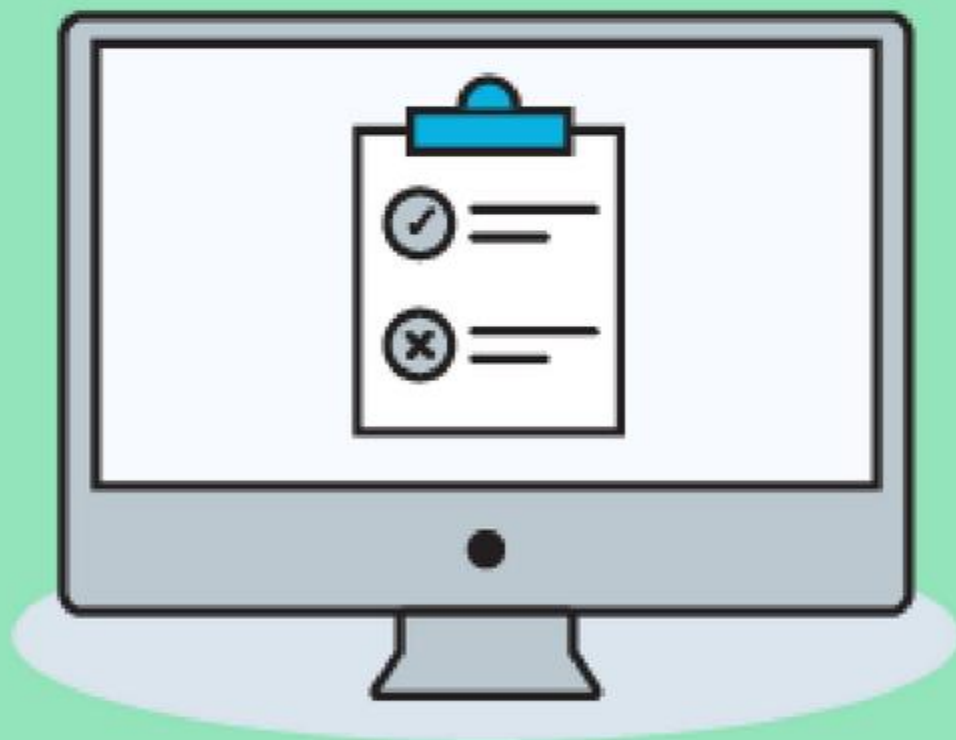# Project 4
Conduct an SE0 Audit

Part 1

Plan your Audit

Marketing Objective & KPI

- **Marketing Objective** – Increasing Organic Traffic By 40% By 27/04/2022
- **KPI** – The Percentage Of Organic Traffic Increase by 27/04/2022

Target Persona

Background & Demographics

- Female: 27 years old.
- Married with 3 kids.
- Bachelor Degree In Marketing & MBA in Business Administration.
- Lives in Washington DC.
- Husband is a Communication Engineer.
- HH Income Is $ 650K

Working Mom Rose Cash
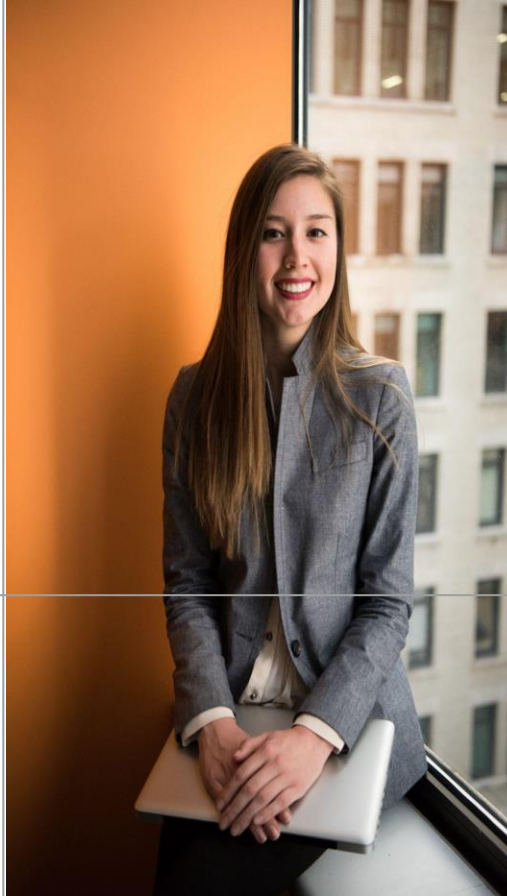
Needs

- Find ways to mastering Digital Marketing & SEO.
- Find Freelancing job opportunities with appropriate & flexible working hours.
- Getting along with the continuous Progress in Social Media World.

