.75	18.87
statement of stockholders ... 	1	8,100	0.00	1.77
variable expenses examples 	1	3,600	0.00	0.78
tony horton 	11	27,100	1.11	0.59
books that make you smarter 	1	2,400	2.66	0.52

[View details](#)

Organic Position Distribution



Top Paid Keywords (497)

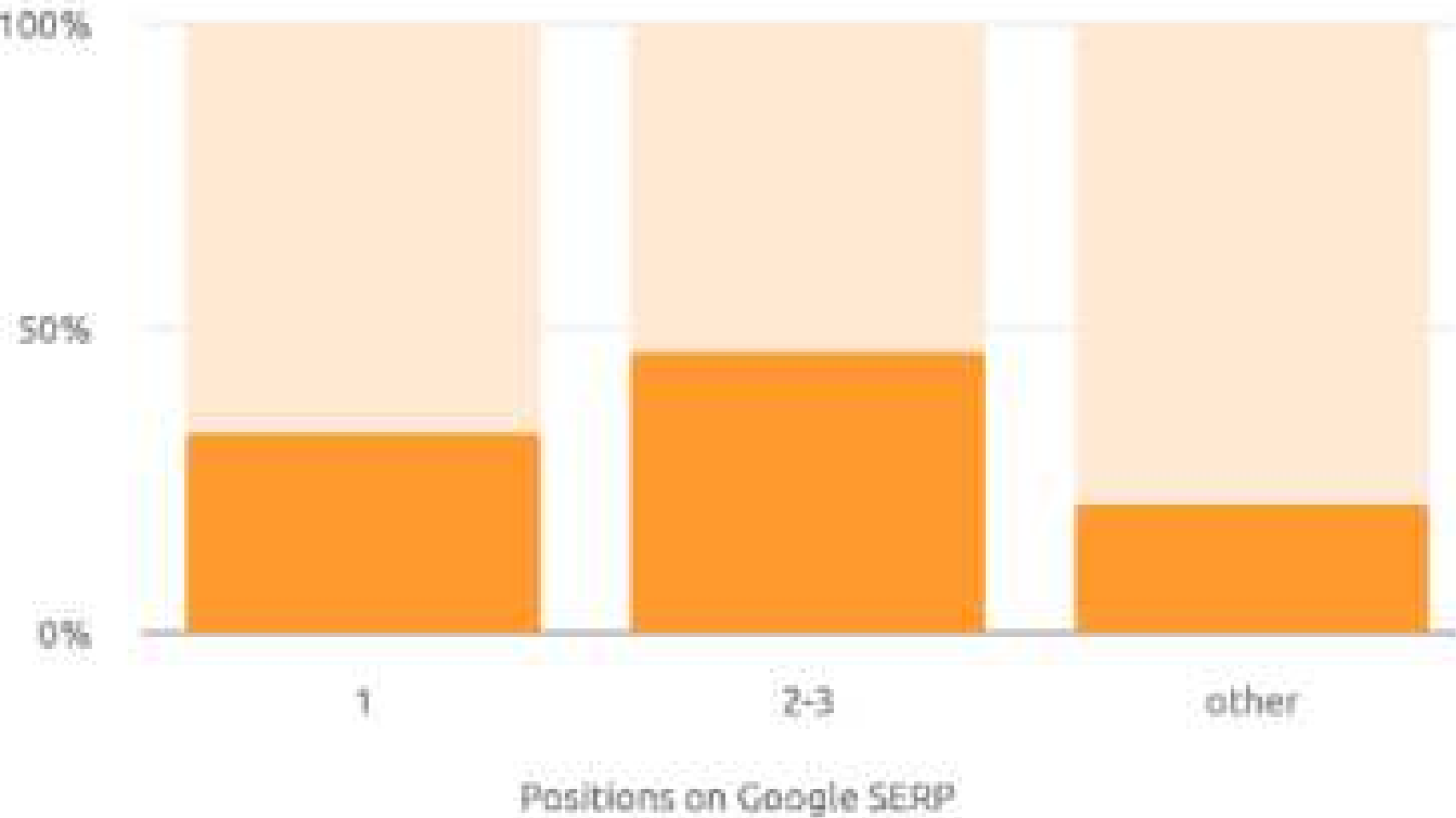
Keyword	Pos.	Volume	CPC (USD)	Traffic %
cleaning services	1	110,000	5.39	19.06
cleaning services near me	1	90,500	5.46	15.68
zenefits	1	60,500	6.40	10.48
vinyl cutter	1	27,100	0.64	4.69
cleaning services near me	2	90,500	5.46	4.33

Competitor

The domain an analyzed domain is competing against in paid search results.

Competitor	Com. Level	Com. Keyw...	Paid Keywords
top5payrollservices.com	<div></div>	19	479
top-payrollservices.com	<div></div>	17	443
getvoip.com	<div></div>	69	3,374

Paid Position Distribution



Competitive Positioning Map



Top Anchors



Anchor	Domains	Backlinks
business	536	5,009,978
<EmptyAnchor>	3,362	1,382,240
https://www.business.com/advice/member/p/n...	3	515,840
https://www.business.com/advice/member/p/j...	5	189,591
business.com	4,106	166,651

[View details](#)

Referring Domains



Root Domain	IP/Country	Backlinks
jccomputerworks.com	198.55.248.102	1,295,675
in-almelo.com	208.88.76.7	645,052
vetiverhairspa.com	208.88.73.86	637,400
wiznotes.com	70.34.33.172	610,893
knu.ac.kr	155.230.13.8	516,600

[View details](#)

Indexed Pages



Title & URL	Domains	Backlinks
Business.com - Discover, Compare & Save on B2B Products and Services http://www.business.com/	4,769	

● Organic Search Traffic ⓘ

467.9K -15%

● Paid Search Traffic ⓘ

27.6K +63%

● Backlinks ⓘ

10.3M

● Display Advertising ⓘ

1.1K

Sample Text Ads (427) ⓘ

Commercial Cleaning Services - Get Free Custom Rate Quotes

<https://www.business.com/commercial/...> ⓘ

Receive Free Quotes from Commercial Cleaning Experts to Disinfect your Business or Office. Get Connected w/ the Best Cleaning Companies in the Industry. Get Your Free...

Business Cleaning Services | Compare Rates and Quotes

<https://www.business.com/commer...> ⓘ

Compare Rates & Connect w/ The Best Commercial Cleaning Service Professionals in the Area. Receive Free Quotes from Commercial Cleaning Experts to Disinfect your Business...

Top Employee Leasing of 2021 - Expert Picks: Compare & Save

www.business.com/peo/services ⓘ

We've Identified the Best PEOs for All Business Sizes. Access Free Information, Save Now.

Vinyl Cutter Printer - Get Multiple Quotes in Minutes

<https://www.business.com/> ⓘ

Compare Vinyl Plotter Rates & Save. Find Great Deals From Your Mobile! Compare Rates On Vinyl Printers. Visit Our Mobile Site & Start Now! Custom Printer Options. Compare Prices & Brands. Advice for Buyers. Compare Multiple Options. Types: CAD/CAM, Banners.

[View details](#)

Backlinks ⓘ Worldwide ⓘ All time ⓘ

Backlinks ⓘ

Referring Page Title / Referring Page URL

Anchor Text / Link URL

Type

Privacy Bee

<https://privacybee.com/>

Business.com

<https://www.business.com/articles/email...>

nofo...

Privacy Bee

<https://privacybee.com/>

Business.com Business.com

<https://www.business.com/articles/email...>

nofo...

Follow vs Nofollow ⓘ



Follow links

9.67M

Nofollow links

640.38K

[View details](#)



● Organic Search Traffic ⓘ

467.9K -15%

[View details](#)

● Paid Search Traffic ⓘ

27.6K +13%

● Backlinks ⓘ

10.3M

[View details](#)

● Display Advertising ⓘ

1.1K

Sample Ads (1,106) ⓘ

Image 14 Text 1,09K

NEED A PHONE SYSTEM?

Find the **BEST DEAL**
and **SAVE Today!**



[Get FREE Quote](#)

NEED A PHONE SYSTEM?

Find the **BEST DEAL** and **SAVE Today!**



[Get FREE Quote](#)

NEED A PHONE SYSTEM?



Find the **BEST DEAL**

SAVE Time & Money

[Get FREE Quote](#)

NEED A PHONE SYSTEM?



Find the **BEST DEAL**

SAVE Time & Money

[Get FREE Quote](#)

[View details](#)

