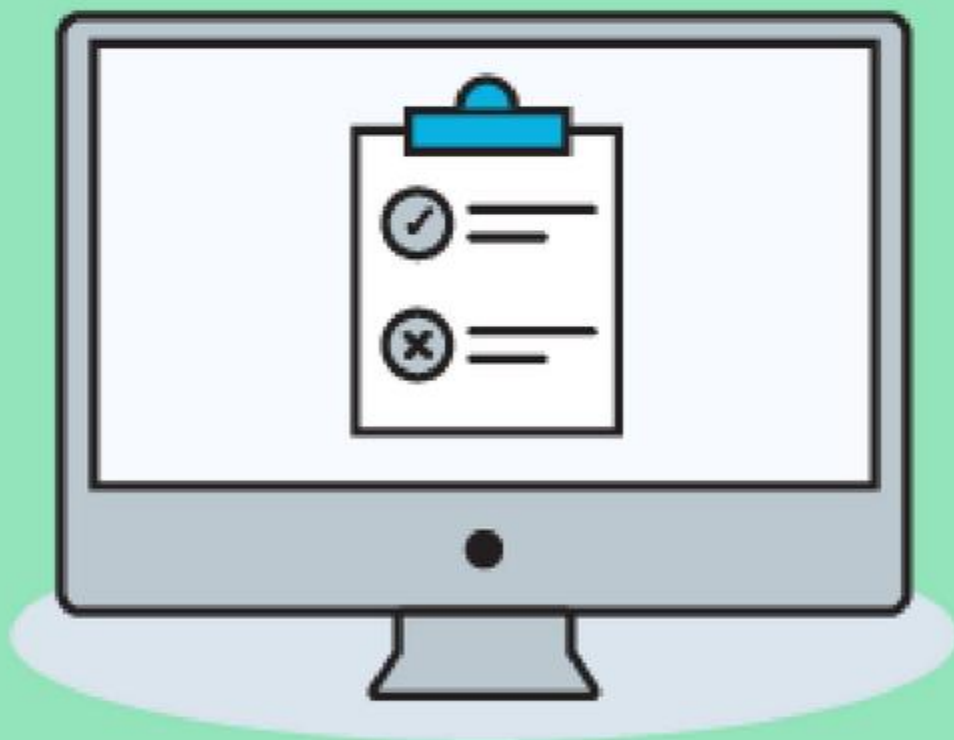# Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit

Marketing Objective & KPI

Marketing Objective

monthly organic search traffic by 5%
within the next year

KPI - Define the KPI for your SEO audit

number of monthly website visitors through SERP

Target Persona

Background and Demographics	Target Persona Name	Needs
• Female, 24 years old • Married, 2 kids (4 and 6),Sales Admin in real estate company • Educate: graduated • Live in Cairo	Omnia	• Learn more about digital marketing • Change the current job to a job with a higher salary. • Work as a freelance marketer
Hobbies	Goals	Barriers
• Learning • Reading • Traveling • Play Games • Shopping	• Be a digital marketer • Moving to live in a better place • Gain more experience in the field of digital marketing	• The presence of more educational platforms • Not having enough time to learn • The high value of training courses

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.

	Head Keywords	Tail Keywords
1	**Digital marketing**	**Learn digital marketing online**
2	Digital marketing course	udacity intro to programming
3	Udacity nanodegree	Career prospects in digital marketing
4	Udacity online courses	Best online courses to learn digital marketing
5	Nanodegree cost	Learn digital marketing from industry experts

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing

Priority Score : 72
monthly volume : 30.3k-70.8k
Organic CTR – 34%
Difficulty level - 61

Which Tail Keyword has the greatest potential?

Digital marketing manager salary

Priority Score : 72
monthly volume : 1.7k-2.9k
Organic CTR – 100%
Difficulty level - 41

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.