Hobbies

- Sports
- Reading
- Music
- Painting

Goals

- Income Increase
- Career Progress
- Setting up a Self-owned Digital Marketing Company

Barriers

- Limited time available due to work and family responsibility.
- Being confused and and don't know where and how exactly to start the Digital Marketing Journey.
- Financial reasons as most good courses are too expensive

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.

1		
2		
3		
4		
5		

Keywords

Head Keywords	Tail Keywords
Course	What Is Digital Marketing
Digital Marketing	Certificate In Digital Marketing
Udacity	Courses On digital Marketing
Udacity Nanodegree	Digital Marketing Certificate
Online Classes	Udacity Digital Marketing Nanodegree

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

_ Udacity Nanodegree : Organic CTR: 94%

Priority Score: 74

Which Tail Keyword has the greatest potential?

_What Is Digital Marketing : Organic CTR:

100%

Priority Score: &1

-Udacity Digital Marketing Nanodegree :

Organic CTR: 94%

Priority Score: 59

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. revisions.

URL: url(//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/5B0kTxGZpnTDIdix0fqIJ6/8527936907551dc8aa07bb34ad1069ff/ND018_-_hero_bg_image.jpg)">

Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta` name=`"description"` content=`"`Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility.`"/>`
Alt-Tag	`<meta` property=`"og:image:alt"` content=`"Digital Marketing Course Online"/>`

Revision	
Title Tag	`<title>Udacity Digital Marketing accredited advanced online free certificate</title>`
Meta-Description	`<meta` name=`"description"` content=`"Study Udacity's digital marketing course. You will master SEO, SEM, Google Ads, Email Marketing and apply tactics to maximize traffic and improve visibility.."/>`
Alt-Tag	`<meta` property=`"og:image:alt"` content=`"Udacity Digital Marketing Course"/>`

Technical Audit: Metadata

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URL:`url(//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/5B0kTxGZpnTDIdix0fqIJ6/8527936907551dc8aa07bb34ad1069ff/ND018_-_hero_bg_image.jpg)">`	
Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility."/>`
Alt-Tag	alt="Udacity"/>
Revision	
Title Tag	`<title>Udacity Digital Marketing accredited advanced online free certificate</title>`
Meta-Description	`<meta name="description" content="Study Udacity's digital marketing course. You will master SEO, SEM, Google Ads, Email Marketing and apply tactics to maximize traffic and improve visibility.."/>`
Alt-Tag	alt="Udacity Online Course"/>

Technical Audit: Metadata

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

URL:`url(//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/5B0kTxGZpnTDIdix0fqIJ6/8527936907551dc8aa07bb34ad1069ff/ND018_-_hero_bg_image.jpg)`**`">`**	
Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility."/>`
Alt-Tag	alt="Udacity"/>
Revision	
Title Tag	`<title>Udacity Digital Marketing accredited advanced online free certificate</title>`
Meta-Description	`<meta name="description" content="Study Udacity's digital marketing course. You will master SEO, SEM, Google Ads, Email Marketing and apply tactics to maximize traffic and improve visibility.`
Alt-Tag	alt="Udacity Course Video"/>

Technical Audit: Metadata

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

URL:url(//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/5B0kTxGZpnTDIdix0fqIJ6/8527936907551dc8aa07bb34ad1069ff/ND018_-_hero_bg_image.jpg)">	
Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility."/>`
Alt-Tag	alt="Udacity Facebook"
Revision	
Title Tag	`<title>Udacity Digital Marketing accredited advanced online free certificate</title>`
Meta-Description	`<meta name="description" content="Study Udacity's digital marketing course. You will master SEO, SEM, Google Ads, Email Marketing and apply tactics to maximize traffic and improve visibility.."/>`
Alt-Tag	alt="Udacity Facebook Icon"

Technical Audit: Metadata

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

URL:url(//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/5B0kTxGZpnTDIdix0fqIJ6/8527936907551dc8aa07bb34ad1069ff/ND018_-_hero_bg_image.jpg)">	

Current	
Title Tag	`<title>Digital Marketing Course Online</title>`
Meta-Description	`<meta name="description" content="Take Udacity's digital marketing course online. You will learn SEO, SEM, Google Ads, Email Marketing and Affiliate tactics to maximize traffic and improve online visibility."/>`
Alt-Tag	alt="Udacity Twitter"

Revision	
Title Tag	`<title>Udacity Digital Marketing accredited advanced online free certificate</title>`
Meta-Description	`<meta name="description" content="Study Udacity's digital marketing course. You will master SEO, SEM, Google Ads, Email Marketing and apply tactics to maximize traffic and improve visibility.`
Alt-Tag	alt="Udacity Twitter Video Icon"

Suggested Blog Topics

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

Note that you don't have to write these blog posts, just a very brief summary (150 - 300 words max) and a motivation about why you think they would work.

