

Conduct an SEO Audit

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Marketing Objective

Get organic search Traffic to the DMND's Site by conducting an Search Engine optimisation Audit this month.

The primary KPI

The monthly organic search traffic from Semrush for the DMND's Site.

Target Persona

Backgrounds and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none">- Age-range(18-35) years old / single- Annual income less than 25000\$- College Degree in information technology- Co-founder of high-tech/recruitment Startup- Visionary person- Lives in the US	<p>CEO IT-Visionary man</p> 	<ul style="list-style-type: none">- Scaling the Business- Finding and identifying the right customers to his business- Insights from the industry experts
Hobbies	Goals	Barriers
<ul style="list-style-type: none">- Traveling- Listening to music while he works- Reading books about the successful peoples in Business	<ul style="list-style-type: none">- Build and scale up his Startup- Be in the Mainstream- Building a brand- Health- Improve his technological skills and knowledge- Build her own successful company	<ul style="list-style-type: none">- Fear of failing- Lack of “ the new skills” in DM or Data Science- The need of more financial income

On Site SEO Audit

- Keywords:

Head Keyword (priority score)	Tail Keyword (priority score)
digital marketing certificate (75)	how to do digital marketing (66)
digital marketing strategies (69)	building a digital marketing team (56)
udacity nanodegree (65)	learn to identify the right customers to your business(41)
digital marketing nanodegree(56)	digital marketing experts insights (37)
Udacity digital marketing (66)	digital marketing online courses (56)

- Keyword with the Greatest Potential:

- digital marketing certificate with a priority score of 75

- Tail Keyword with the Greatest Potential:

- how to do digital marketing with a priority score of 66

- Technical Audit: Metadata:

Current	
Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	<meta name="description" content="" /> "The Meta-description is empty"
Alt-Tag	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt=""
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png" style="margin-top: 0px;" alt=""
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606168-13720038-892x44-logospartners.png" style="margin-top: 0px;" alt=""
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png" style="margin-top: 0px;" alt=""
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png" style="margin-top: 0px;" alt=""

Revision	
Title Tag	Udacity digital marketing online course
Meta-Description	<meta name="description" content="learning by doing the -up to date- Projects that help you tackle all of the challenges to reach your new Career as a Digital Marketer" />
Alt-Tag	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606167-13815763-960x480-medium.jpg" style="margin-top: 0px;" alt="At Udacity learn everything about digital Marketing and at the same time apply it in your real life and you got the industry-Experts to cover your back"
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606181-35155776-97x120-SOB-White.png" style="margin-top: 0px;" alt="Udacity is the school of business"
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606188-13720038-892x44-logospartners.png" style="margin-top: 0px;" alt="get the latest digital marketing skills from the experts from mainstream companies like google, Facebook, Hootsuite, Hubspot, Mailchimp and Moz"
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606169-13814963-862x403-image-digital-market.png" style="margin-top: 0px;" alt="enjoy your journey with udacity until you ensure your new career as a digital marketer "
	src="//v.fastcdn.co/t/beb60d38/d41f13af/1536606173-13815588-415x345-features1.png" style="margin-top: 0px;" alt="one of Udacity professionals try to teach the latest skills of digital marketing in easy and understandable way"

Suggested Blog Topics :

learn to identify the right customers to your business

According to my Target persona: my potential customers have a huge pain not knowing exactly how to target the right customers to their Brand. So in this topic i will briefly clear how can the Digital Marketing course at udacity help them achieve that goal by mastering the new techniques and supporting them to have the right mind-set to get this goal done.

Get your digital marketing certificate in 3 Months

In this topic i will discuss the benefits of taking this course and the small time needed to get a really good Job as a digital marketer and to compare this with the classic methods of getting this certificate by attending universities by saving the time and learn all the skills needed to get your job done or having amazing insights direct from the Digital Marketing professionals from mainstream companies such as Google and Hubspot.

How can you build effective digital marketing team

In this topic i will write about how can they transform their team to have the same vision of doing the digital marketing skills for their brand and how can udacity help them mastering this in a matter of few months by giving them the most important content (avoiding the details) and by skilling up the team through this journey with udacity.