Site 1 - Business.com Mobile

Domain Overview: business.com

User manual | Send feedback

US | UK | DE | Mobile | Jun 16, 2021 | USD | Export to PDF

Overview | Compare domains | Growth report | Compare by countries

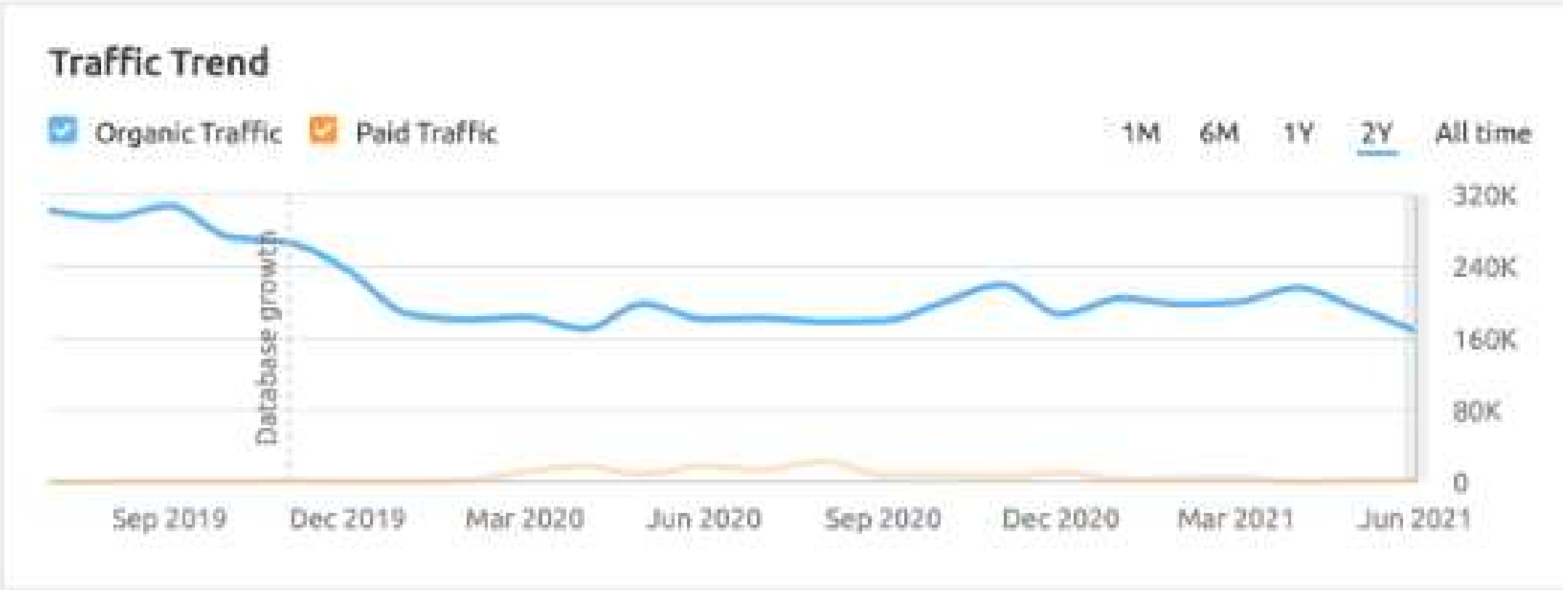
Search Performance

Organic Keywords

10.9K -1.3%

Paid Keywords

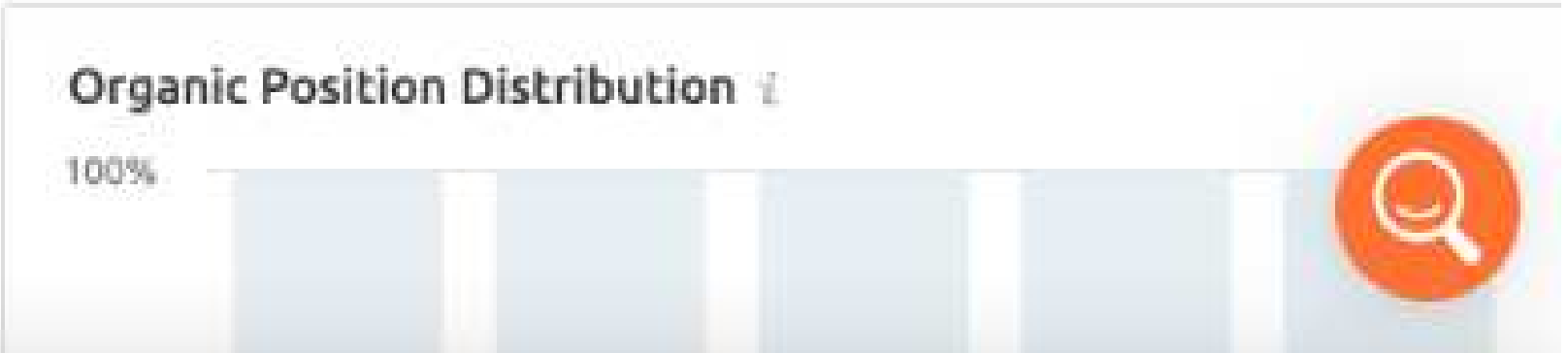
125 -1.6%



Organic Research

Top Organic Keywords (10,919)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
business	5	450,000	2.75	13.37



● Organic Search Traffic ⓘ

168.2K -14%

● Paid Search Traffic ⓘ

2.5K +8.5%

variable expenses examples ▾	1	3,600	0.00	1.00
eidl loan forgiveness ▾	5	27,100	1.60	0.80
eidl loan forgiveness ▾	6	27,100	1.60	0.80

[View details](#)



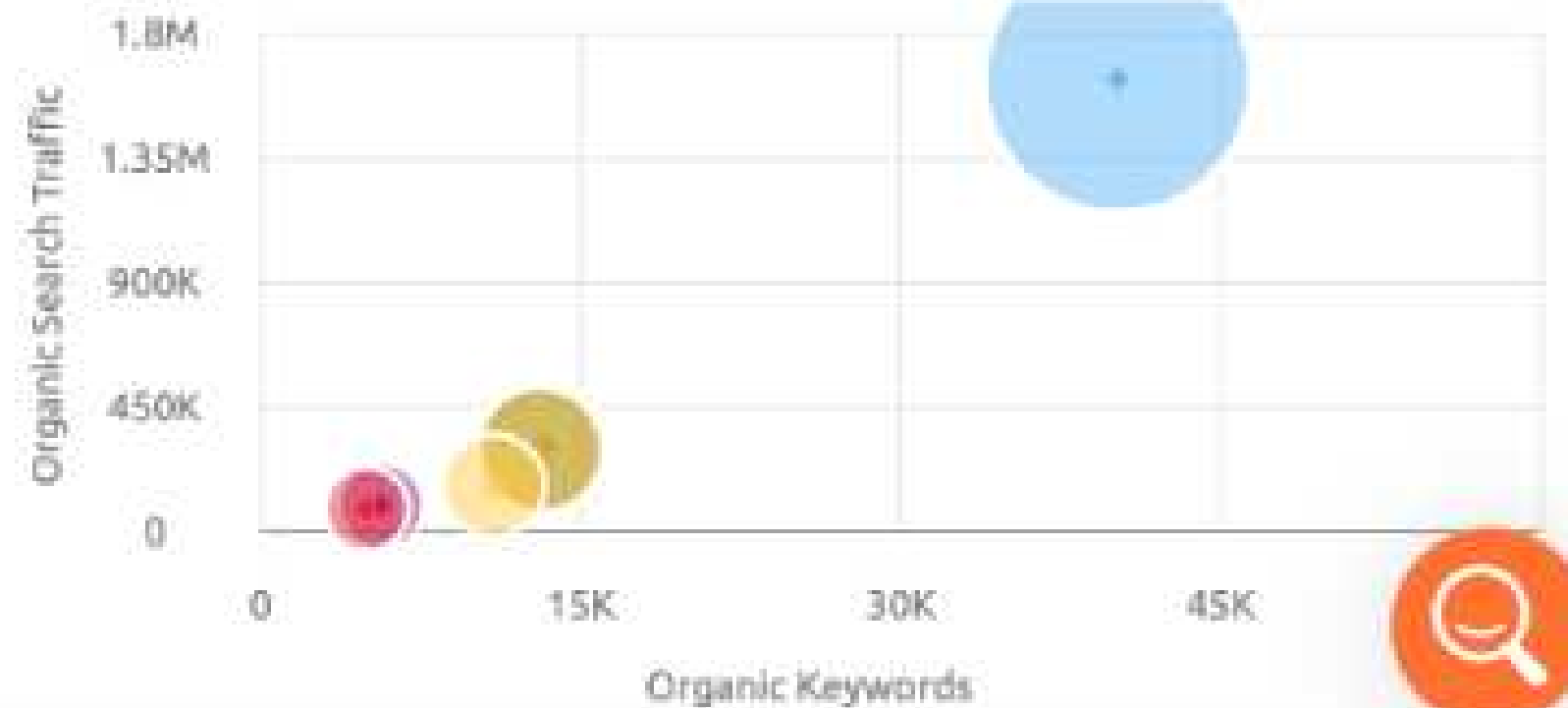
Main Organic Competitors (28,783) ⓘ

Competitor	Com. Level ▾	Com. Keywords	SE Keywords
businessnewsdaily.com ⓘ	<div><div></div></div>	2,543	40,176
merchantmaverick.com ⓘ	<div><div></div></div>	1,152	13,300
fundera.com ⓘ	<div><div></div></div>	1,133	13,077
business.org ⓘ	<div><div></div></div>	546	5,634
quicksprout.com ⓘ	<div><div></div></div>	515	4,951

[View details](#)

Competitive Positioning Map ⓘ

● businessnewsdaily.... ● merchantmaverick.... ● fundera.com
● business.org ● quicksprout.com ● business.com



Site 2 – Upwork.com

Organic Search Traffic

Search Performance

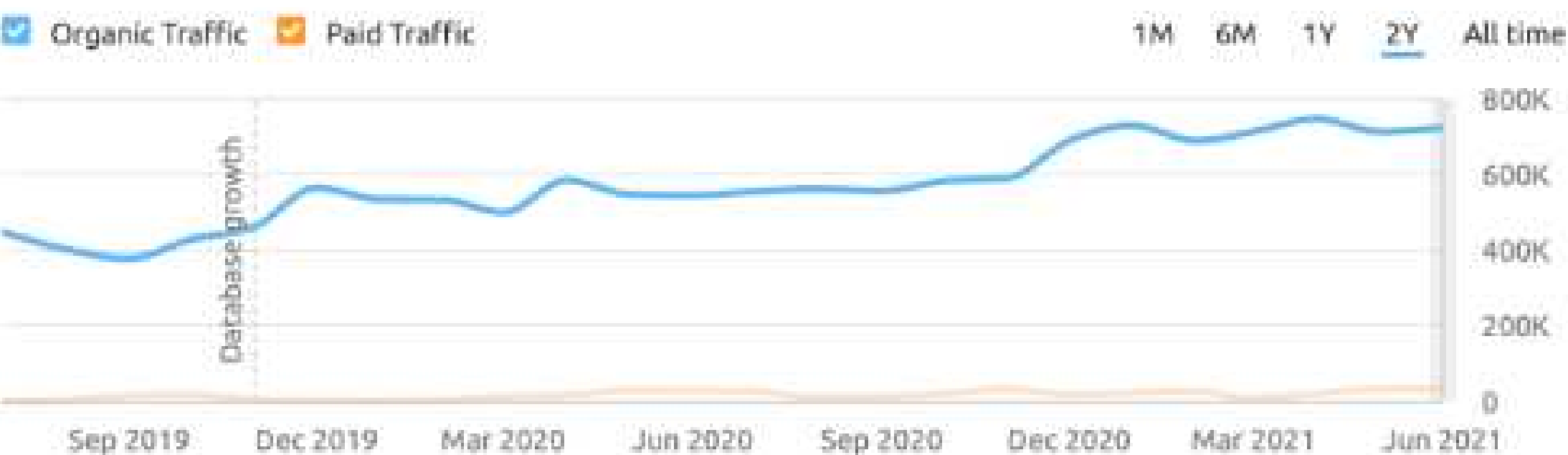
Organic Keywords

18.7K -2%

Paid Keywords

1.2K +1.6%

Traffic Trend

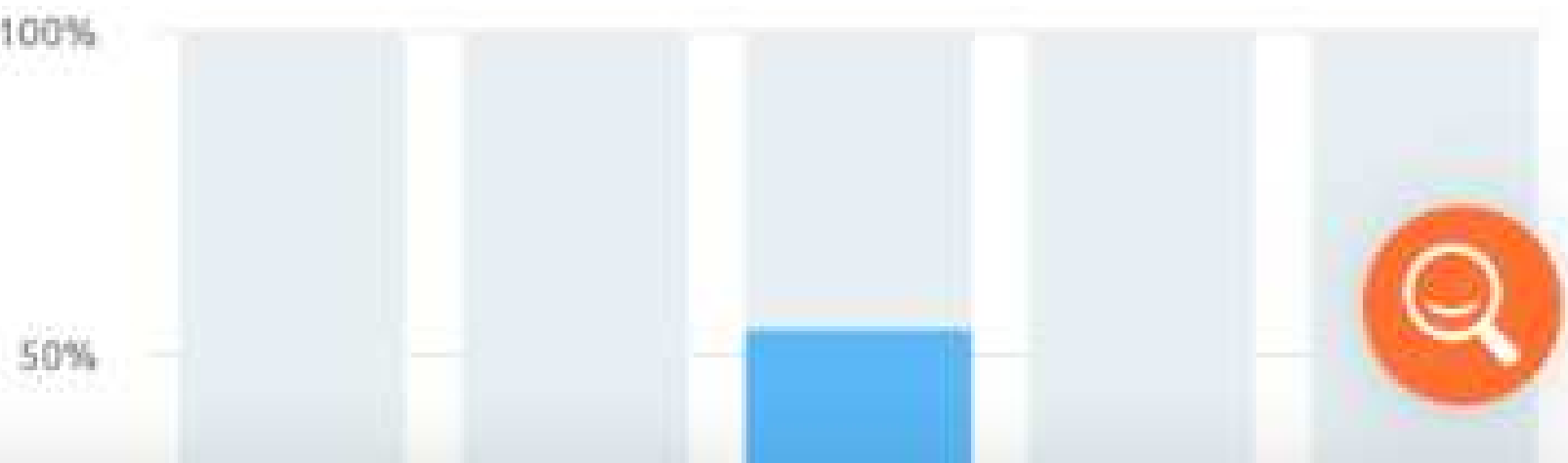


Organic Research

Top Organic Keywords (18,696)

