Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit

Marketing Objective & KPI

Marketing Objective - To increase traffic to the website through increase organic CTR by at least 40% for selected keywords which will improve the website ranking on the Google Search engine result page.

KPI - Organic Click-Through-Rate (CTR)

Target Persona

Background & demographics	Maria Ali	Needs
- Female, 32 years old - Married - MBA degree - A partner In a furniture design and manufacturing company - Lives in Canada - HH income $100k		- she needs a course that includes support services, industry-backed knowledge, and career planning - she needs high digital marketing skills for her business
Hobbies	**Goals**	**Barriers**
- Reading - Walking - Watching TV Shows - Home decor & interiors	- Gain digital marketing skills for her business and for personal goals - she wants to look into interior design as a career - Health Lifestyle - Focuses on marketing in her next career	- The time needed to complete the course - Too many courses choices

Part 2

On Site SEO

Audit

Keywords by Using Moz Keyword Explorer tool

	Head Keywords	Tail Keywords
1	SEO	Increase website traffic fast
2	Social media marketing	Digital marketing certificate
3	marketing strategy	digital marketing skills
4	Udacity nanodegree	digital marketing course
5	digital marketing	digital marketing career

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

"SEO" has the greatest potential because it has a very large monthly volume (180,112 visitors) and high organic CTR (61%), yet it's relatively difficult to rank high on SERP with this head keyword (71 difficulty score).

Which Tail Keyword has the greatest potential?

"digital marketing course" has the greatest potential because it has a relatively high average volume of monthly visitors (2,327) with a relatively low difficulty score (52) and an organic CTR of 53%.

(see the screenshots on next slides)

Moz Pro

Campaigns

Local Market Analytics BETA

Keyword Research ▼

Explore by Site ▼

Site Overview

Ranking Keywords

Explore by Keyword ▼

Keyword Overview

Keyword Suggestions

SERP Analysis

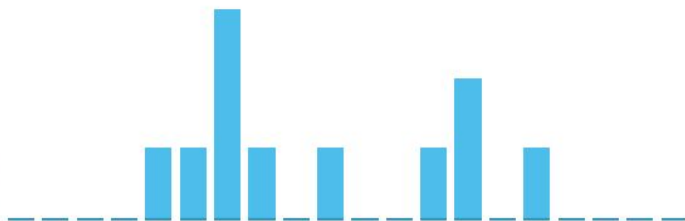Keyword Lists 1

Link Research ▶

On-Page Grader

On-Demand Crawl
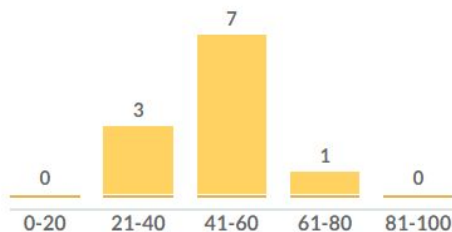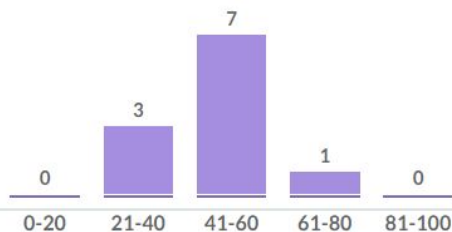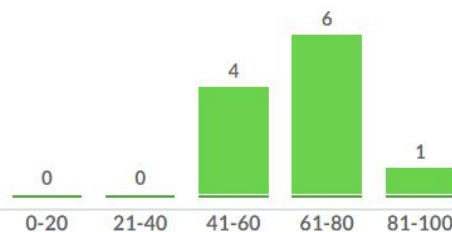
Rank Checker

What's New? ⑦ Help

DMND

⬇ Export CSV

Monthly Volume ⁱ
Volume Distribution (Low - High)
Learn more about Volume Score

SERP Features
Learn more about SERP features

Difficulty ⁱ
Learn more about Difficulty Score

0	3	7	1	0
0-20	21-40	41-60	61-80	81-100

Organic CTR ⁱ
Learn more about Organic CTR Score

0	3	7	1	0
0-20	21-40	41-60	61-80	81-100

Priority ⁱ
Learn more about Priority Score

0	0	4	6	1
0-20	21-40	41-60	61-80	81-100

Technical Audit: Metadata

URL	: https://www.udacity.com/course/digital-marketing-nanodegree--nd018	
Current		
Title Tag	Learn Digital Marketing Online | Nanodegree - Udacity	
Meta-Description	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	None (see the full list on slide # 9)	
Revision		
Title Tag	No change suggestion. (The current one is reasonably brief and describes accurately what the page is about)	
Meta-Description	Start your digital marketing career with Udacity certificate. Learn from the best digital marketing experts and Run online campaigns.	
Alt-Tag	None (see the full list on slide # 10)	