Suggested Blog Topics

Topic 1 -Udacity Nanodegree: Your door to your future dreams:

 short explanation :

 The blog topic clearly highlighted the branded keyword (Udacity) and outlines its value and importance within the title.

The title includes the keyword with high potential (Udacity Nano Degree) as regarded by MOZ.

The blog would present the privileges and benefits of enrolling in Udacity online Nanodegree for all the graduates to help them with their future and achieving their dream career.

it stresses on the basics that any Digital Marketer should be aware of in order to find a place in the digital world we live in, and the all the technical aspects that the students will learn perfectly if they did enroll in the Nano Degree, mentioning the future job vacancies they will be eligible to apply for if they passed and succeeded the Nano Degree.

It also mentions briefly the number of projects the applicants should pass before receiving their final graduation certificate and thus be an officially qualified Digital Marketer ready to enter the professional career journey.

Suggested Blog Topics

Topic 2 - Introductory to Digital Marketing field: What is Digital Marketing.

short explanation :

This blog topic strongly highlights the keyword (Digital Marketing), and focuses on explaining the meaning of Digital marketing more extensively.

The title also included the high potential keyword (Digital Marketing) as regarded by MOZ.

The topic here would put in brief what it would be like to be a Digital Marketer, in terms of identifying the job description of a Digital Marketer, the common daily tasks that's normally assigned to one, also the usual and most faced with problems that a Digital Marketer should be ready to and the best practices to tackle them, not to mention the average salaries one should ask for whether in a job or as a free lancer.

also the blog post introduces new digital marketers to the different free lancing platforms, including how to write an appropriate formal profile which attracts new clients, and also how to search and look for new clients, negotiate with and handle new and existing clients.

Suggested Blog Topics

Topic 3 -Enroll Now In Udacity Digital Marketing Nanodegree for free.. Only For A Limited Time.

 short explanation :

The blog topic here highlights the tail keyword (Udacity Digital Marketing Nano Degree), and focuses on tempting and persuading people to get enrolled as quickly as possible.

The title has the tail keyword (Udacity Digital Marketing Nano Degree) which is of a very high potential as regarded by MOZ.

The topic here would be to a great extent a mere marketing post, and would aim mainly to get people to enroll in the nano degree as quickly as possible, and that's why a sense of urgency was put within the title.

in order to achieve this goal, the blog post would represent all of the possible privileges, advantages and benefits of enrolling in the nano degree, which includes the early bird registration discount for example, this goes side by side with the academic benefits of course, like explaining all the levels and sections of the course, along with the its projects and graduation process in details.

Part 3

Off-Site SEO

Technical Audit: Backlink Audit

Using the [Moz OpenSite Explorer](#) tool, perform a backlink audit on the webpage you have chosen.
Note: If you are doing the DMND challenge, 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	https://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-nanodegree-program-with-udacity/	99
2	https://docs.microsoft.com/en-us/contribute/additional-resources	99
3	https://docs.microsoft.com/en-us/archive/msdn-magazine/2013/january/don-t-get-me-started-lowering-higher-education-again	99

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	Free Code Camp
Site	httphttps://www.freecodecamp.org/s://www.freecodecamp.org/
Organic Search Traffic	1.2 M
Site Name	Simple Learn
Site URL	https://www.simplilearn.com/
Organic Search Traffic	746.1 K
Site Name	Geeks For Geeks
Site URL	https://www.geeksforgeeks.org/
Organic Search Traffic	2.4 M

Link Building

Site Name	Free Code Camp
Site	httphttps://www.freecodecamp.org/ s://www.freecodecamp.org/
Organic Search Traffic	1.2 M
Site Name	Simple Learn
Site	https://www.simplilearn.com/
Organic Search Traffic	746.1 K
Site Name	Geeks For Geeks
Site	https://www.geeksforgeeks.org/
Organic Search Traffic	2.4 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

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

Explain why the number of pages indexed is important.

Udacity's indexed pages: 5600, it's very important to have as much number of pages as possible indexed in order to let google bots discover the website easier and quicker and also to let google bots as well as people who search know what the pages' content is about, and consequently have greater chances in ranking higher in SERP.

Page Speed

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

Explain why evaluating the Page Speed is important.