Keyword	Pos.	Volume	CPC (USD)	Traffic %
upwork	1	301,000	3.34	33.30
web designers	1	60,500	8.46	3.93
virtual assistant	1	40,500	4.50	2.63

Organic Position Distribution



Organic Search Traffic ⓘ

723.1K +1.5%

[View details](#)

Paid Search Traffic ⓘ

32.4K +1.1%

1 2-3 other

Positions on Google SERP

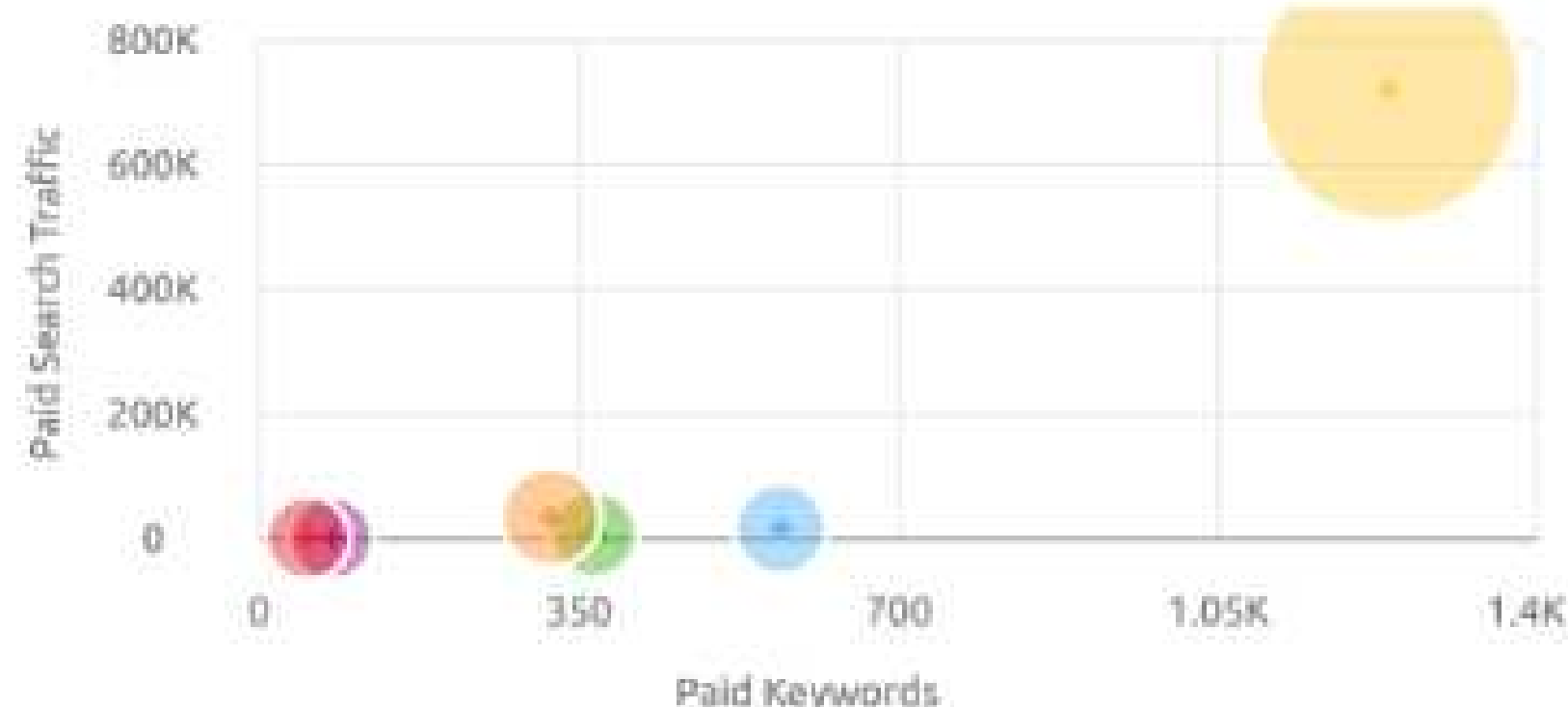
Main Paid Competitors (1,017) ⓘ

Competitor	Com. Level	Com. Keywords	Paid Keywords
fiverr.com		115	571
toptal.com		42	366
bark.com		30	319
sprizzy.com		28	79
prodvigate.com		21	53

[View details](#)

Competitive Positioning Map ⓘ

fiverr.com toptal.com bark.com
sprizzy.com prodvigate.com upwork.com



Sample Text Ads (1,237) ⓘ

Upwork.com - Upwork™ Official Site - Post a Job Today

<https://www.upwork.com/>

Hire Freelancers Today · Verified & Vetted Freelancers · upwork.com

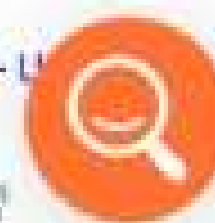
www.upwork.com/

Find Remote Video Producers - Quickly Find Talent on Upwork™

<https://www.upwork.com/>

Custom Label Design Online - Upwork Official Site

<https://www.upwork.com/>



Site 2 – Upwork.com Mobile

SEARCH PERFORMANCE

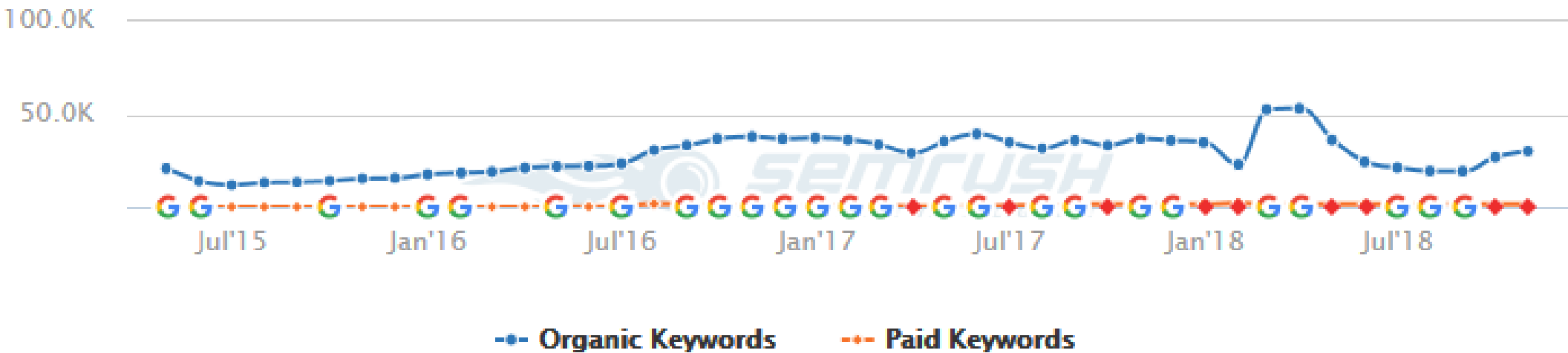
Organic Keywords

29.9K

Paid Keywords

1.5K

SEARCH PERFORMANCE TREND



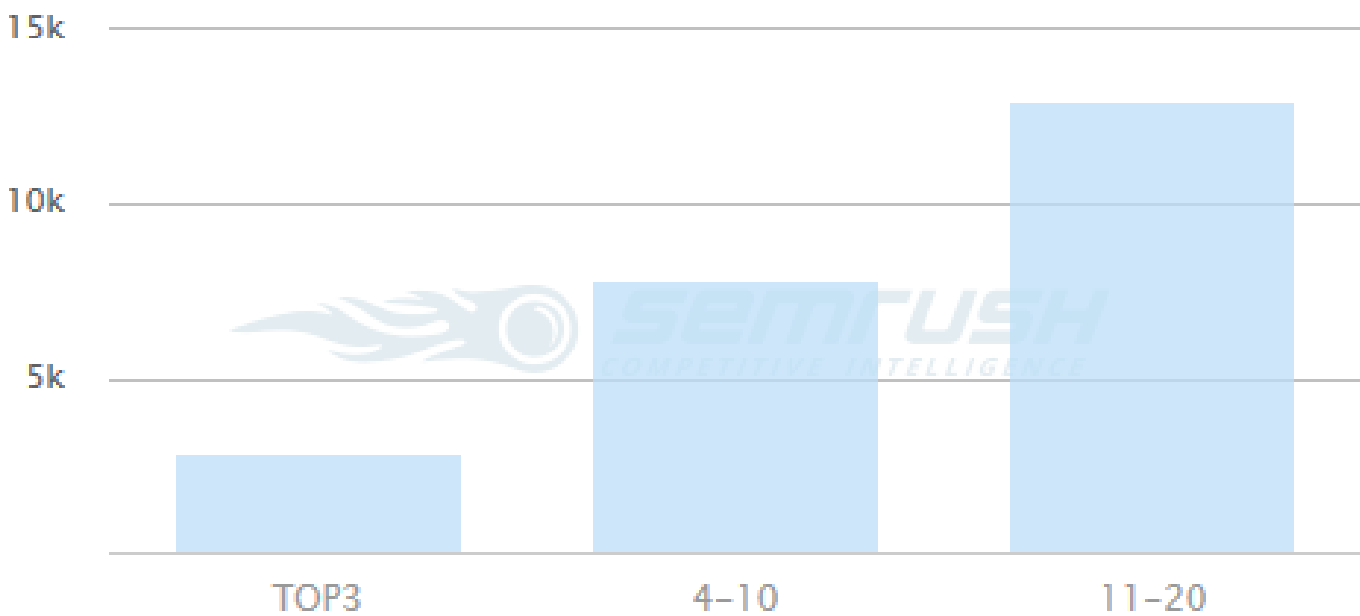
Organic Search

live update TOP ORGANIC KEYWORDS (29,867)

Keyword	Pos.	Volume	CPC (USD)	Traffic
upwork	1 (1)	201,000	1.49	
translate english to spanish	18	4,090,000	1.00	
elance	1 (1)	22,200	2.92	
swift code	1	18,100	1.85	
odesk	1 (1)	14,800	3.37	