URL : https://dmnd.udacity.com	
Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	`<meta name="description" content="" />`
Alt-Tag	`<img rel="//v.fastcdn.co/a/img/loading_circle.svg" src="" class="loading notification-loader" alt="" />` `<img src="`//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg`" srcset="//v.fastcdn.co/u/beb60d38/13815763-0-medium.jpg 2x" style="margin-top: 0px;" alt="" />` `<img src="`//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png`" srcset="//v.fastcdn.co/u/beb60d38/35155776-0-SOB-White.png 2x" style="margin-top: 0px;" alt="" />` `<img src="`//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png`" srcset="//v.fastcdn.co/u/beb60d38/13720038-0-logospartners.png 2x" style="margin-top: 0px;" alt="" />`

Technical Audit: Metadata

Revision	
Title Tag	Digital Marketing Course
Meta-Description	Gain real-world experience running live campaigns as you learn from top experts in the field. Launch your career with a 360-degree understanding of digital marketing
Alt-Tag	Digital Marketing Course Become a Digital Marketer ; Company logos of Facebook, Google, Hootsuite , HubSpot Mailchimp , Moz ; Laptop with course UI, Instructor during lesson , Laptop with course UI

Suggested Blog Topics

- **What is digital marketing?**

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers.

A seasoned inbound marketer might say inbound marketing and digital marketing are virtually the same thing, but there are some minor differences. And conversations with marketers and business owners in the U.S., U.K., Asia, Australia, and New Zealand, I've learned a lot about how those small differences are being observed across the world.

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are far more possibilities for brands to reach customers, including email, video, social media, and search engines.

At this stage, digital marketing is vital for your business and brand awareness. It seems like every other brand has a website. And if they don't, they at least have a social media presence or digital ad strategy. Digital content and marketing is so common that consumers now expect and rely on it to learn about brands.

- **Become a digital marketer**

The simple truth of digital marketing is that every business must engage in it to succeed in today's world. Over $70 billion is already being spent on digital advertising in the U.S. alone, and this number is expected to grow by over 40 percent in the next four years. Yet despite its ubiquity, mastery of all the various tools, techniques, rapidly evolving platforms, and products that make up a successful digital marketing strategy is challenging to achieve, and a holistic understanding of how digital marketing really works can be elusive. So, the field remains crowded with specialists, even as demand for multi-channel fluency increases dramatically. To address this, what is needed are new learning opportunities for digital marketers who want in-depth coverage of all the main platforms in one place, in a framework that focuses explicitly on the most important thing of all—the customer journey. If you want to learn digital marketing and break into this industry, we have the right program for you .

Suggested Blog Topics

Digital Marketing job description Targeted at people at the very early research stage, those who might be interested in getting into Digital Marketing and are researching whether it would be for them. Here, an interview with a working professional could be a good way. to show what a digital marketer does in real life and how it. is an awesome job and Exciting, to create a desire to learn digital marketing while positioning the brand as a provider of content to do so, how to get a job in Digital Marketing? A blog post about the skills employers looks for, for an entry-level position (and how they are taught in the Digital Marketing Nanodegree online course). People searching for this are already interested in becoming a Digital Marketer, so this post would connect the dots between what the customer wants and how he can get there, through the service offered.

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	en.wikipedia.org/wiki/Uncertainty	98
2	https://developer.mozilla.org/en-US/docs/Web/JavaScript/Reference/Global_Objects/Promise	98
3	https://en.wikipedia.org/wiki/Peter_Norvig	98

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	youm7.com
Site URL	https://www.youm7.com/
Organic Search Traffic	45.6 M
Site Name	pexels.com
Site URL	https://www.pexels.com/
Organic Search Traffic	47.9 M
Site Name	yourstory.com
Site URL	https://yourstory.com/
Organic Search Traffic	2.2 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 [Pingler](#) tool, research how many of DMND's website or your company's pages are indexed by Google.
2. Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's or your company's mobile presence.
3. Using the [Think with Google](#) tool, assess the mobile-friendliness of the dmnd.udacity.com or your company's website.