Technical Audit: Alt-Tags

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/eDJkn6t65q8YgUiuiIyOU/6993902552c dbbda83d5367e0f92d714/logo-color-mailchimp  alt=""`

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArlf2TmmY q00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot " alt=""`

- `src="/images/core/footer/footer-social/instagram.svg" alt=""`

- `src="//videos.ctfassets.net/2y9b3o528xhq/4Zjaqk12DSyVD7IJNli2nc/512fe74a6 165b29af04708b53860722d/ND018_-_hero_bg_video_MP4.mp4"/> alt=""`

Technical Audit: Metadata

Observation: The alt tags for the images are all blank, and the file names given for the images are reasonably descriptive.

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/eDJkn6t65q8YgUiuiIyOU/6993902552cdbbda83d5367e0f92d714/logo-color-mailchimp" alt="MailChimp"`

- `src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArlf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot" alt=Hootsuite logo"`

- `<img src="/images/core/footer/footer-social/instagram.svg" alt=" Instagram logo"`

- `src="//videos.ctfassets.net/2y9b3o528xhq/4Zjaqk12DSyVD7IJNli2nc/512fe74a6165b29af04708b53860722d/ND018_-_hero_bg_video_MP4.mp4"/> alt= "A short video about digital marketing Nanodegree from Udacity"`

Suggested Blog Topics

Topic 1 - How to become a digital marketer

" How to become a digital marketer " has relatively easy to optimize (difficulty score in MOZ - 30) with a good CTR (53%) and average monthly traffic of 275 users.

The blog post can incorporate suggestions for starting a career in digital marketing with specific advice on how to start.

In this post, I will highlight the DMND course. For instance, how Udacity focused on preparing students to be ready for jobs. The DMND program has real projects and campaigns. DMND program summarizes the keys skills and includes all information needed to be an expert in digital marketing, like marketing fundamentals, content strategy, social media advertising, SEO, Email marketing, display ads, measure and optimize, etc.

Topic 2 - Top 10 digital marketing skills

The suggested topic incorporates my top tail keyword - "Digital Marketing Skills" which attracts on average about 483 monthly visitors and has about 54% CTR with a relatively low difficulty score (39).

In this blog post, I will talk about why Udacity DMND is one of the best online degrees. I will be targeting students who are looking for learning new skills in digital marketing and mention the most skills that students need to start work in this field.

I will Talk about the collaboration that Udacity made with Google, Moz, Hubspot, and Facebook, etc. To produce this amazing course.

Topic 3 - Digital Marketing Career Path

"Digital Marketing Career Path" is the keyword with a low difficulty score (23) but a high CTR (56%) and relatively good traffic (229 monthly visitors).

Hence this blog post will be introductory for our target audience, especially those who heard about digital marketing but don't know anything about it.

The blog post will provide an overview of possible career paths, e.g (SEO Specialists, Digital Media Planners, Social Media specialists, Content Marketing Specialists, Digital Marketing Analysts, etc) with the skills needed, average salary, and possible job titles.

Part 3

Off-Site SEO

Technical Audit: Backlink Audit by Using Moz Open Site Explorer tool on Udacity.com