View full report

POSITION DISTRIBUTION



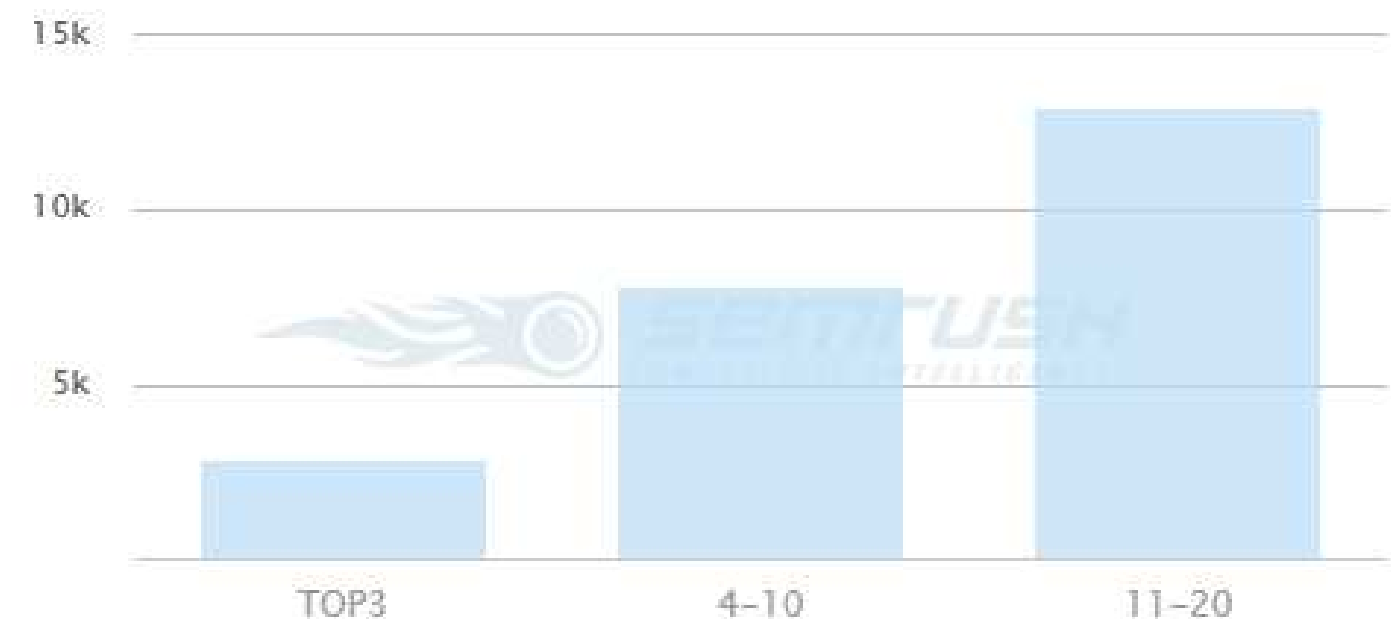
Organic Search

live update TOP ORGANIC KEYWORDS (29,867) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
upwork	1 (1)	201,000	1.49	<div><div></div></div>
translate english to spanish	18	4,090,000	1.00	<div><div></div></div>
elance	1 (1)	22,200	2.92	<div><div></div></div>
swift code	1	18,100	1.85	<div><div></div></div>
odesk	1 (1)	14,800	3.37	<div><div></div></div>

View full report

POSITION DISTRIBUTION ⓘ

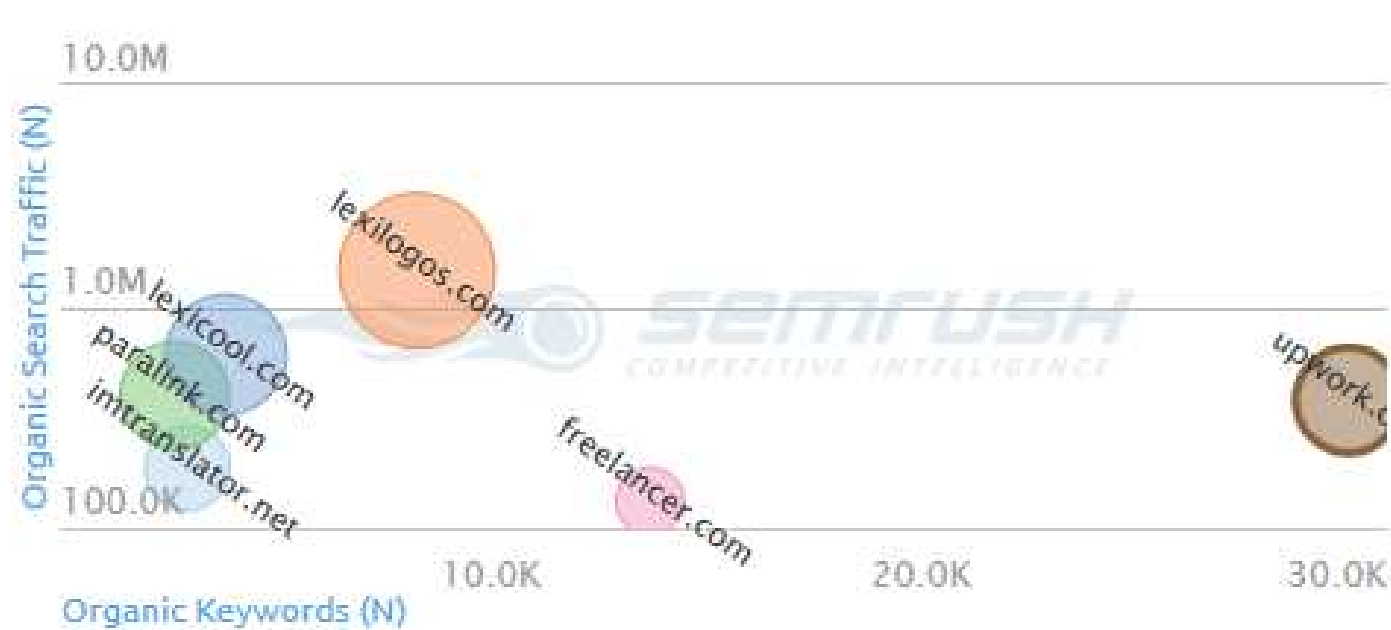


live update MAIN ORGANIC COMPETITORS (53,649) ⓘ

Competitor	Com. Level	Com. Keywords	SE Keywords
imtranslator.net	<div><div></div></div>	3.0k	2.9k
paralink.com	<div><div></div></div>	2.7k	2.7k
freelancer.com	<div><div></div></div>	2.8k	13.7k
lexilogos.com	<div><div></div></div>	2.7k	8.3k
lexicool.com	<div><div></div></div>	1.7k	3.8k

View full report

COMPETITIVE POSITIONING MAP ⓘ



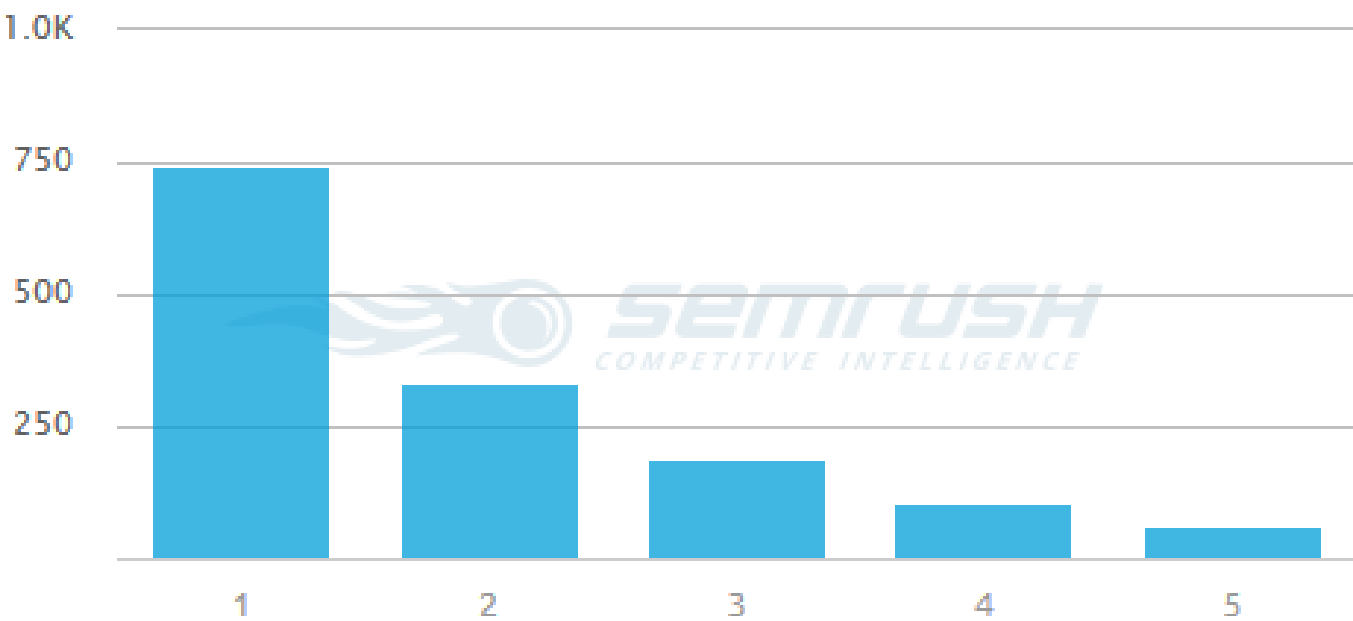
Paid Search

live update TOP PAID KEYWORDS (1,527) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
upwork	1 (1)	201,000	1.49	<div><div></div></div>
node.js	1 (1)	135,000	6.54	<div><div></div></div>
assistant	1 (1)	90,500	1.30	<div><div></div></div>
video editor	1 (5)	823,000	0.63	<div><div></div></div>
adecco	1 (2)	135,000	0.70	<div><div></div></div>

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POSITION DISTRIBUTION ⓘ

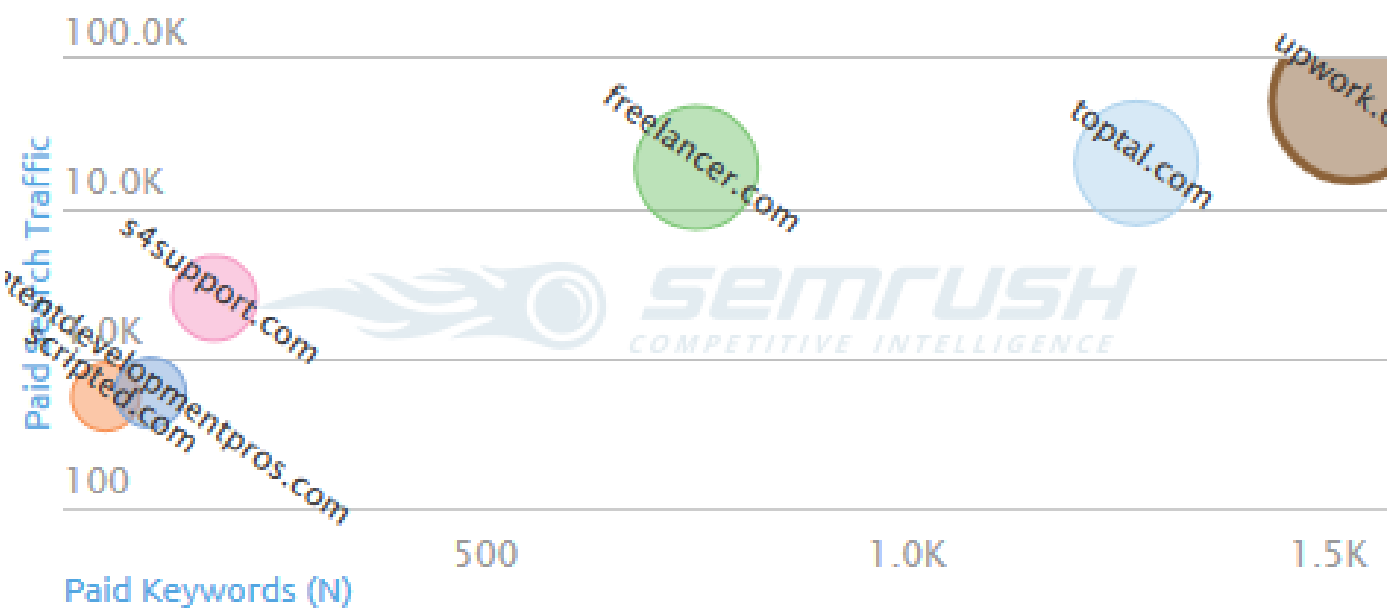


live update MAIN PAID COMPETITORS (699) ⓘ

Competitor	Com. Level	Com. Keywords	Paid Keywords
toptal.com	<div><div></div></div>	78	1.3k
freelancer.com	<div><div></div></div>	114	750
s4support.com	<div><div></div></div>	14	178
scripted.com	<div><div></div></div>	13	49
contentdevelopmentpros.co...	<div><div></div></div>	11	102

View full report

COMPETITIVE POSITIONING MAP ⓘ



Site 3 – Lifehack.org

Organic Search Traffic

Domain Overview "lifehack.org" ⓘ

Categories: [Arts & Entertainment](#) [People & Society](#) [Health](#) [Show details](#) ▼

Desktop

Mobile

[Go to new version](#)

[User manual](#)

[PDF](#)

● ORGANIC SEARCH

1.7M +3% TRAFFIC

SEMrush Rank	1.7K
Keywords	891K -3%
Traffic Cost	\$2.0M +2%

● PAID SEARCH

1 0% TRAFFIC

Keywords	1	0%
Traffic Cost	\$1	0%

● BACKLINKS

6.7M TOTAL BACKLINKS

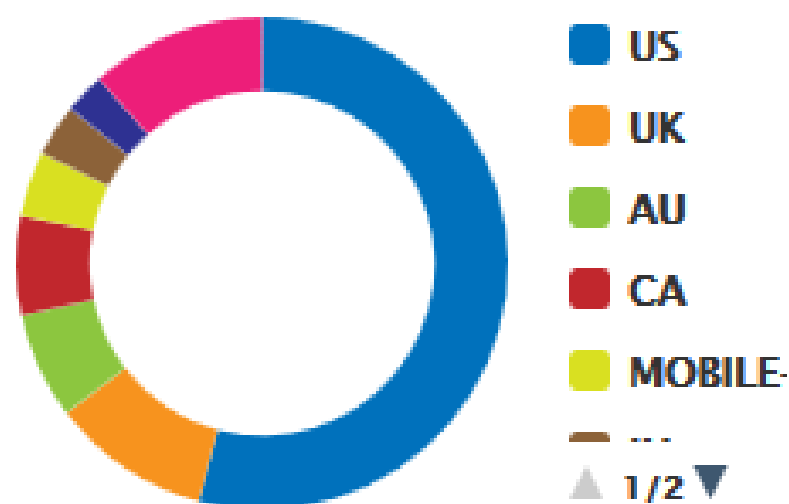
Referring Domains	36.2K
Referring IPs	43.5K

● DISPLAY ADVERTISING

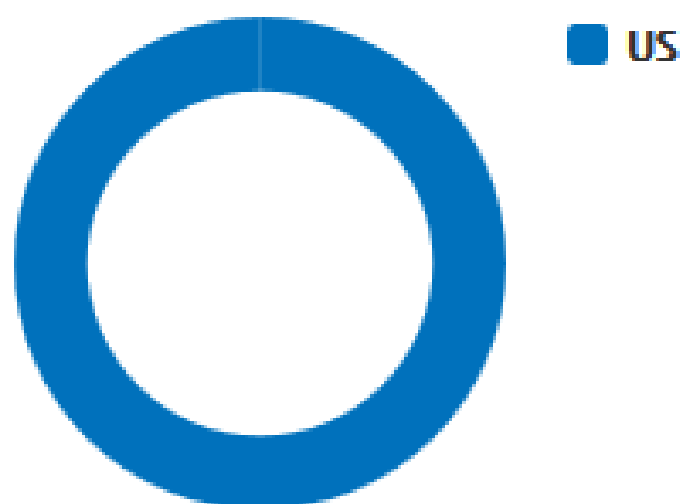
26 TOTAL ADS

Publishers	21
Advertisers	7.1K

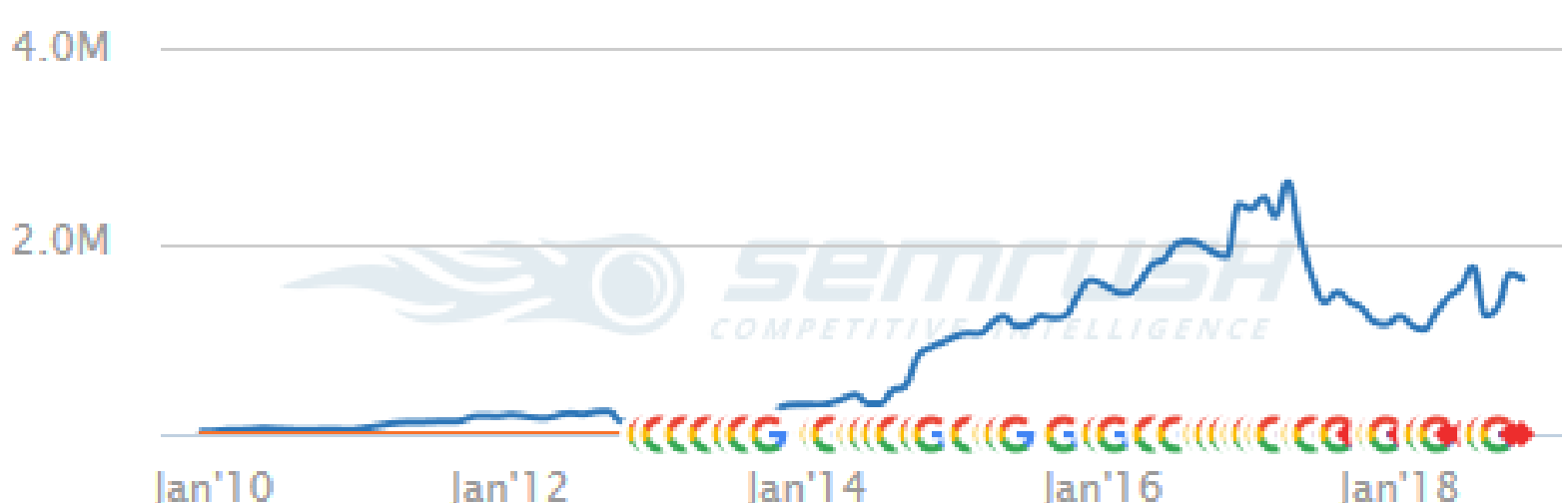
ORGANIC KEYWORDS



PAID KEYWORDS



● ORGANIC ● PAID ◆ Notes ▼ 1M 6M 1Y 2Y All Time



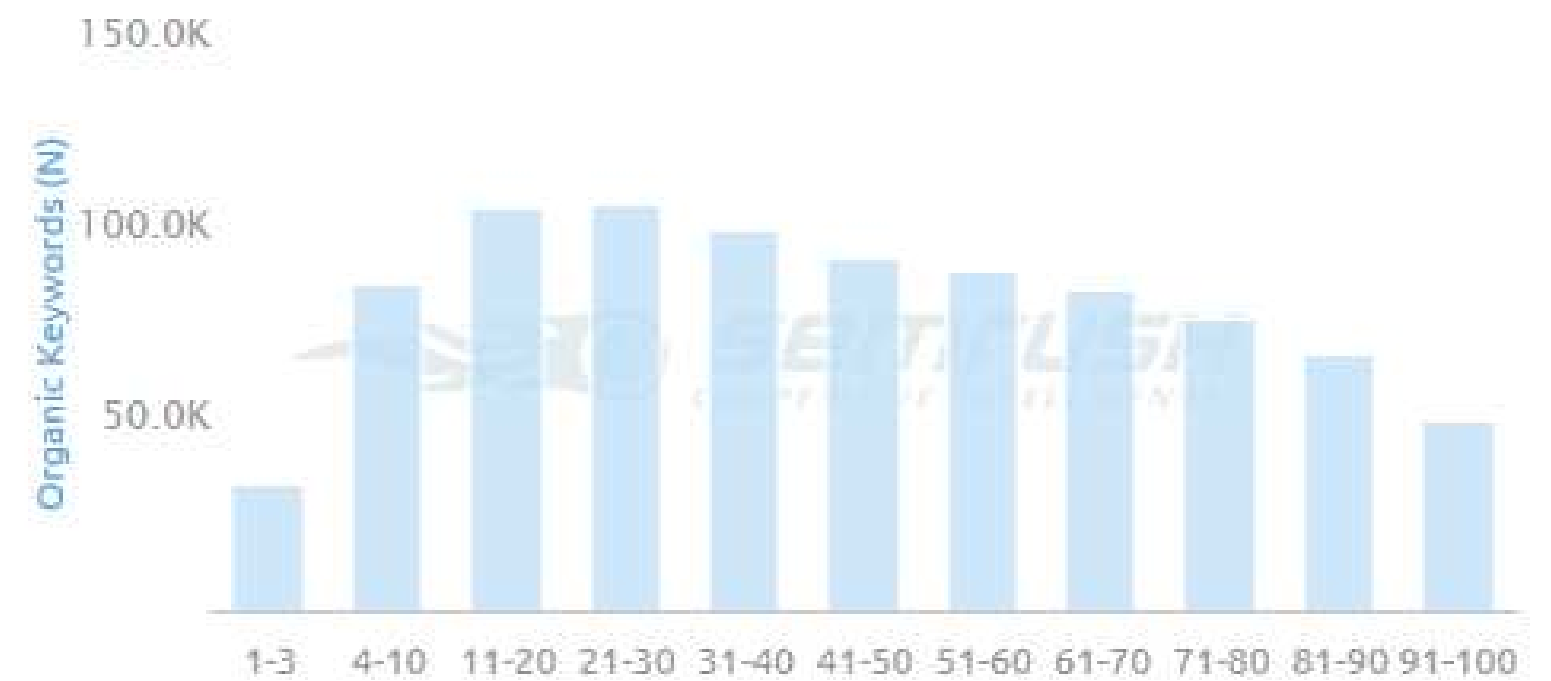
live update

TOP ORGANIC KEYWORDS (889,957) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
life hacks	1 (1)	165,000	0.16	<div><div></div></div>
new years resolution	1 (1)	40,500	2.71	<div><div></div></div>
money	11 (11)	368,000	1.21	<div><div></div></div>
motivational quotes	10 (9)	450,000	1.82	<div><div></div></div>
anniversary ideas	1 (1)	27,100	0.96	<div><div></div></div>

