
On-Site SEO

On-Site SEO: Keywords Audit

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.

Udacity digital marketing nanodegree program, digital marketing courses

2. Which Keyword has the greatest potential?

Digital marketing nanodegree program has the greatest potential

3. Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about. (150 - 300 word max)

SEO keywords are the key words and phrases in the web content that make it possible for people to find the site via search engines. A website that is well optimized for search engines "speaks the same language" as its potential visitor base with keywords for SEO that help connect searchers to the site. Keywords has to be classified in to two types branded and non branded keywords

Digital marketing nanodegree program, udacity digital marketing and marketing fundamentals are the three high potential keywords where it engages more individuals knowing more about the digital marketing nanodegree program and the website.

Digital marketing nanodegree program: This keyword directly takes the audience to the DMND website and brief about the nanodegree program. It engrosses the audience by telling the importance, advantages and what do they offer if someone enrolls in the Digital marketing nanodegree program.

Udacity digital marketing is the branded keyword which will drive the ongoing web traffic and conversions on the site. Placing the relevant and high potential keywords assists in getting the search driven traffic and conversions.

Marketing fundamentals Udacity: This is another keyword which takes the audience through the overview of the digital marketing program the that udacity is offering and gives more information on the marketing fundamentals. As this is the branded keyword it takes directly to the udacity DMND website.

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	Nanodegree	digital marketing nanodegree
2	digital marketing course	udacity digital marketing course
3	Nanodegree program	udacity digital marketing reviews
4	Udacity digital marketing	Marketing fundamentals udacity
5	Digital marketing	Digital marketing nanodegree worth it

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

Digital marketing and the priority score for the keyword is 43

Which Tail Keyword has the greatest potential?

udacity digital marketing course has the greatest potential and the priority score for the keyword is 26



Technical Audit: Metadata

DMND URL:dmnd.udacity.com

	Current	Revision
Title Tag	Udacity Digital Marketing Nanodegree Program Website	Digital Marketing nanodegree program
Meta-Description	<meta property="og:description" content="© 2017 Udacity, Inc." />	No changes required
Alt-Tag	<pre>{"@context":"http://schema.org","@type":"EducationalTrack","@id":"https://www.udacity.com/course/digital-marketing-nanodegree--nd018","grantsCredential":"http://schema.org/True","isAccessibleForFree":"http://schema.org/False","name":"Digital Marketing Nanodegree","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.,"educationalOutcome":"","trackPrerequisite":[""],"instructor":[{"@type":"Person","@id":"https://www.udacity.com/instructors/anke-audenaert","name":"Anke Audenaert"},{"@type":"Person","@id":"https://www.udacity.com/instructors/daniel-kob","name":"Daniel Kob"},{"@type":"Person","@id":"https://www.udacity.com/instructors/julia-aspinal","name":"Julia Aspinal"}],"subjectOfStudy":[],"provider":{"@type":"Organization","name":"Facebook","url":"","inLanguage":["en"],"numberOfEducationCourses":0,"containsEducationalCourse":[]}</script></pre>	No changes required



Off-Site SEO

Suggested Blog Topics

Write three Blog topics that incorporate the highest potential Keywords. Include a short summary as to why you chose those Keyword topics and what you might write about.

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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	Udacity.com	https://www.udacity.com	236k
2	Facebook.com	https://www.facebook.com/udacitydmnd/	757M
3	Linkedin.com	https://www.linkedin.com	40.6M



Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	(Nofollow) Machine Learning - Supervised Learning Part 1b of 3 - YouTube www.youtube.com/playlist?list=PLAwxTw4SYaPIkESDcHD-0oqV	100
2	(Nofollow) Machine Learning:Reinforcement Learning - Part 3 of 3 - YouTube www.youtube.com/playlist?list=PLAwxTw4SYaPni	100
3	(Nofollow) Object Oriented JavaScript - YouTube www.youtube.com/playlist?list=PLAwxTw4SYaP	100



Performance Testing

Page Index

Using the [Pinger](#) tool, research how many of DMND's website pages are indexed by Google.

Explain why the number of pages indexed is important.

indexing is the process of adding webpages into Google search. Depending upon which meta tag is being used (index or NO-index), Google will crawl and index your pages. A no-index tag means that that page will not be added into the web search's index. An accessible website means that all target pages will be indexed and have the opportunity to rank for your target keywords. The first thing we need to look at is to make sure that all of our target pages can be crawled by the search engines. Mainly the "target pages" as there will be occasions when the website may want to actively stop certain pages being crawled. A good website architecture is not only good for search engines, it is good for users too. While creating a website make sure that most important pages are easy to find, ideally within a few clicks of the homepage. As the research was made on the DMND's website pages that are indexed by google the result I found n/a wherein in another tool I managed to get the result thoroughly.



Pingler tool

The screenshot shows the Pingler website interface. At the top, the browser address bar displays 'pingler.com'. The website header features the Pingler logo, a 'Sign In' button, and social media links for Facebook, Twitter, and Google+ with a follower count of 1.7k. A navigation menu includes links for Home, Prices, Pingler Tools, SEO Tools, Members, Blog, and Help Desk, along with a 'Live chat' button. On the left, a 'Categories' sidebar lists various tool types. The main content area is titled 'SEO Tools » Google Indexed Pages Checker'. It includes a description of the tool, a 'How do I use this tool? [+]' section, and a form to 'Enter Your URL'. The form contains the input 'Dmnd.udacity.com' and a 'Continue >>' button. Below the form, a table displays the results of the check.