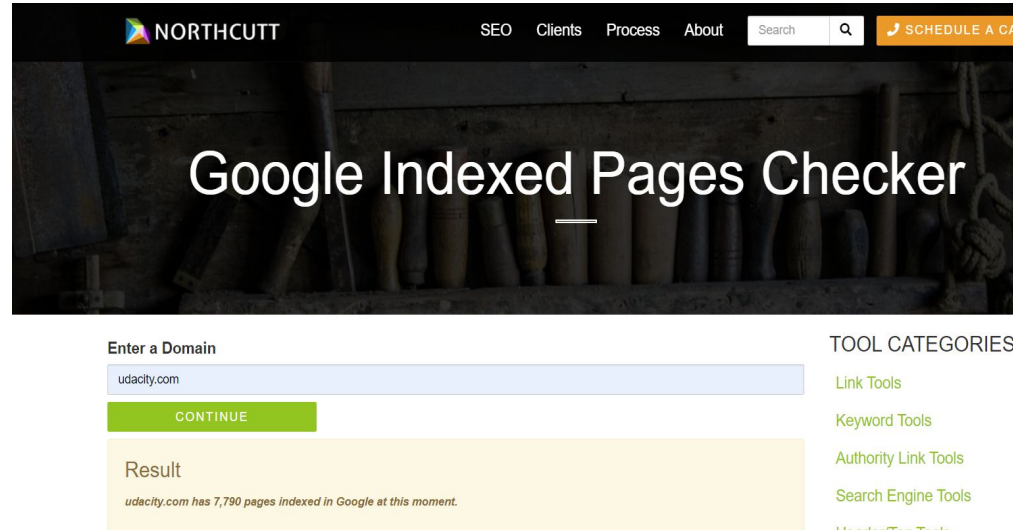|	Backlink	Domain Authority (DA)
1	https://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	https://www.cloudflare.com/es-es/case-studies/udacity/	98
3	https://aws.amazon.com/blogs/machine-learning/aws-machine-learning-scholarship-program-from-udacity-is-now-open-for-enrollment/	96

Link-Building - Using **SE Ranking** tool

	Site Name	Site URL	Organic Search Traffic
1	Entrepreneur	https://www.entrepreneur.com	7,4 M
2	Buffer	https://buffer.com	1,6 M
3	Marketing Land	https://www.highervisibility.com	100,4 K

Part 4

Performance

Testing

Performance Testing - Page Index By using the [Northcutt Google Indexed Pages Checker](#) tool

udacity.com has 7,790 pages indexed in Google.

An indexed website helps a site or page actually appear in search engine results, which is typically the first step to ranking and generating traffic. The more the number of pages indexed, the better probability for search engines to find Udacity content.

Page Speed - By using the [Google Page Speed Insights](#) tool I performed a speed test of udacity.com. Results: On Mobile - 47/100 and On Desktop - 99/100 score
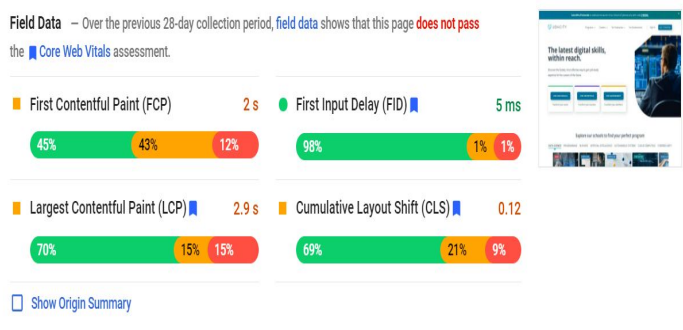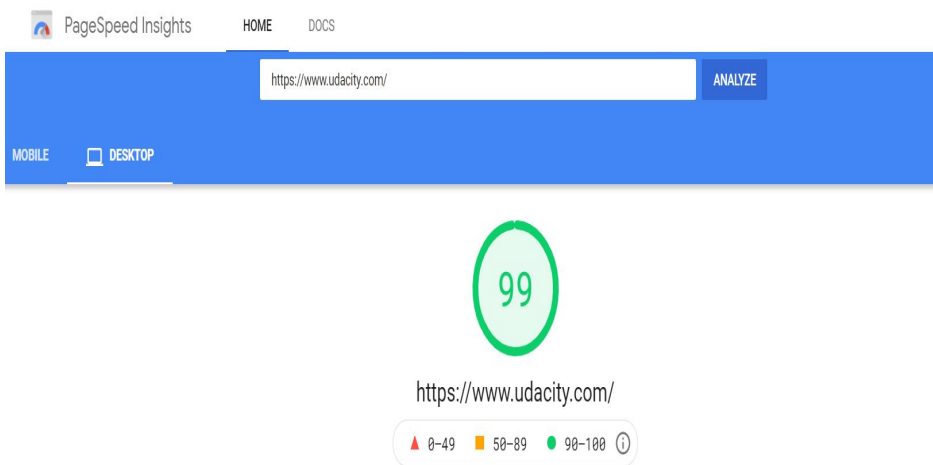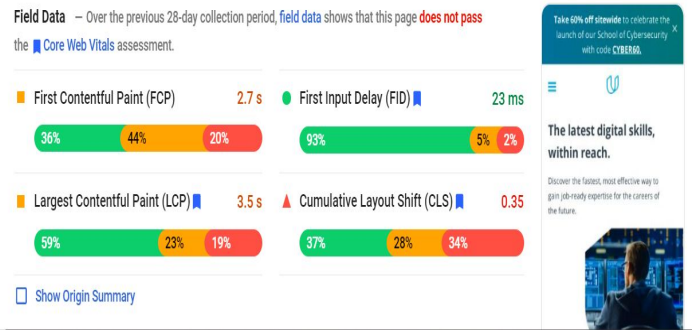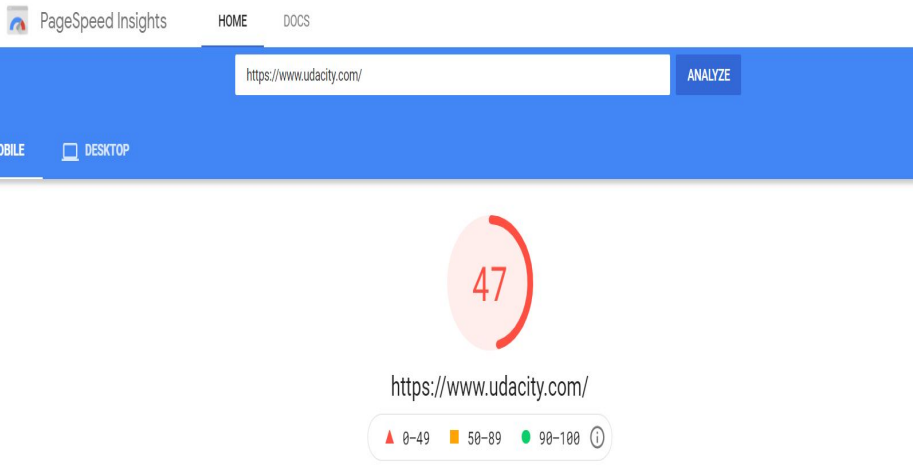
Page Speed

High-performing sites engage and retain users better than low-performing ones. Website speed affects a lot of important metrics such as the ranking position in Google Search results, bounce rate, and conversion rate. Slow page speeds can have negative ramifications for both users and bots, both of which can affect your organic search rankings and traffic.

Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversions.

Mobile-Friendly Evaluation

Using the [Think with Google](#) tool, I assessed the mobile-friendliness of the **udacity.com** website.

A mobile-optimized website ranks higher in Google Search than a mobile-not-friendly website, having a mobile-optimized website is important, It not only makes sure to properly display on smaller screens but also makes the site much easier to navigate. It reformats content, displays larger navigation buttons, and optimizes images according to screen size.

Think with Google

Test My Site

Your speed results for udacity.com ⓘ

Your mobile site speed is 3.3 seconds in Israel ˅ on a 4G ˅ connection.

RATING	MONTHLY TREND
Average	No Change
Learn more	Your site speed has not changed since last month. Learn more

Take 60% off sitewide to celebrate the launch of our School of Cybersecurity with code CYBER60. ✕

The latest digital skills, within reach.

Discover the fastest, most effective way to gain job-ready expertise for the careers of the future.

Part 5

Recommendations

Recommendations

Recommendation 1 - Make website mobile-friendly

The technical audit of https://www.udacity.com/ showed that the website is not mobile-optimized. The average load time on mobile is slow (3.3 sec). It got also below the average score (47/100) on the Google Page Speed report. Slow speed might eventually affect the ranking in Google Search and increase bounce rates.

One of the quickest improvements is to compress large images and reduce their file sizes. Compression basically makes your images smaller without degrading the quality. This reduces the amount of time it takes for your site to load. it also reduces the amount of time it takes for search engine bots. Other fixes - minify CSS and JavaScript, When you minify your website's CSS, HTML, and Javascript files, you can shave some valuable time off of your site's page load speed.

Recommendation 2 - Write blog posts that users looking for

Fresh content is the best way to literally get on top of your competitors on a search engine results page. By regularly creating blog posts that feature your keywords, search engines will prioritize your page, which directly impacts your website's traffic. While conducting an On-Site SEO audit, I identified keywords with the highest potential. Writing blog posts that incorporate these keywords would make a huge difference to how your overall website performs in the search engines.

Suggested blog topics:

- How to become a digital marketer.
- Top 10 digital marketing skills.
- Digital Marketing Career Path.

Recommendation 3 - Start a Link building campaign

link-building strategy is key to winning SEO campaigns.I have listed three of the most trafficked pages with good authority in Slide #16. We could reach out to them to link to the Udacity site through a blog post. This will Increased visibility and exposure, and also will get you an increase in web traffic, leads to higher site metrics, and faster Indexing.