[View full report](#)

ORGANIC POSITION DISTRIBUTION ⓘ



live update

MAIN ORGANIC COMPETITORS (179,827) ⓘ

Competitor	Com. Level	Com. Keywords	SE Keywords
inc.com	<div><div></div></div>	32.9k	2.5m
tinybuddha.com	<div><div></div></div>	18.2k	176.2k
psychologytoday.com	<div><div></div></div>	38.4k	4.6m
entrepreneur.com	<div><div></div></div>	26.3k	1.5m
thoughtcatalog.com	<div><div></div></div>	27.5k	1.6m

[View full report](#)

COMPETITIVE POSITIONING MAP ⓘ

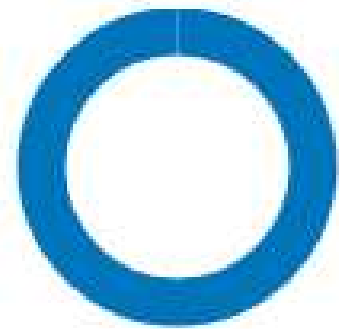


BRANDED SEARCH ⓘ

1.2K 0% TRAFFIC

Keywords 11

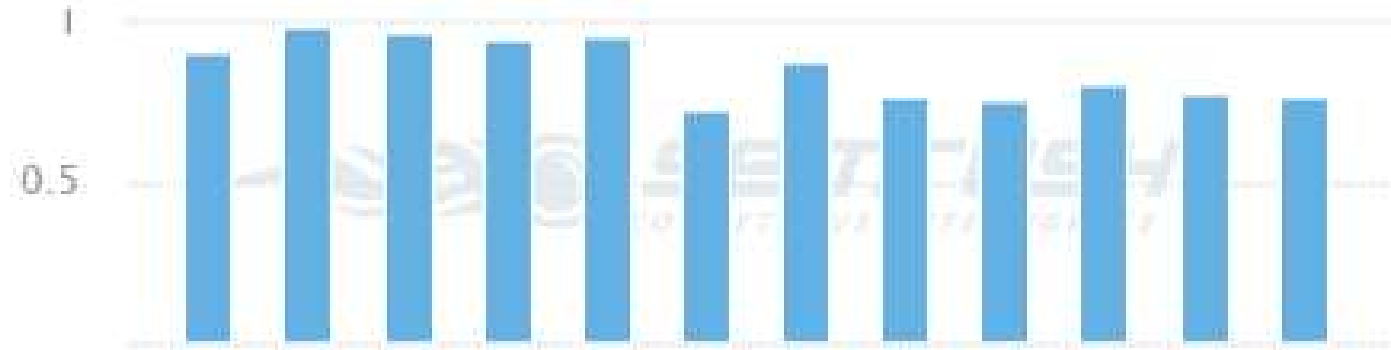
BRANDED VS. NON-BRANDED ⓘ



0.07%
Branded Traffic

99.93%
Non-Branded Traffic

BRANDED TRAFFIC TREND ⓘ



live update TOP PAID KEYWORDS (1) ⓘ

Keyword	Pos.	Volume	CPC (USD)	Traffic
how do you get paid on instagram	1 (6)	260	0.87	<div></div>

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PAID POSITION DISTRIBUTION ⓘ



live update MAIN PAID COMPETITORS (5) ⓘ

Competitor	Com. Level	Com. Keywords	Paid Keywords
google.com	<div><div></div></div>	<u>2</u>	<u>245.8k</u>
brightspendproject.com	<div><div></div></div>	<u>1</u>	<u>2.7k</u>
needfollowers.org	<div><div></div></div>	<u>1</u>	<u>4.5k</u>
thepennyhoarder.com	<div><div></div></div>	<u>1</u>	<u>4.0k</u>
unbouncepages.com	<div><div></div></div>	<u>1</u>	<u>3.7k</u>

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COMPETITIVE POSITIONING MAP ⓘ



live update SAMPLE ADS (1) ⓘ

[Make Money as a Clickworker - mystery shopper](#)

Ad [www.lifehack.org/](#)

Take online surveys and get **paid** fast and easy, this is the best job ever.

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BACKLINKS

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Discover - Google+ https://plus.google.com/discover	https://www.lifehack.org/698394/successf... https://www.lifehack.org/698394/successful-pe...	NOFOLLOW
Discover - Google+ https://plus.google.com/discover	7 Secrets on How Super Successful People... https://www.lifehack.org/698394/successful-pe...	NOFOLLOW
Comparaboo.com - Free Product Comparison. Best Pro... https://www.comparaboo.in/	Lifehack Logo http://www.lifehack.org/306068/apples-oranges...	
Comparaboo.com Free Product Comparison. Best Pro... https://www.comparaboo.in/	https://www.lifehack.org/306068/apples-orange...	
比べてお買い物 - ベストレビューアイテム Comparaboo https://www.comparaboo.jp/	Lifehack Logo http://www.lifehack.org/306068/apples-oranges...	

Export

[View full report](#)

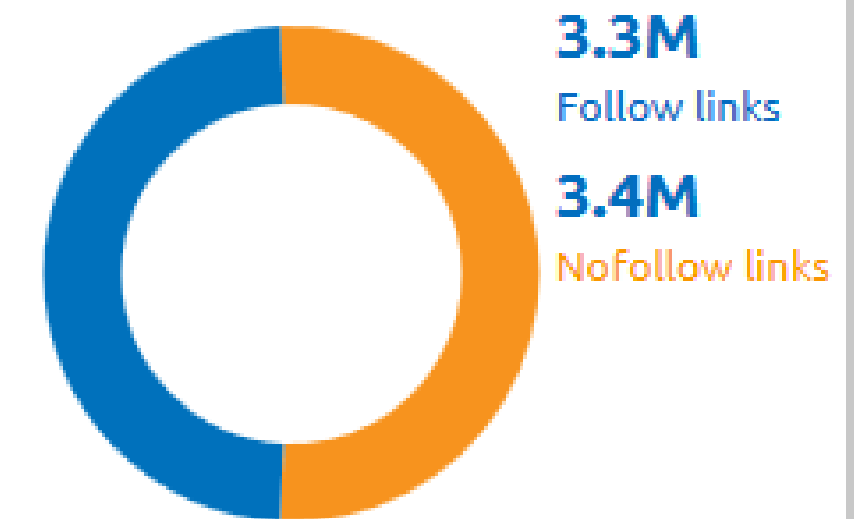
TOP ANCHORS

Anchors

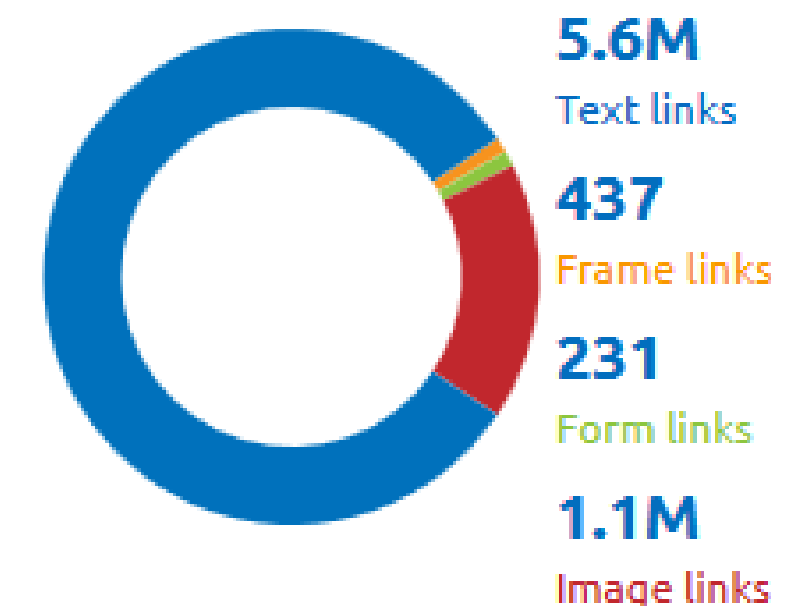
Domains

Backlinks

FOLLOW VS NOFOLLOW



BACKLINK TYPE



TOP ANCHORS

Anchors	Domains	Backlinks
<i>Empty Anchor</i>	1	1,217,896
how to choose the best colors for your data charts	1	159,517
online reputation management	1	123,240
lifehack.org	1	105,297
lifehack	1	90,164

Export

View full report

REFERRING DOMAINS

Root Domain	Backlinks	IP / Country
comparaboo.com	499,329	 104.31.90.51
jobjama.com	484,017	 69.16.220.153
comparaboo.co.uk	454,049	 104.31.89.211
locatinglifestyle.com	273,199	 166.62.113.120
business247news.com	237,665	 198.54.116.131

Export

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INDEXED PAGES

Title and URL	Domains	Backlinks
http://www.lifehack.org/406256/how-to-stay-healthy-while-on-...	<u>79</u>	<u>2,267,832</u>
http://www.lifehack.org/306068/apples-oranges-5-ways-compare...	<u>12</u>	<u>1,017,843</u>
Apples & Oranges: 5 Ways to Compare Products the Right Way https://www.lifehack.org/306068/apples-oranges-5-ways-compar...	<u>10</u>	<u>718,243</u>
http://www.lifehack.org/484519/how-to-choose-the-best-colors...	<u>1</u>	<u>159,517</u>
http://www.lifehack.org/538979/online-reputation-management...	<u>129</u>	<u>134,576</u>

Export

View full report

LATEST ADVERTISERS (7,136) ⓘ

Latest Advertisers	Ads	Text / Image	
play.google.com	<u>562</u>	<u>96%</u>	<u>4%</u>
www.facebook.com	<u>102</u>	<u>55%</u>	<u>42%</u>
pages.exct.palmbeachgroup...	<u>13</u>	<u>77%</u>	<u>23%</u>
m.facebook.com	<u>54</u>	<u>46%</u>	<u>54%</u>
tmetric.com	<u>11</u>	0	<u>100%</u>

Export

View full report

LANDING PAGES (8,928) ⓘ

Landing Page	Times Seen
https://pages.exct.palmbeachgroup.com/page.aspx	322
https://tmetric.com/	295
http://www.facebook.com/campaign/landing.php	226
http://www.iq-tests-online.com/lp/index	193
http://www.vtapersolution.com/avoid/	188

SAMPLE TEXT ADS (10,608) ⓘ

Social Security Sucks

Ad palmbeachgroup.com

Born before 1969? You can get an extra \$4,098 monthly with this

Export

Get Paid \$90 Per Survey?