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

The footer contains the Pingler logo, copyright information for 2017, and four columns of links: FAQ, Help Desk, Privacy Policy, Terms And Conditions; Affiliate Program, Login to your account, Register a new account, Members; About Us, Contact Us, Testimonials, API Documentation.

Page Speed

Using the [Google Page Speed](#) Insights tool, perform a speed test of dmnd.udacity.com's mobile presence.

Explain why evaluating the Page Speed is important.

Page speed is a measurement of how fast the content on the page loads. Page speed is also important to user experience. 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. Page speed can be described in either "page load time" (the time it takes to fully display the content on a specific page) or "time to first byte" (how long it takes for your browser to receive the first byte of information from the web server). No matter how you measure it, a faster page speed is better. Many people have found that faster pages both rank and convert better. Enabling compression, minifying the CSS Javascript and HTML, optimizing images, leverage browser caching time are the ways to increase the page speed where it was useful to evaluate the dmnd.udacity.com's mobile presence when the speed test was performed.



Google Page Speed

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

Eliminate render-blocking JavaScript and CSS in above-the-fold content

► [Show how to fix](#)



Mobile-Friendly Evaluation

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

Explain why having a mobile-optimized is important.

Mobile-optimized websites are no longer a luxury, but a necessity. If the website wants to stay relevant and attractive to visitors, websites need to provide them with easier access through various devices. Consider a website, the good news is that the business is accessible from any device. The problem is that the site may look very bad if it's not mobile-optimized, which will create poor user experience and lead to low CRO. While over 50% of people surfing the Internet use their mobile devices to do so, only 21% of all website are mobile-friendly.

The trend to mobile is unstoppable, and Google is constantly pushing the creation of mobile websites. It won't be surprising if this friendly graphic turns into a ranking factor in the near future. Using the Think with Google tool the website will be able to assess the mobile friendliness of the website. Overall, a website that has been optimized for mobile use is the best option for increasing brand awareness. Mobile-optimized websites are designed to deliver faster downloading and browsing speeds, plus they are more cost effective than developing an app. In addition, companies that optimize their websites for mobile use have a competitive advantage when compared to their competitors who do not optimize.

Think with Google

think with Google

Here are the scores for dmnd.udacity.com

MOBILE FRIENDLINESS

95/100

GOOD

MOBILE SPEED

56/100

POOR

DESKTOP SPEED

54/100

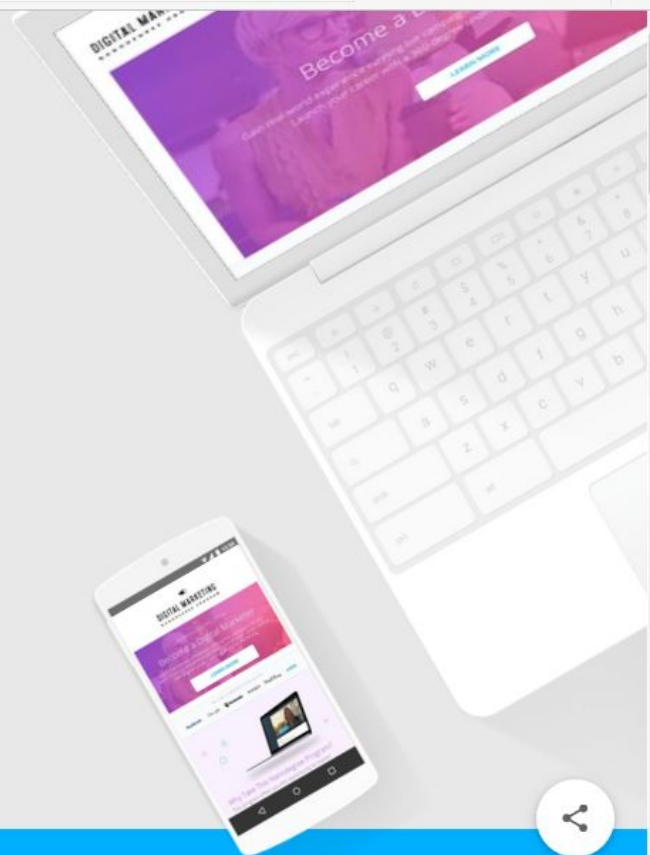
POOR

It looks like your site could use improvement. We'll send you a detailed report on what to fix — you may want to share with your webmaster.



GET MY FREE REPORT

More about these scores





Recommendations

Recommendations

Now take a moment to evaluate your findings and provide at least three recommendations you would make to DMND to improve their website from an SEO perspective. (250 - 500 word max)

After all the research and findings the main recommendations to improve the website was to Eliminate render-blocking JavaScript and CSS in above-the-fold content where none of the fold content on the page could be rendered without waiting for the following resources to load and optimizing the CSS delivery.

Leverage browser caching :Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network

Optimizing the images : Properly formatting and compressing images can save many bytes of data.

these are the main loopholes which delivers a slow user experience and it should be optimized by prioritizing and fixing all the possible optimizations. The main recommendation is to Reduce server response time Server response time measures how long it takes to load the necessary HTML to begin rendering the page from your server, subtracting out the network latency between Google and server. There may be variance from one run to the next, but the differences should not be too large. In fact, highly variable server response time may indicate an underlying performance issue. Prioritizing and applying the right recommendations leads to high score which is correlated with a fast user experience.