Off-Site SEO Audit

Technical Audit: Backlink Audit

Backlink	Domain Authority (DA)
Google.com	100
youtube.com	99
adobe.com	99

Link-Building

Site Name	Xing
Site URL	xing.com
Organic Search Traffic	15,6K
Site Name	Indeed
Site URL	indeed.com
Organic Search Traffic	61,6M
Site Name	Entrepreneur
Site URL	entrepreneur.com
Organic Search Traffic	2.8M

Performance Testing

Page Index:

For dmnd.udacity.com's website: the Pingler tool have found nothing (n/a)
But for Udacity.com's website there're 7,680 index pages.

The importance of the number of index pages:

To ensure that you don't have poor site architecture or internal linking that might be negatively affecting the site. We need to monitor this Number to measure the success of the onsite and offsite efforts in SEO.

Page speed:

The page speed is 48 (Slow)

The importance of evaluating the Page Speed:

The site speed is one of the ranking factors in Search engine results und it's important to improve the ranking potential (Search Engine) and to improve the user experience (Conversion Rate).

Mobile-Friendly Evaluation:

The Page is mobile friendly

The importance of a mobile-optimized page:

It's another factor in determining the ranking and considering the fact that there are more people today search on mobile rather than on desktop.

Recommendations

I will consider working more to the performance test to make sure that the speed of of the DMND's page is high or at least average

From the aspects of the onsite and offsite SEO: Udacity team have done so far so much fantastic work on optimizing the search Engine. But as a student (in Udacity) living in Germany I will consider more content that is targeted to the audience here I don't know if this is within the target persona of Udacity but if so I really would consider more Keywords (in german) to reach more audience here and corporate with some local brands such as Xing (the local LinkedIn in Germany) .

Performance Testing screenshots:

Page index

For DMND's Page:

The screenshot shows the 'Google Indexed Pages Checker' tool. On the left is a sidebar with categories: Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main content area has the title 'Google Indexed Pages Checker' and a subtitle 'Check how many pages Google has indexed for one website.' Below this is a section 'How do I use this tool? [+]' with a form to 'Enter Your URL'. The URL 'https://dmnd.udacity.com/' is entered in the text box, and a 'Continue >>' button is visible. Below the form, the tool displays the results in a table:

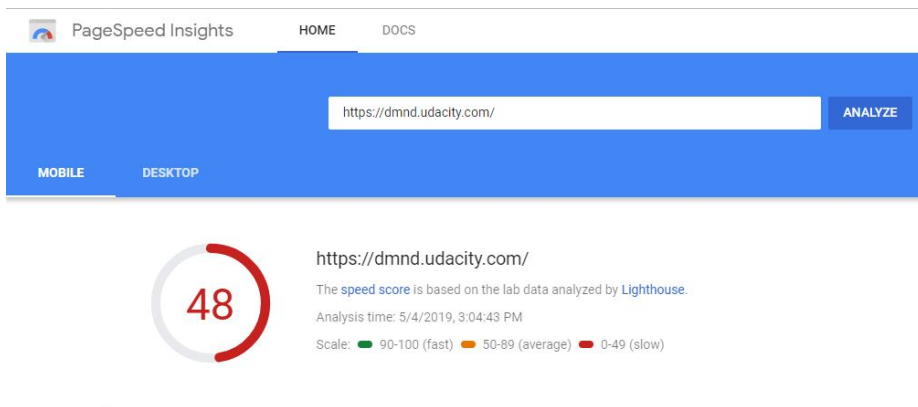
URL	Google Indexed Pages
https://dmnd.udacity.com/	n/a

For Udacity's Page:

The screenshot shows the 'Google Indexed Pages Checker' tool. On the left is a sidebar with categories: Categories, Link Tools, Keyword Tools, Search Engine Tools, Header/Tag Tools, IP Tools, Miscellaneous Tools, and Source Code Tools. The main content area has the title 'Google Indexed Pages Checker' and a subtitle 'Check how many pages Google has indexed for one website.' Below this is a section 'How do I use this tool? [+]' with a form to 'Enter Your URL'. The URL 'https://udacity.com' is entered in the text box, and a 'Continue >>' button is visible. Below the form, the tool displays the results in a table:

URL	Google Indexed Pages
https://udacity.com	7,680

Page speed:



Mobile-Friendly Evaluation:

