

SEO Audit for Udacity



presented by Toka Hosny



Marketing Objective & KPI

- **Marketing Objective** – To achieve 200 organic traffic by the end of July.
- **KPI** – The Number of organic traffic by the end of July.

Target Persona

Background and Demographics	Target Persona Name	Needs
<p>Female Age 22 Graduate of the faculty of Education from local university Zero experience Non-working</p>	<p><u>Tasnim</u></p>  <p>Image Source: <u>Pixabay</u></p>	<p>Career path in Digital Marketing Mentor Training Networking Job</p>
Hobbies	Goals	Barriers
<p>Writing creativity Willing to success Good user on Social Media Interested in brands and advertisement</p>	<p>Gain experience Get a suitable job with a good salary Build a professional contacts Become a Digital Marketing Specialist within 6 months</p>	<p>Jobs need experience as a require The job is not advancing him up A lot of work with a low salary To get a diploma in his field ,It needs a huge of money</p>

Keywords

	Head Keywords	Tail Keywords
1	best marketing courses	best digital marketing courses
2	digital marketing certificate	digital marketing online courses
3	digital marketing course	digital marketing practical training
4	Digital Marketing online	fundamentals of digital marketing
5	udacity	udacity digital marketing nanodegree

Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

“ Digital marketing course ”

Explore by keyword:

digital marketing course

United States - en-US

Analyze

232 of 300 queries available until 08/13

+ Add to... ▼

1.7k-2.9k

Monthly Volume ⁱ

[Learn more about Volume](#)



53

Difficulty ⁱ

[Learn more about Difficulty](#)



83%

Organic CTR ⁱ

[Learn more about Organic CTR](#)



67

Priority ⁱ

[Learn more about Priority](#)



Which Tail Keyword has the greatest potential?

“ Udacity digital marketing nanodegree ”

udacity digital marketing nanodegree

United States - en-US

Analyze

232 of 300 queries available until 08/13

+ Add to... ▼

201-500

Monthly Volume ⁱ

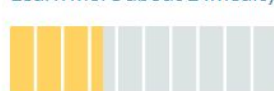
[Learn more about Volume](#)



35

Difficulty ⁱ

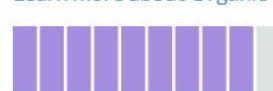
[Learn more about Difficulty](#)



90%

Organic CTR ⁱ

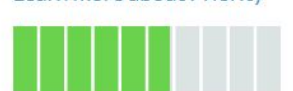
[Learn more about Organic CTR](#)



59

Priority ⁱ

[Learn more about Priority](#)



Technical Audit: Metadata

URL:<https://www.udacity.com/course/digital-marketing-nanodegree--nd018>

Current

Title Tag

Learn Digital Marketing Online | Nanodegree

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

In the next slide, I will explain

Revision

Title Tag

Udacity, Digital Marketing Online Course

Meta-Description

Learn digital marketing with us and increase your knowledge in SEO, SEM and Google Ads in practical study for free.

Alt-Tag

In the next slide, I will explain.

Alt_tag

current	Revision
<pre>alt="Play Video" src="_ //www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg"/></pre>	<pre>alt="Udacity classroom" src="_ //www.udacity.com/assets/iridium/images/nanodegree-overview/shared/nd-hero-video/icon-video-white.svg"/></pre>
<pre>alt="HubSpot" src="_ //www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArIf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot"/></pre>	<pre>alt="HubSpot icon" src="_ //www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4qbArIf2TmmYq00UY8e82g/a1b2aa7305cc61ce9d845be8c1a018d6/logo-color-hubspot"/></pre>
<pre>alt="Facebook" src="_ //www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4XJLueZsVp2gbx7jpizyp2/7590b82c43728053d62ba2c2411d6f07/Facebook-Partner-Logo.png"/></pre>	<pre>alt="Facebook icon" src="_ //www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/4XJLueZsVp2gbx7jpizyp2/7590b82c43728053d62ba2c2411d6f07/Facebook-Partner-Logo.png"/></pre>

Alt_Tag

Current	Revision
<pre>alt="MailChimp"src="_ //www.udacity.com/www- proxy/contentful/assets/2y9b3o528x hq/eDJkn6t65q8YgUiuiIyOU/699390 2552cdbbda83d5367e0f92d714/log o-color-mailchimp"/></pre>	<pre>alt="MailChimp website icon"src="_ //www.udacity.com/www- proxy/contentful/assets/2y9b3o52 8xhq/eDJkn6t65q8YgUiuiIyOU/69 93902552cdbbda83d5367e0f92d7 14/logo-color-mailchimp"/></pre>
<pre>alt="Google" src="_ //www.udacity.com/www- proxy/contentful/assets/2y9b3o528x hq/3w3LJ7wg3CyGCsSEKS0mCk/f 729d46c32a7b2ce367e744958e8ee e2/logo-color-google.svg"/></pre>	<pre>alt="Google website" src="_ //www.udacity.com/www- proxy/contentful/assets/2y9b3o52 8xhq/3w3LJ7wg3CyGCsSEKS0m Ck/f729d46c32a7b2ce367e74495 8e8ee2/logo-color-google.svg"/></pre>

Suggested Blog Topics

Topic 1 - Digital Marketing Courses

Topic 2 – Udacity Digital Marketing Nanodegree

Topic 3 – Digital Marketing Certificate

Topic 1 - Digital Marketing Courses

I choose the “digital marketing course” keyword because it has a high monthly volume which means the users search about it on Google so it will help us to appear on the first page on Google also, it has high priority and this will help the users find our website easily. I know, it is a difficult keyword because a lot of users use it, but this will be a challenge to us to make our brand grow with many competitors by using more fresh content in order to gain a Google higher rank. “Digital Marketing course” I am sure, many of you heard this word but now you hear it in a different way let me tell you. Digital marketing will be in the top future jobs. You cannot market your services or product without digital Marketing or even protect your money from misunderstanding how digital marketing work. So here, you will stop this issue and we found the solution without effort (physical_ Money). Digital marketing course for free and online. This is not to be lazy, you have to pass all projects to ensure you invest your time and knowledge with us to decide if you will be one of us as a marketer or enough with the new knowledge.

Topic 2 – Udacity Digital Marketing Nanodegree

I choose the “Udacity Digital Marketing Nanodegree” keyword because it has a high monthly volume which means the users search about it on Google so it will help us to appear on the first page on Google also, it has high priority and this will help the users find our website easily. The difficult keyword works with us. There are no more competitors. The users know us and search for us so we have to work to assure them that they are in the correct place. As a marketer, firstly, I will thank the users that they choose our website to learn our program” Udacity Digital Marketing Nanodegree” secondly, and the most important point I will use their goals and barriers to serve us. and I will remember. I am talking to beginner marketers so I need to consider their needs and show them my services as a solution.

Topic 3 – Digital Marketing Certificate

I choose the “Digital Marketing certificate” keyword because it has a high monthly volume which means the users search about it on Google so it will help us to appear on the first page on Google also, it has high priority and this will help the users find our website easily. As a marketer, I will work on the barriers to my target persona. There are many beginner digital marketers passionate to get certificates to get jobs. And we all know, many websites can give courses with certificates but they may be unjustified in the job market to adopt on theoretical study without a practical application and here, we have to talk about the two of the value proposition to udacity like giving a respectable and qualified certificate which can push them to the job market. Also practical study by doing real projects to gain them the first new experience. So you invest your time in the trusted website and useful course.

Technical Audit: Backlink Audit

	Backlink	Domain Authority (DA)
1	http://azure.microsoft.com/en-us/blog/announcing-advanced-azure-machine-learning-na-nodegree-program-with-udacity/	99
2	http://docs.microsoft.com/en-us/contribute/additional-resources	99
3	http://www.cloudflare.com/es-es/case-studies/udacity/	99

Link-Building

Site Name	impactplus.com
Site URL	https://www.impactplus.com
Organic Search Traffic	236,053
Site Name	wordstream.com
Site URL	https://www.wordstream.com
Organic Search Traffic	2,060,995
Site Name	indeed.com
Site URL	https://www.indeed.com
Organic Search Traffic	111,174,225

Page Index

It is great to have 8,600 pages indexed in Google. That is mean the udacity will well be known and trusted too many. But we have to increase the page indexed to get more students.

Enter a Domain

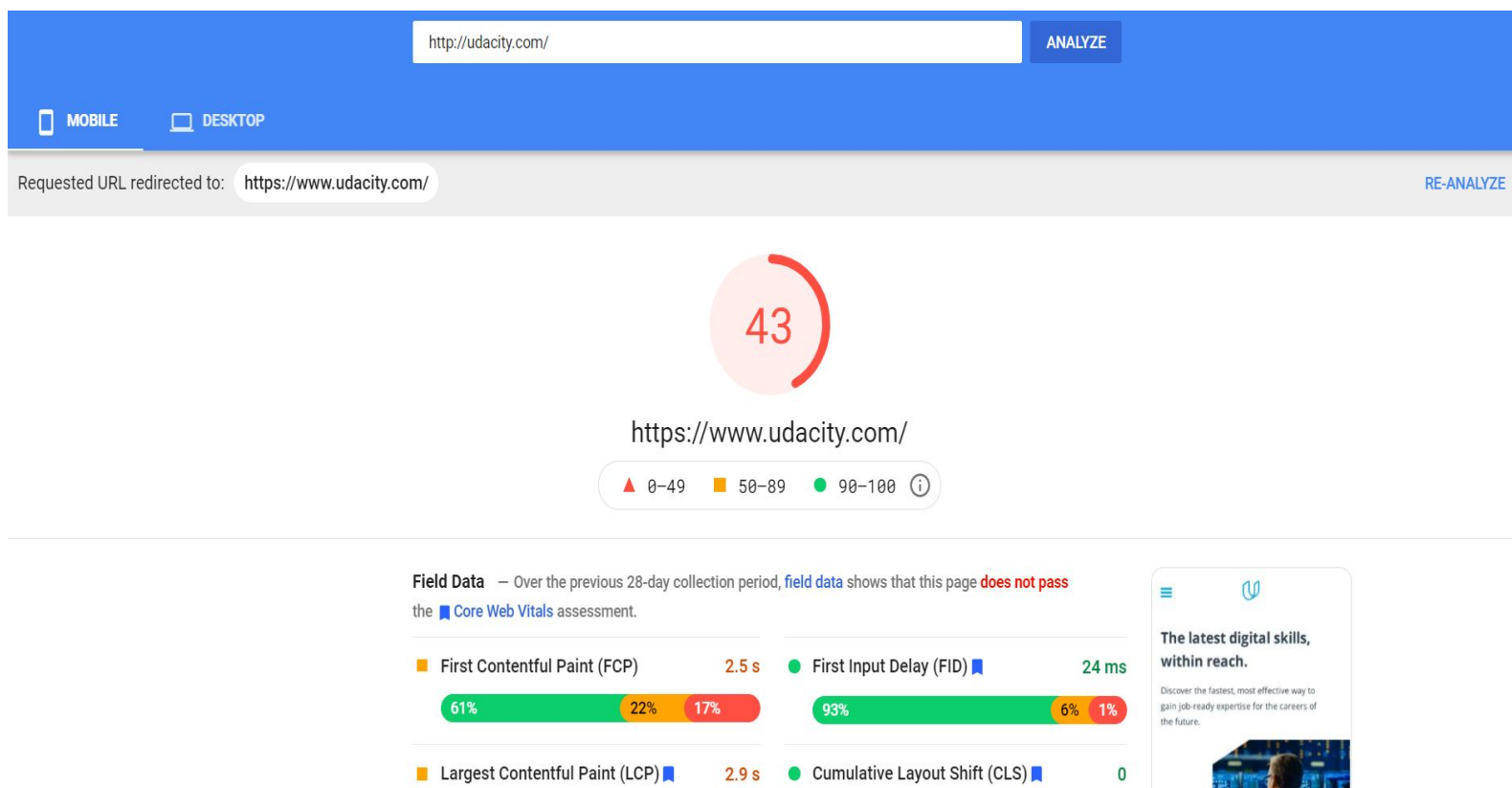
CONTINUE

Result

udacity.com has 8,600 pages indexed in Google at this moment.