Page Index

The number of indexed pages is important, because in order to appear in the search results, and thus drive traffic to it, it must be indexed by Google. This number can help gauge the state and help of the site. If it is lower than it should be, Google might have penalized certain pages or deemed them not relevant.

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

dmnd.udacity.com

Continue >>

Google Indexed Pages Checker

URL	Google Indexed Pages
dmnd.udacity.com	n/a

site:dmnd.udacity.com

الأدوات   الإعدادات   المزيد ⋮   Google خرائط ⊙   الأخبار 🗐   صور 🖾   الكل 🔍

نتيجة 1 (0.20 ثانية)

ترويج Google

تجربة Google Search Console
‎/www.google.com/webmasters
هل تمتلك dmnd.udacity.com؟ احصل على فهرسة وترتيب للبيانات من Google.

dmnd.udacity.com ‹ ... ▾ ترجم هذه الصفحة

Udacity Programa Nanodegree de Marketing Digital Website
Ganhe vivência no mundo real, criando campanhas ao vivo ao mesmo tempo em que você aprende com alguns dos melhores especialistas da área. Inicie sua ...

Page Speed

Page speed is a major ranking factor in search engine results . It also improves the User Experience, which leads to higher conversion rates It is especially important for mobile as , according to Google, nearly half of all visitors will abandon a site if it doesn't load within 3 seconds

41

https://dmnd.udacity.com/

▲ 0—49   ■ 50—89   ● 90—100 ⓘ

91

https://dmnd.udacity.com/

▲ 0—49   ■ 50—89   ● 90—100 ⓘ

Mobile-Friendly Evaluation

Mobile friendliness is important because , according to Google, users are five times more likely to leave a site if it isn't mobile friendly
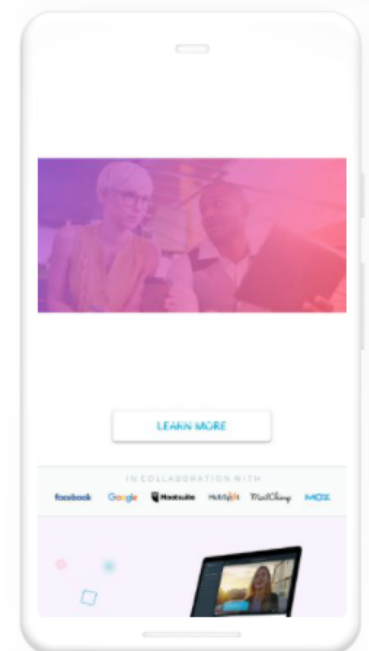
Your speed results for dmnd.udacity.com

Your mobile page speed is 3.9 seconds on a 4G ᵛ connection.

RATING

Slow

Learn more

Part 5

Recommendations

Recommendations

1.Modify the website content to include key meta data: The Meta alt-tags for images used are currently empty for the home page. These could be modified so that Search engines could use that information.

2.Start a Link building campaign: I have listed three of the most trafficked pages with good authority in Slide #12. We could reach out to them to link to DMND site through a blog post.

3.Improve page speed and Mobile friendliness: I would work on the website to implement some of the technical recommendations provided in Slides #16 and #17 to reduce page load time and improve mobile friendliness.

4.would recommend adding high quality content to meta description summarizing the key information per page.

5.would also recommend the addition of descriptive captions for the images in the alt-tag.

6.Pingler test results shows that DMND pages are indexed by the Google one time. Indexing these pages will help in increased page rank. This could be done, first and foremost, through newer picture formats that have superior compression compared to JPEG and PNG. Further speed enhancing changes in the CSS —as per the Google Lighthouse report —should be considered.

7.Blogging -In order to rank for a number of related search queries and for different stages of the Customer Journey, I would recommend active blogging about different topics that are of interest to prospective students. The above suggested topics could be a start. Link-Building -The then-written blog posts should be used to reach out to appropriate publications for active link-building.