Project 4: SEO Audit

On-Site SEO

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	udacity	digital marketing nanodegree program
2	digital marketer	learn digital marketing with hands on experience
3	digital marketing	learn digital marketing within 3 months
4	nanodegree	online courses in digital marketing
5	udacity nanodegree	affordable online digital marketing course

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

nanodegree- priority-68

Which Tail Keyword has the greatest potential?

online digital marketing course- priority- 39

Technical Audit: Metadata

Perform a technical audit on the metadata. Create a table, like below, to enter the current metadata for the page you choose and your proposed revisions.

DMND URL:http://dmnd.udacity.com		
	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Udacity Digital Marketing Nanodegree Program
Meta-Description	None	Learn how to become digital marketer with real world projects. Become expert in Social Media Advertising, Email Marketing, SEO and much more..
Alt-Tag	None	Digital Marketing

DIGITAL MARKETING
NANODEGREE PROGRAM

Suggested Blog Topics

Topic 1 - After successful launch of "self-driving car course", **Udacity** expands to offer more courses in advanced technologies.

Topic 2 - Best **digital marketing** programs.

Topic 3 - Faster, flexible, agile and cost effective **nanodegrees** are fast gaining popularity over university degrees.

Topic 1 - After successful launch of "self-driving car course", **Udacity** expands to offer more courses in advanced technologies.

I chose this topic because it incorporates the keyword "Udacity" along with "Success" and "Self-driving car" keyword. "Udacity" is a high potential word for dmnd.udacity.com, "success" creates positive impression about the Udacity and "self driving car" is bright example to market .In this blog topic I will write about self driving car course success and then explain some other technical courses offered by Udacity like virtual reality, artificial intelligence, deep learning , machine learning etc. The success story of Self-driving course will be used to attract more students for other courses. I also choose self-driving car course along with Udacity keyword because it puts Udacity's capability to conduct high tech courses successfully into right context and attracts good talent for other courses. Automakers and technology companies are racing to develop self-driving car, demand for self-driving car engineers are increasing rapidly but formal education is not able to provide ready talent to work in this area. Udacity is filling this gap with its nanodegree program and helping students with career assistance.

Topic 2 - Best **digital marketing** programs.

I chose this topic because it includes the keyword "Digital marketing" which is a high potential word for dmnd.udacity.com.

This blog is targeted at students who are looking for digital marketing courses online and need some motivation/encouragement/guidance to enroll into a course.

In this blog topic I will write about digital marketing courses offered by many online portals like udacity,coursera and edx etc. Then I will choose 3-4 best programs and provide detailed information about those programs. Then I will compare those programs and I will highlight the strengths of digital marketing program offered by Udacity to suggest why this is best of all.

I will highlight the career assistance, real world projects and credit to run facebook campaign as few advantages over other courses.

DIGITAL MARKETING
NANODEGREE PROGRAM

Topic 3 - Faster, flexible, agile and cost effective **nanodegrees** are fast gaining popularity over university degrees.

I chose this topic because it contains the keyword "Nanodegree" which is a high potential word for dmnd.udacity.com .

In this blog topic I will explain popularity and advantages of Nanodegree programmes over other programs. I will explain about valuable and interesting teaching approach of nanodegree programs.

Unlike other program, Nanodegree programs provide faster, flexible and cost effective learning environment. It provides students a specific approach to solve the problems and achieve the goal. Its reviewers and mentors are well trained and qualified. Reviewer's feedback on specific topic gives students better opportunity to improve him in more technical and professional way. In Nanodegree students do real world projects that give them an experience of workplace. This program is designed to make students job ready within minimum time. Some nanodegrees offer job guarantee on the completion of course.

DIGITAL MARKETING
NANODEGREE PROGRAM

Off-Site SEO

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.
Note: Since dmnd.udacity.com is a new site, **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://www.forbes.com/sites/jeannemeister/2013/08/13/how-moocs-will-revolutionize-corporate-learning-development/	96
2	http://www.ted.com/talks/peter_norvig_the_100_000_student_classroom	96
3	http://spectrum.ieee.org/automaton/robotics/artificial-intelligence/you-you-can-take-stanfords-intro-to-ai-course-next-quarter-for-free	96

DIGITAL MARKETING
NANODEGREE PROGRAM

Link-Building

Using the SEMRush 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 dmnd.udacity.com.

	Site Name	Site URL	Organic Search Traffic
1	Coursera.org	https://www.coursera.org	980.4k
2	teamtreehouse.com	https://teamtreehouse.com	335.1k
3	edx.org	https://www.edx.org	411.3k

Performance Testing

Page Index

The Pingler tool showed that Not a single page of DMND's website is indexed by Google.

The number of pages indexed is important because it helps to drive traffic to the site. If we want traffic for a page , it should be indexed.

Knowing the number of pages indexed is important to manage SEO performance. If the number of pages indexed are lower than our expectation, we should consider to revisit the site structure and fix the issues by rewriting the page content that is more relevant to user's search, upgrading title tag ,including alt tags for images and anchor tags for the links.

Indexed pages using Pingler

Page Speed

The Google Page Speed Insights tool showed that speed test of dmnd.udacity.com's mobile presence is Poor that is 56/100. Which means this site is not performing well on mobile phones in terms of loading pages and contents.

Evaluating the Page Speed is important to know how well the site is performing on mobile and desktop. Page speed refers as how much time a page takes to load it's content. As Page speed is considered as a ranking factor in search engine results, it improves ranking potential(search engine) and user experience(conversion rate).

Mobile presence speed test

PageSpeed Tools > Insights

GUIDES   REFERENCE   SAMPLES   SUPPORT

PageSpeed Insights

http://dmnd.udacity.com/   **ANALYZE**

📱 Mobile   💻 Desktop

Poor

56 / 100

This page is not optimized and is likely to deliver a slow user experience. Please prioritize and apply the recommendations below.

⚠ **Possible Optimizations**

Mobile-Friendly Evaluation

The Think with Google tool showed the following result.

95/**100** mobile-friendliness of the dmnd.udacity.com website. This result shows that people visiting on dmnd.udacity.com on their mobile phones experience a well designed mobile site.

Mobile friendliness for every website is very important because nowadays people are more likely use the mobile phones for search results.

Mobile Friendliness
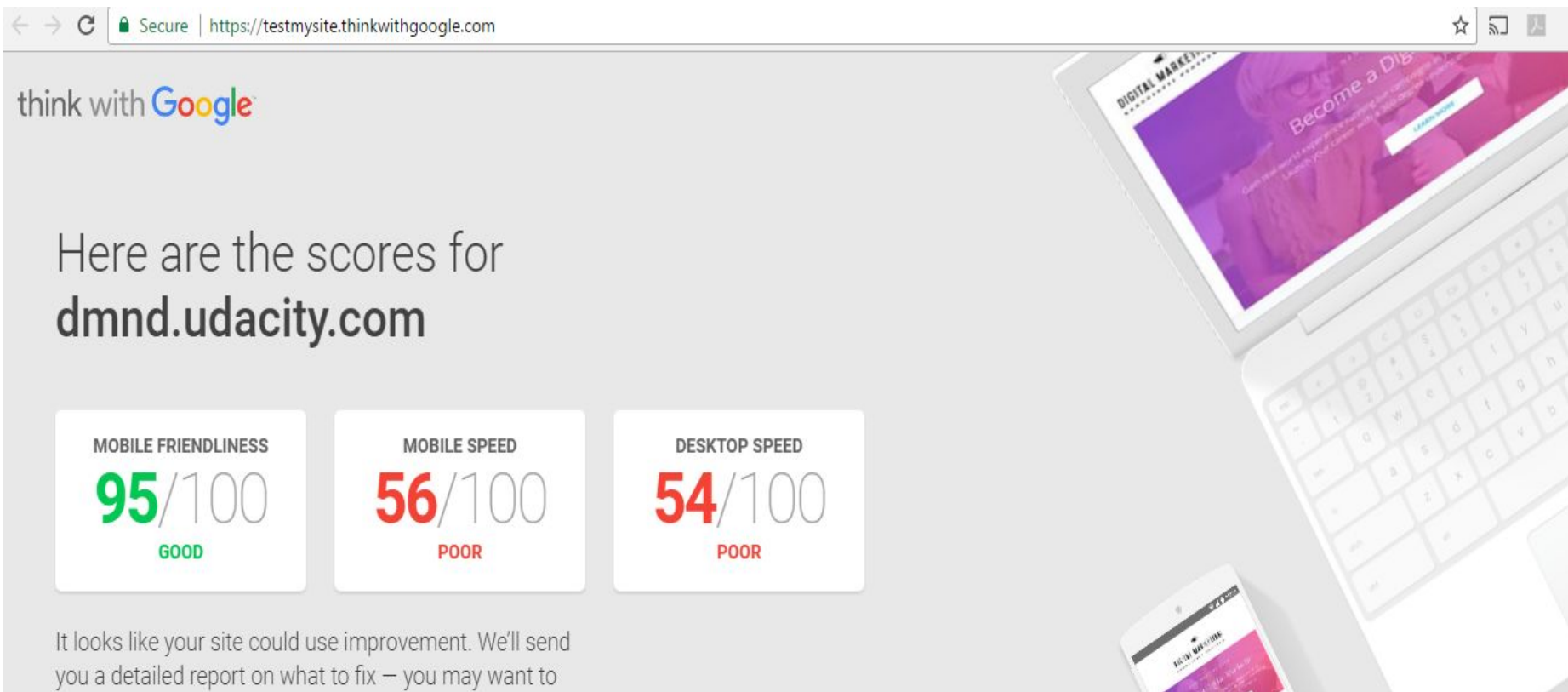
Recommendations

Recommendations

According to data findings after SEO audit, there are few things that should be fixed.

1. Meta description tag

There was nothing mentioned in meta description tag. Meta tags are piece of text that get put inside the HTML code of the website. Meta description tags provides a summary of the content of the page. It's an important way to tell search engines what the page is all about. Meta description tag contains more word than title tag so it's good to describe the page here in detail. Search engine shows the result what it find in title tag and description tag. We should have unique description for each page so that the search engine get the best relevant result of user's search.

2. Page Indexing

Second thing I noticed that pages were not indexed.

The number of pages indexed is important because it helps to drive traffic to the site. If we want traffic for a page , it should be indexed.

Knowing the number of pages indexed is important to manage SEO performance. If the number of pages indexed are lower than our expectation, we should consider to revisit the site structure and fix the issues by rewriting the page content that is more relevant to user's search, upgrading title tag, including alt tags for images and anchor tags for the links.

3. Page Speed

Another important thing, which should be fixed, is page speed. According to the Google Page Speed Insights tool, speed test of dmnd.udacity.com for mobile and desktop both are Poor that are 56/100 and 54/100 respectively. Which means this site is not performing well on mobile phones and desktop both in terms of loading pages and contents.

Evaluating the Page Speed is important to know how well the site is performing on mobile and desktop. Page speed refers as how much time a page takes to load its content. As Page speed is considered as a ranking factor in search engine results, it improves ranking potential (search engine) and user experience (conversion rate).We can fix the issues by fixing the things recommended by the Google Page Speed Insights tool.