

## PROJECT 4

CONDUCT AN SEO AUDIT



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## PART 1

### PLAN YOUR AUDIT





## **MARKETING OBJECTIVE**


The objective of this project is to generate maximum of 100 organic conversion and organic website traffic per week.

# KEY PERFORMANCE INDICATOR

KPI is to increase organic search visits and organic conversions.



# TARGET PERSONA

Background and Demographics	Target Persona Name	Traits
<ul style="list-style-type: none"><li>• Gender- Female</li><li>• Age-21</li><li>• Mass Communication Student</li><li>• Hometown- Dehradun</li></ul>	 <p>SWATI</p>	<ul style="list-style-type: none"><li>• Passionate</li><li>• Optimistic</li><li>• Sociable</li><li>• Hardworking</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Photography</li><li>• Reading stuff related to Digital Marketing</li><li>• Watching Movies</li></ul>	<ul style="list-style-type: none"><li>• Become an expert in Digital Marketing</li><li>• Start my own Digital Marketing Firm</li><li>• Financially Stable</li></ul>	<ul style="list-style-type: none"><li>• Network Barrier</li><li>• Lack of Information</li><li>• Lack of consistency</li></ul>



## **PART 2**

### ON SITE SEO AUDIT











**ON-PAGE  
SEO**



# KEYWORDS

	Head Keywords	Tail Keywords
1	Digital Marketing	Digital Marketing Scope and Benefits
2	Digital Marketing Course	Best Digital Marketing Online Course
3	DMND	Udacity Digital Marketing Nanodegree
4	Nanodegree	Online Digital Marketing Nanodegree
5	Udacity Nanodegree	Udacity Nanodegree Online Course fees

# Head Keywords

<input type="checkbox"/>	<b>digital marketing</b> United States - en-US  Analyzed 12/28/2020	no URL	7,592	61	53%	3 Neutral ▼	66	
<input type="checkbox"/>	<b>digital marketing course</b> United States - en-US  Analyzed 12/28/2020	no URL	132	54	53%	3 Neutral ▼	46	
<input type="checkbox"/>	<b>dmnd</b> United States - en-US  Analyzed 12/28/2020	no URL	31	42	64%	3 Neutral ▼	42	
<input type="checkbox"/>	<b>nanodegree</b> United States - en-US  Analyzed 12/28/2020	no URL	31	48	64%	3 Neutral ▼	41	
<input type="checkbox"/>	<b>udacity nanodegree</b> United States - en-US  Analyzed 12/28/2020	no URL	383	56	15%	3 Neutral ▼	38	



# Tail Keywords

<input type="checkbox"/>	<b>online digital marketing nanodegree</b> United States - en-US 🔍 📄 ↔️ ☆ Analyzed 12/29/2020	no URL	Data not available <sup>i</sup>	30	83%	3 Neutral ▼	28	🔍
<input type="checkbox"/>	<b>udacity digital marketing nanodegree</b> United States - en-US 🔍 ↔️ ☆ Analyzed 12/29/2020	no URL	0	35	88%	3 Neutral ▼	28	🔍
<input type="checkbox"/>	<b>digital marketing scope and benefits</b> United States - en-US 🔍 ✂️ ↔️ Analyzed 12/29/2020	no URL	Data not available <sup>i</sup>	24	60%	3 Neutral ▼	26	🔍
<input type="checkbox"/>	<b>udacity nanodegree online course fees</b> United States - en-US 🔍 ✂️ ↔️ ☆ Analyzed 12/29/2020	no URL	Data not available <sup>i</sup>	47	60%	3 Neutral ▼	22	🔍
<input type="checkbox"/>	<b>best digital marketing online course</b> United States - en-US 🔍 📄 📄 ↔️ Analyzed 12/29/2020	no URL	0	43	53%	3 Neutral ▼	21	🔍



## KEYWORD WITH THE GREATEST POTENTIAL

Which Head Keyword has greatest potential?

The Head Keyword with greatest potential is Digital Marketing with priority score-66, Organic CTR- 53% and monthly volume- 7592.



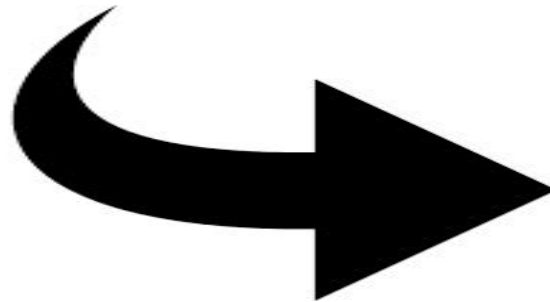
Which Tail Keyword has the greatest potential?

The Tail Keyword with the greatest potential are Online Digital Marketing Nanodegree and Udacity Digital Marketing Nanodegree with Priority Score-22, Organic CTR- 83% and 88% respectively.



# TECHNICAL AUDIT:

METADATA



URL: <https://dmnd.udacity.com>

### Current

Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	-
Alt-Tag 1	<a href="https://v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png">//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png</a>

### Revision

Title Tag	Udacity Digital Marketing Nanodegree Program
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 1	The DMND webpage through a laptop screen




URL: <a href="https://dmnd.udacity.com">https://dmnd.udacity.com</a>	
Current	
Alt-Tag 2	<a href="/v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png">/v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png</a>
Alt-Tag 3	<a href="//v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png">"/v.fastcdn.co/t/beb60d38/d41f13af/1536606178-13834748-383x305-features-02.png</a>
Revision	
Alt-Tag 2	360-Degree Approach
Alt-Tag 3	Real- world Project through a Laptop Screen



## **BLOGS**

### **1) Choosing Digital Marketing as a Career**

Digital Marketing is rapidly growing and has a good career path. As the time we spend online increases, so do the digital opportunities available. Today everyone of us is addicted to social media and spending a lot of our time, so why not use it in a productive way.



Digital Marketing has opened numerous doors for an individual to excel in different fields such as- Search Engine Optimization, Social Media Marketing, Email Marketing, Content Marketing and many more. So one can choose Digital Marketing as a career with long-term prospects. And the best thing about Digital Marketing is anyone with no prior experience can learn and excel in this field.






## 2) 3 Reasons to go for Udacity Digital Marketing Nanodegree

Things that attracted me to Udacity's Digital Marketing Nanodegree Program are-

Firstly- It provides real-world experience. Everyone wants to put their hands on experience when they step out in the real world. So going with Udacity's DMND Program is a great choice.



Secondly- Focuses on students, is giving full expert assistance, also mentors interact with students through forums and there is a student hub where students can also interact with each other and help each other.

Lastly- Udacity has Collaborated with top companies like Facebook, Google, Moz, Hubspot and Hootsuite and the syllabus is authored with industry experts like Google, Facebook, Moz.



### 3) Social Media Marketing

One of the most important components of Digital Marketing is Social Media Marketing. Social Media Marketing is the art of using social networking sites to engage or attract an audience and also gaining traffic on websites.

Popular Social Media Platforms are- Facebook, Twitter, Instagram, LinkedIn, Pinterest, etc.



Social Media Marketing includes both organic and paid marketing efforts. Campaigns are run on social media to create awareness about products and services. For example- In 2019, about **98.5 percent** of Facebook's global revenue was generated from advertising. So Social Media plays a significant role in Digital Marketing and it is a good start to learn about Social Media Marketing. To Learn more about Social Media Marketing download an eBook from here <https://dmnd.udacity.com/ebook>

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## PART 3

### OFF-SITE SEO



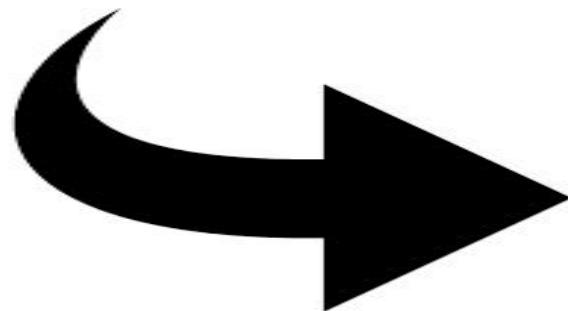


## Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	<a href="https://medium.com/@bglutz1/how-your-thirties-can-help-you-change-careers-digital-marketing-2498529c814a">https://medium.com/@bglutz1/how-your-thirties-can-help-you-change-careers-digital-marketing-2498529c814a</a>	95
2	<a href="https://medium.com/@bpgiri78/whats-next-a-marketing-professional-s-dilemma-db0982bbc579">https://medium.com/@bpgiri78/whats-next-a-marketing-professional-s-dilemma-db0982bbc579</a>	95
3	<a href="https://medium.com/@christineslfok/dear-fellow-career-changers-7b53323d5b0a">https://medium.com/@christineslfok/dear-fellow-career-changers-7b53323d5b0a</a>	95