Ad surveymoneymachines.com

Easy Money At Home - Try It Now! Take Surveys and Get Paid (Free)

Make Easy Money From Home

Ad surveymoneymachines.com

Legit Money At Home - Try It Now! Take Surveys and Get Paid (Free)

Get Paid to Write

Ad thebarefootwriter.com

9 Ways: Make a Living as a Writer. Free Report About Going Freelance!

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SAMPLE IMAGE ADS (3,850) ⓘ



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Site 3 –Lifehack.org Mobile

lifelhack.org

Desktop Mobile

Domain Overview Report for google.com database

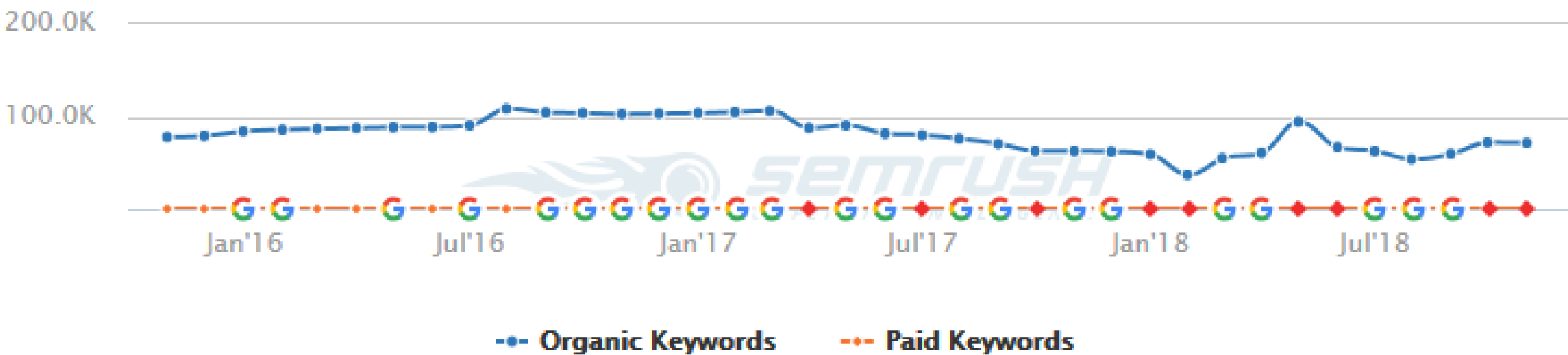
SEARCH PERFORMANCE

Organic Keywords 71.2K

Paid Keywords 0

SEARCH PERFORMANCE TREND

1M 6M 1Y 2Y All Time



Organic Search

live update

TOP ORGANIC KEYWORDS (70,963)

Keyword	Pos.	Volume	CPC (USD)	Traffic
life hacks	1 (1)	165,000	0.16	<div></div>
long distance relationship	1 (2)	49,500	0.67	<div></div>
new years resolution	1 (1)	40,500	2.71	<div></div>
motivational quotes	9 (6)	450,000	1.82	<div></div>
inspirational quotes for women	1 (2)	27,100	2.14	<div></div>

View Full report

POSITION DISTRIBUTION



live update

MAIN ORGANIC COMPETITORS (82,008)

Competitor	Com. Level	Com. Keywords	SE Keywords
tinybuddha.com	<div></div>	5.1k	15.5k
inc.com	<div></div>	9.5k	193.9k
thoughtcatalog.com	<div></div>	8.1k	132.7k
psychologytoday.com	<div></div>	8.8k	402.6k
entrepreneur.com	<div></div>	6.6k	115.4k

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COMPETITIVE POSITIONING MAP



Pingler Page Indexing

<https://pingler.com/seo-tools/tools/google-indexed-pages-checker/>

Findings:

pingler test with google n/a screen

Northcutt.com showed
following results: 8090
indexed

The explanation here is great

The screenshot shows the 'Google Indexed Pages Checker' tool interface. On the left is a sidebar with categories: Link Tools, Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main content area has a title 'Google Indexed Pages Checker' and a description 'Check how many pages Google has indexed for one website.' Below this is a form with a text input field containing 'udacity.com' and a 'Continue >>' button. At the bottom, there is a table with the following data:

URL	Google Indexed Pages
udacity.com	n/a

The number of pages indexed is important because it shows the health of your site and if it is able to earn traffic. In order for a search engine to drive traffic to your site, the site must be indexed. This is especially critical if a company is running a campaign. They want to make sure that as much traffic as possible is being directed to their site. Without indexing, the campaign and potential reach of customers may be hindered.

By having a reading of "N/A", this shows that search engines do not have the Udacity DMND site indexed or that number of pages indexed for Udacity DMND is less than 2. This is critical because it means that Udacity DMND pages are not receiving the traffic that they are hoping to earn. Udacity should work on indexing more pages so that they can ensure the success of their campaigns as well as ranking in search engines.

Northcutt.com showed following results:



Enter a Domain

udacity.com

CONTINUE

Result

udacity.com has 8,090 pages indexed in Google at this moment.

TOOL
CATEGORIES

Link Tools

Keyword

Authority

Search

Header/Tag

Google Page Speed Insights

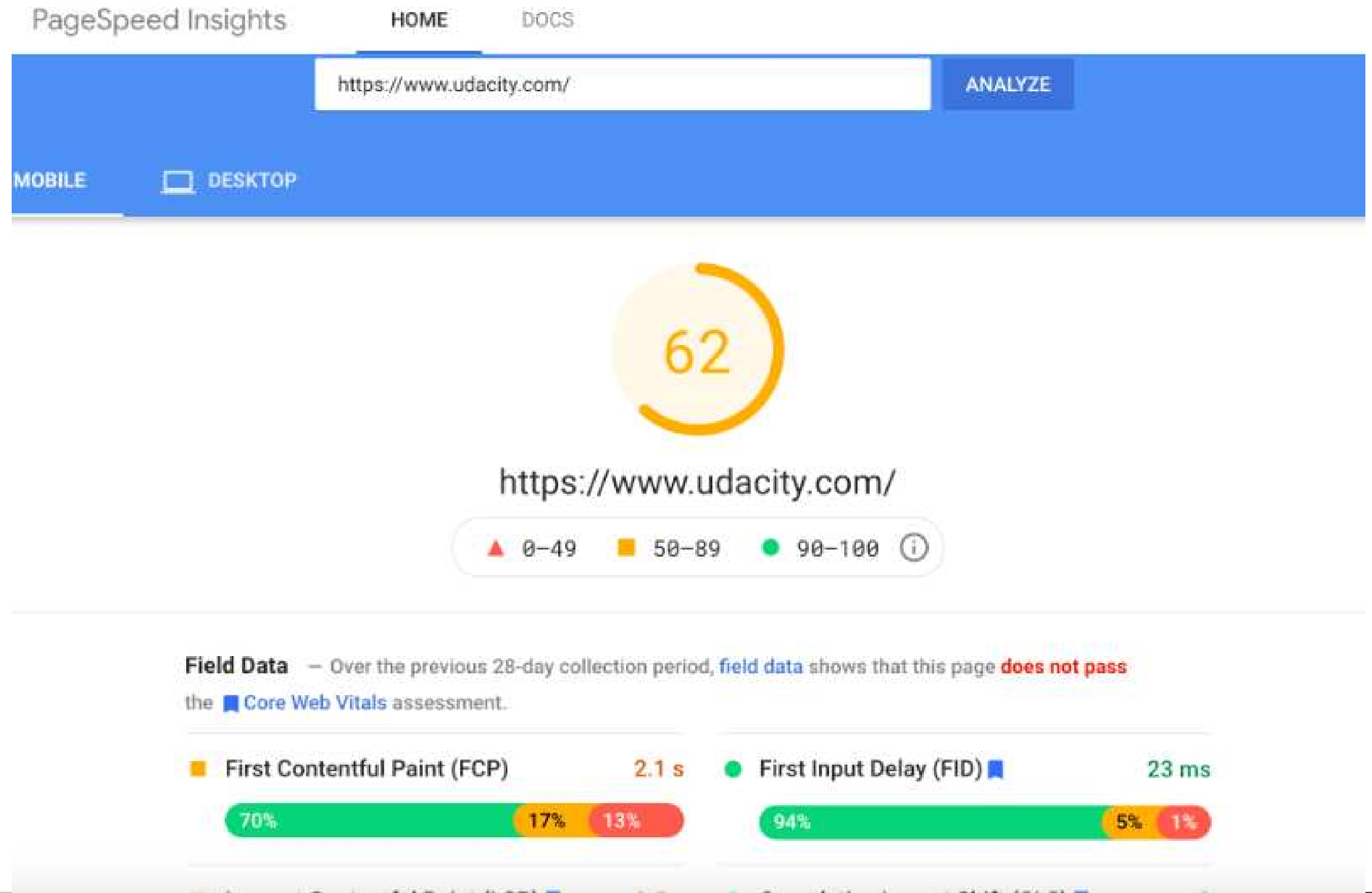
Findings:

The definition of site speed refers to the “load time of a webpage, or the amount of time it takes for the page’s content to display fully on a webpage.” - Udacity Digital Marketing Course

Page speed is important because it improves your ranking, leads to more conversion, and it improves user experiences.

There are two different speeds to consider. Both desktop and mobile are important depending on your users. If you are targeting a younger audience, a company should ensure that its mobile speed is top rank. If you are targeting an older audience desktop speed would be more important. Overall mobile speed is becoming increasingly important, as more people spend time on their mobile phones over desktops.

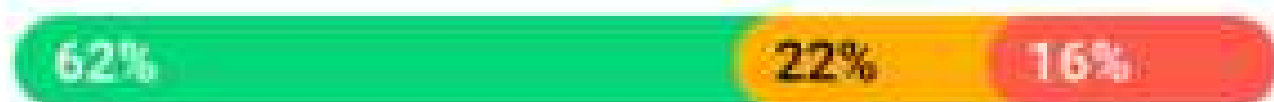
Mobile Speed from Google Page Speed



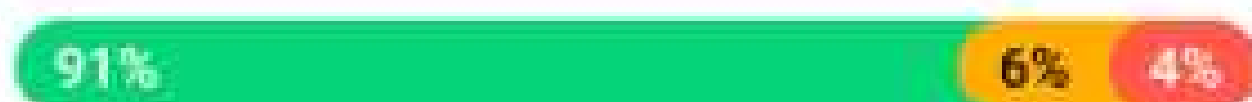
☒ Show Origin Summary

Origin Summary — Over the previous 28-day collection period, the aggregate experience of all pages served from this origin **does not pass** the [Core Web Vitals](#) assessment. To view suggestions tailored to each page, analyze individual page URLs.