Page Speed

Page Speed is necessary. I noticed that the mobile speed is lower than the website speed. I think we have to make more attention to mobile speed because people use it daily, and it will not be good if the user ignore the website because it is slow.



Page Speed

http://udacity.com/

ANALYZE

MOBILE

DESKTOP

Requested URL redirected to: <https://www.udacity.com/>

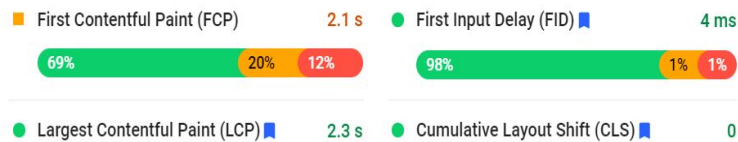
[RE-ANALYZE](#)

93

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


▲ 0-49 ■ 50-89 ● 90-100 ⓘ

Field Data — Over the previous 28-day collection period, [field data](#) shows that this page **passes** the [Core Web Vitals](#) assessment.




Mobile-Friendly Evaluation

The mobile-optimized is perfect and suitable for mobile. And that is very important point to focus on to make the customer experience great which means the website to be easier to read and deal with it.

 <http://udacity.com/>


Test results

 **Page loading issues** [VIEW DETAILS](#)


Tested on: Jul 23, 2021 at 2:48 PM


Page is mobile friendly


This page is easy to use on a mobile device



Additional resources

 [Open site-wide mobile usability report](#)

 [Learn more about mobile-friendly pages](#)

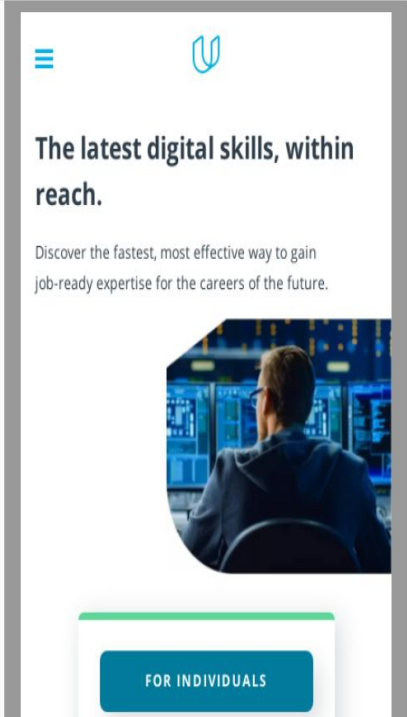
 [Post comments or questions to our discussion group](#)

[Privacy](#) [Terms](#)

Rendered page

HTML

SCREENSHOT



Recommendations

- People use their mobiles daily. And I noticed that the mobile speed is low, so we lose many users and force them to leave the website and go back to the search results and visiting the competitor's website. So we need to have a good speed for mobile because faster pages are efficient to provide a great review on user experience.
- The ALT tag does not contain the expressive text for images on the page. And it will be difficult to search engines to understand the images if it is related to the page or not, so providing text to explain will help, and I noticed that the page miss this point. There are photos without text, and the others do not well expressive.
- Increase the number of the backlinks specially for websites with high authority to help to be well known and trusted too many also to have them ranked by Google like [wordstream.com_impactplus.com](#).

Recommendations

- Using good keywords that have high monthly volume and high priority which can help us to appear on the first page on Google.
- optimize for new trends like “voice search “ to include the people with disabilities to involve them to get this opportunity.