# LINK BUILDING



Site Name	Hootsuite
Site URL	<a href="https://hootsuite.com">https://hootsuite.com</a>
Organic Search Traffic	2M
Site Name	Facebook
Site URL	<a href="http://facebook.com">http://facebook.com</a>
Organic Search Traffic	601.7M
Site Name	Google
Site URL	<a href="http://google.com">http://google.com</a>
Organic Search Traffic	685M





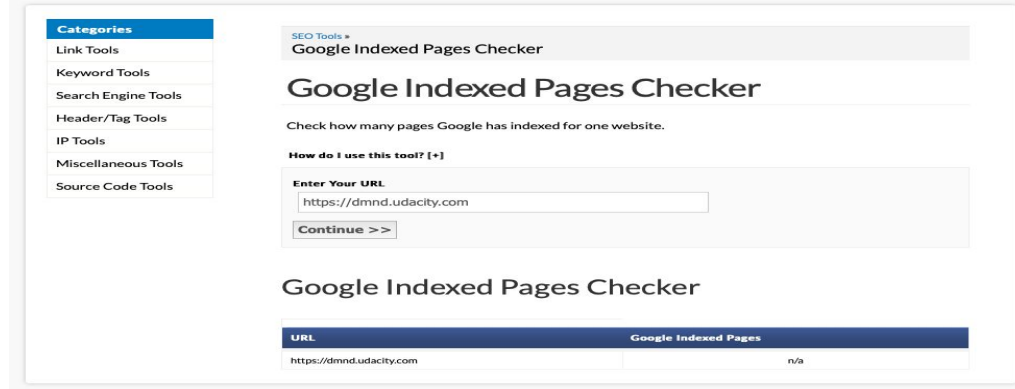
## **PART 4**

# PERFORMANCE TESTING



# PAGE INDEX

Page index is important as it helps in increasing the rank of the page.



The screenshot shows the 'Google Indexed Pages Checker' tool interface. On the left is a 'Categories' sidebar with links to various SEO tools. The main content area has a title 'Google Indexed Pages Checker' and a description. Below this is a form to 'Enter Your URL' with the example 'https://dmnd.udacity.com' and a 'Continue >>' button. At the bottom, a table displays the results of the check.

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



## **PAGE SPEED**

Page speed is important for every user. If a page takes longer time to load that results in lower average time on page.



# PAGE SPEED

MOBILE

DESKTOP

45

<https://dmnd.udacity.com/>

0-49 50-89 90-100 ⓘ







# PAGE SPEED

 DESKTOP



<https://dmnd.udacity.com/>

 0-49  50-89  90-100 



## **MOBILE-FRIENDLY EVALUATION**

Many users use their mobile for most of the purposes so it is important to have mobile friendly websites. Mobile friendly evaluation ensures that every page performs well in mobile so it is important.



# MOBILE-FRIENDLY EVALUATION

Your speed results for dmnd.udacity.com

Your mobile page speed is 4.7 seconds on a 4G+ connection.

RATING

**Poor**

Poor sites start to load in over 2.5 seconds.

[Learn more](#)





# **PART 5**

## RECOMMENDATIONS






## RECOMMENDATIONS

Recommendations based on On-Site SEO and Off-Site SEO-


Pingler text results showed that DMND pages are not indexed by Google. Indexing will help in increasing the rank of the page.



Page Speed on mobile is very poor so I would recommend resolving the speed problem by optimising the DMND website.

Meta Description is blank so i would recommend high quality connect on the website otherwise this will result in poor website performance.

Content on the website is also very less so i would recommend to add more on the website.



Many users use their mobile for most of the purposes so it is important to have mobile friendly websites. And according to the mobile friendly evaluation it is very poor.