Evaluating the page speed is very important because google has listed page speed as one of their algorithm standards that they use to assess the websites, besides studies have indicated that most people leave the website pages if they don't load quickly enough.
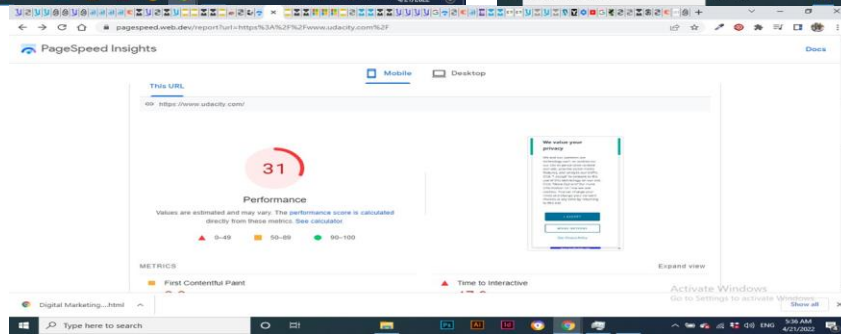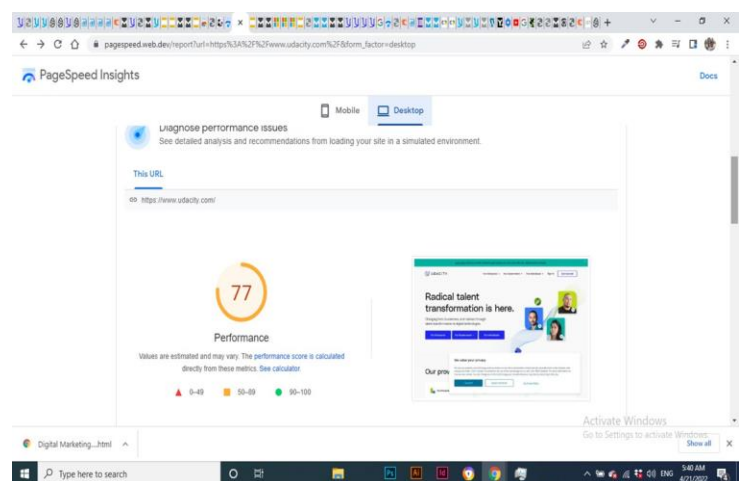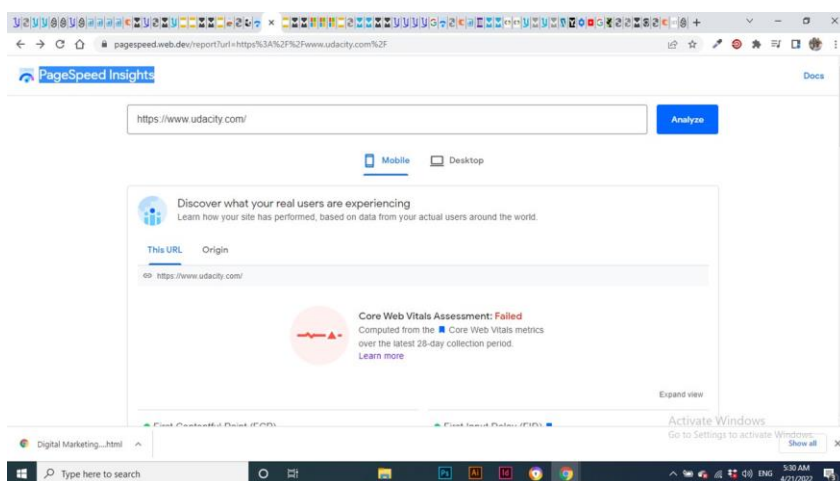
Mobile-Friendly Evaluation

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

Explain why having a mobile-optimized is important.

Having a mobile optimized website is important for two reasons:

1- Google have announced that having mobile friendly website is essential to be ranked high in serp.

2- It improves the user experience in general and thus the conversion rate.

Part 5

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)

1- The URL contains too many charachters whether letters or numbers,and this is too long and affects the website's visibility.

 i would suggest shortening it.

2- Also some Alt-Tags need to be shortened and be more descriptive and concise.

3- The site Speed strongly need to be improved, as the report show many issues that need to be fixed.

Recommendations

And to do so I would recommend some technical interference like :
- Modifying the installed apps on the website.
- -maybe decreasing the number and volumes of the images and videos that are uploaded on the website.

- 4-Also I would do put a lot of personal effort in terms of marketing, which could be explained by doing a massive research for all the relevant huge websites that's ranked real high on Google and which relate to my website, getting their contacts and then do the action by contacting them via every possible means, e-mail, phone or even in person, convince them with my product and have them link to my website.

- 5- As for the Target Persona I have two suggestions to do in fact which we can make a pretty good use of:
- A- First of all I would broaden the specifics of the target persona a little bit in order to get much more prospects and traffic to the website.
- B- I would come up with more than one target persona and use each one in a separate campaign, an AB Testing would be useful in this case.