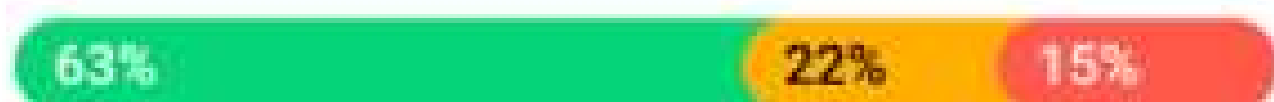
■ First Contentful Paint (FCP) 2.4 s



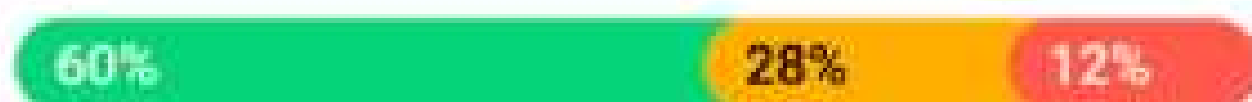
● First Input Delay (FID) ■ 25 ms



■ Largest Contentful Paint (LCP) ■ 3.2 s



■ Cumulative Layout Shift (CLS) ■ 0.15



Lab Data



■ First Contentful Paint 2.6 s

▲ Time to Interactive 11.3 s

● Speed Index 2.8 s

▲ Total Blocking Time 690 ms



MOBILE



DESKTOP



https://www.udacity.com/

▲ 0-49 ■ 50-89 ● 90-100 ⓘ

Field Data — Over the previous 28-day collection period, [field data](#) shows that this page **passes** the [Core Web Vitals](#) assessment.

● First Contentful Paint (FCP) 1.8 s

76%

15%

9%

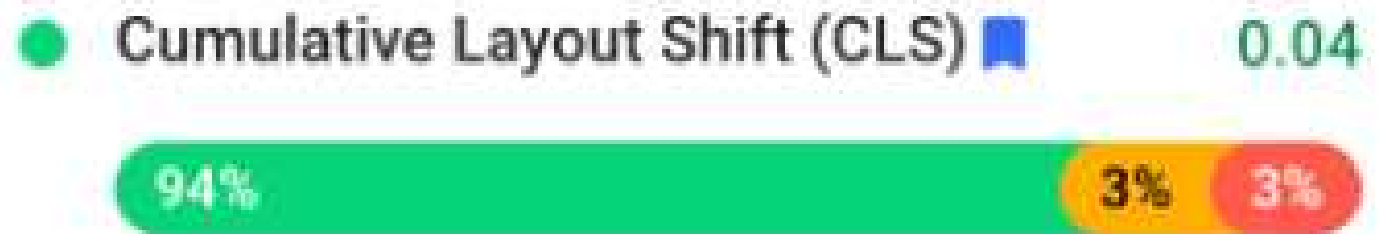
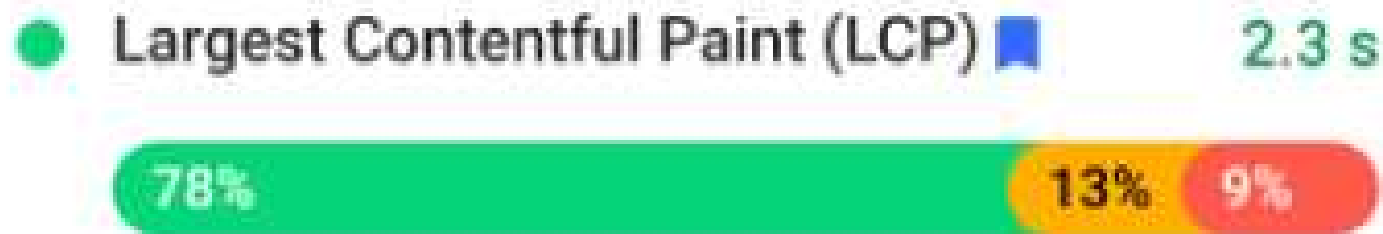
● First Input Delay (FID) 5 ms

98%

1%

1%

Origin Summary — Over the previous 28-day collection period, the aggregate experience of all pages served from this origin **passes** the  **Core Web Vitals** assessment. To view suggestions tailored to each page, analyze individual page URLs.



Lab Data



Think with Google

Mobile-Friendly Evaluation

Findings:

Assessing mobile friendliness is important because Google has made it another factor in determining ranking in addition to site speed and indexed pages. “Google reinforces the fact that people are 5 times more likely to leave a site that is not mobile friendly.” – Lesson 5 Udacity Digital Marketing Course

More people today search on mobile than on desktop, which makes mobile friendliness a top priority.

Excellent job on page speed and mobile optimization tests

Your speed results for udacity.com ⓘ

Your mobile site speed is 2.8 seconds in United States · on a 4G · connection.

RATING

Needs improvement

Needs improvement sites start to load in 2.5 to 4 seconds.

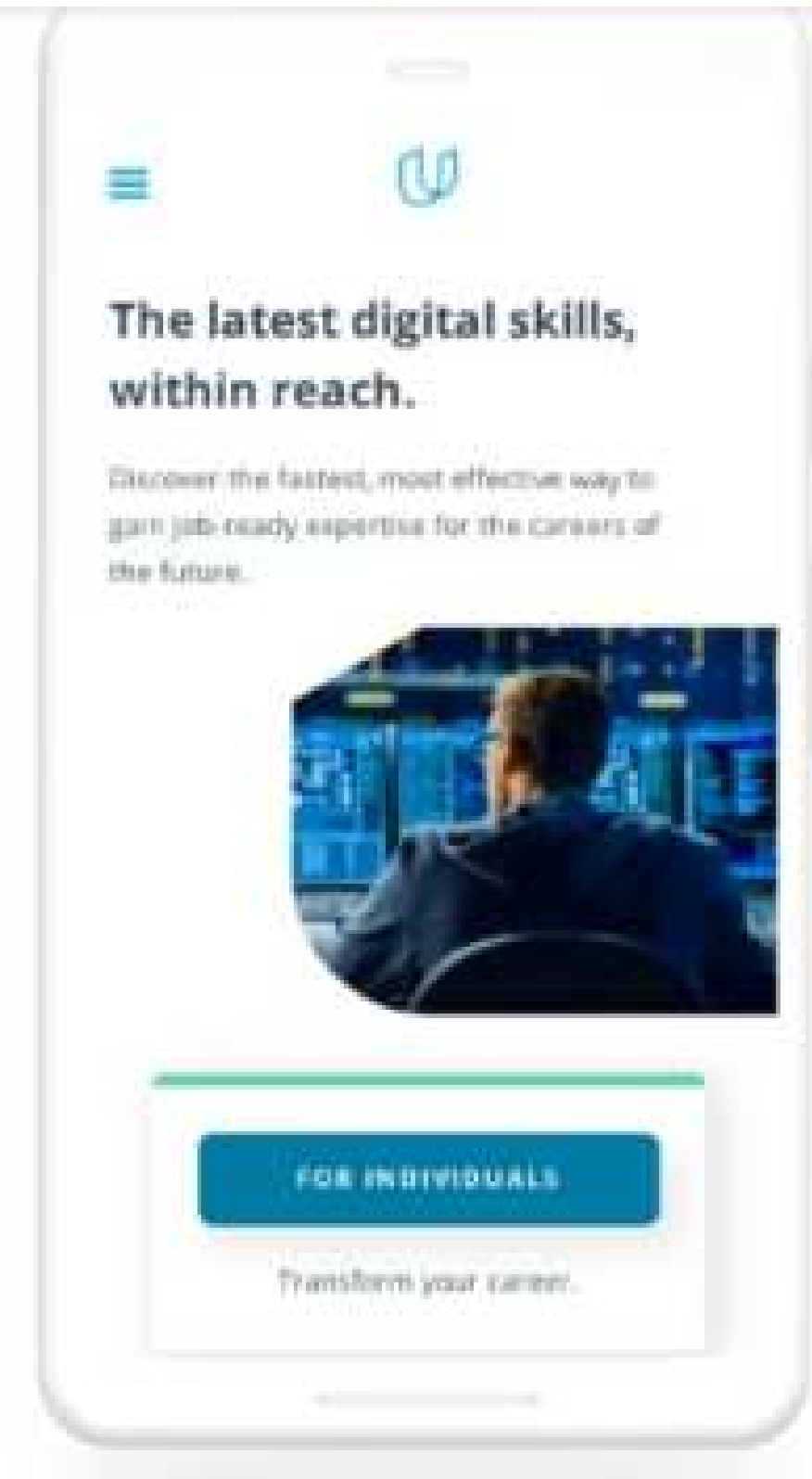
[Learn more](#)

MONTHLY TREND

Slowing Down

Your site has gotten 0.3 seconds slower this month.

[Learn more](#)



Learn how to optimize your mobile site

Industry Comparison

1 Boost your speed

2 Get personal

3 Make it seamless

Recommendations to speed up your site

Share these recommendations with your developers—they'll know what to do. For a complete list, download your full report.

[See all fixes](#)

HIGH IMPACT FIX

Serve static assets with an efficient cache policy

HTTP caching can speed up your page load time for returning users. Increase your cache lifetime to speed up repeat visits to your page.



Your results

for udacity.com in United States on 4G networks.

SITE SPEED

2.8
seconds

RATING

Needs
improvement

MONTHLY TREND

Slowing
down

Recommendations

Boost your speed

First impressions matter. Customers are impatient, so the speed of your site has a big impact on conversion and bounce rates.



Improving your load time by 0.1s can boost conversion rates by 8%.

Google/Deloitte

Milliseconds Make Millions

Recommendations

Excellent recommendations here which are based on the results of the audit and would definitely add value and improve site's performance. Well done

1. Increase Mobile Speed on Page

- The usage of mobile devices is increasing dramatically and is phasing out desktop computer usage. More users are depending on mobile devices. Our findings from *Google Page Speed* indicate that the DMND page is slow for mobile users. *Think with Google* shows us that we lose 24% of our visitors from how slow the mobile experience is. This is a large percentage that we want to decrease. While the industry comparison is rated at “Fair”, we want our company to be in the category of “Top Performers” in order to receive more traffic and retain customers. We should increase mobile speed.

2. Create Content, Increase Backlinks, Index Pages

- Indexed pages are how search engines find pages and show them to users. The more indexed pages we have, the more likely that Google’s crawlers will be able to find our pages and update the any indexed information that is has stored. The crawlers are constantly updating and searching for new information, and would therefore be more likely to rank our page higher once new quality content is added. If Udacity were to create a DMND blog that consistently produced new content, it would have more chances to be indexed. With the blog, I would recommend incorporating a lot of links that would help backlink content which again, would help the page be indexed.

3. Improve ALT Tags & META Tag: Use Effective Keywords

- This can help to increase page ranking, help search engine crawlers more easily find the page, and increase customer traffic. On the DMND page currently, many ALT tags and Meta tags are blank. We used Moz to find relevant and effective keywords. Integrating those into the proper places can help increase traffic, CTR, conversions, and campaign interactions. Additionally, ALT tags and Meta tags can help UX designers and web developers understand the SEO perspective and strategies being taken. When they look at the tags, they can get a deeper understanding of how the digital marketing team attracts users. From this, they can incorporate SEO strategies into their practice as well, ultimately creating a collaborative and effective marketing strategy across different departments.