UDACITY

Search Engine Optimization

Conduct an SEO Audit

Part One:
Analysis of an Audit

Technical Review: Screaming Frog

	Please answer the following questions.
1	*Does Screaming Frog successfully spider the website?* Yes. It successfully crawls the website with a depth of 1 and has pulled up information from the different pages.
2	*Is the site developed with a clear information hierarchy; how so?* The website is designed in a hierarchical structure as shown in the Screaming Frog Tree Report with the udacity.com home page being the first level.
3	*Is the content organized in a logical structure; how so?* The information on the website is logically group as shown in the Screaming Frog URL Visual

Technical Review: Core Web Vitals

Please answer the following questions.

1	*What factors are used to determine Core Web Vitals assessment?* Largest Contentful Paint (LCP) Firsts Input Delay(FID) Cumulative Layout Shift (CLS)
2	*Which specific measurement is lacking (scoring poorly)?* Largest Contentful Paint (LCP) Mobile Cumulative Layout Shift (CLS) Mobile
3	*What are 3 things that could be done to improve CVW for Udacity.com?* Reduce Unused JavaScript Properly size images Enable Text Compression
4	*What is the value of passing the Core Web Vitals test?* It helps the web page load faster.

Technical Review: SE Ranking and Ahrefs Pt 2

	Please answer the following questions.
1	*What is the Health Score based on?* Health Score is based on the proportion of internal URLs on the website that have no errors.
2	*What kinds of URL errors are causing a poor health score?* Page has links to broken pages 404 Page Broken redirect
3	*Explain the issue: "Duplicate pages without canonical"* This error occurs when a website has pages with duplicate content but do not declare their canonical version.

On-Page Content Review: Screaming Frog

Please answer the following questions.

1	*How many on-page factors are duplicated?* *3 pages* Meta Description (2 duplicates) H1 (2 duplicates) H2 (138 duplicates)
2	*What is the advantage of Page Titles being less than 60 characters?* Google bots read a fixed pixel size which is equivalent to 30-60 characters. When the page title is less than 60 characters, Google can read all the characters in the title and this in turn helps improve the website's ranking.
3	*Why are Meta-Descriptions important?* Meta-Descriptions are important because they help users decide whether to visit or not visit a website, thereby impacting on the click through rate(CTR).
4	*Which on-page factors are missing?* Meta Description (27 missing) Meta Keywords (164 missing) H1 (26 missing) H2 (21 missing)

Please answer the following questions.

1	*Which keywords are ranking in the top 10 in Google?* Python Learning Python Programming
2	*How many keywords are ranking in positions 11-30?* 14 keywords
3	*Which keywords have the highest search volume?* Learn Python Python Learning Coding in Python
4	*What are SERP features? Why are they important in the rankings?* SERP features are results on a Google Search Engine Result Page that is not a traditional organic result. SERP features offer a website the ability to be distinguished from another website in order to get more attention from viewers.

On-Page Content Review: Website SEO Analysis Pt 1

In your understanding of SEO, how effective are these pages for the keyword "learning python?" Provide **at least 3 specific reasons** on your answer.	
1	*Please write your #1 specific reason for effectiveness or lack of effectiveness here:* In the keyword "learning python," the word 'leran' and 'python' can be found in the heading of the meta title on the page, therefore is identifiable by the search term.
2	*Please write your #2 specific reason for effectiveness or lack of effectiveness here:* These pages can be spidered by the search engine robots when a user searches for the keyword.
3	*Please write your #3 specific reason for effectiveness of lack of effectiveness here:* These pages are effective for the keyword because they can be ranked for the search term.

On-Page Content Review: Website SEO Analysis Pt 2

Recommend at least 3 specific optimization steps for the course page, **Intro to Python Programming**. List on-page elements with examples along with your recommendations.

1 | *What additional optimizations could increase rankings?*

1) Add new keyword to the page title e.g

URL page title: free beginner's guide to learning python

2) Header Tags: The subheadings of the page should be represented by H2 tag rather than H4. A breakdown of the subheading should be represented using H3 as a subsection to H2.

3) Keywords: Add new keywords e.g learning python reviews. Introduce a SERP feature to the page e.g Reviews

On-Page Content Review: Website SEO Analysis Pt 3

Recommend at least 3 specific optimization steps for the course page, **AI Programming with Python**. List on-page elements with examples along with your recommendations.

1	*What additional optimizations could increase rankings?*

1) Make content logical by breaking down the topics in a logical manner e.g

Programming tools: Python, Numpy, Pytorch;

Math: Calculus, Linear Algebra;

Key Techniques of Neural Networks: Gradient Descent, Backpropagation.

2) Organize the headers in a hierarchical order e.g H2 header should be assigned to "What you will learn" and H3 header to "Learn AI Fundamentals"

3) Incomplete information on the webpage. Cost of program should be indicated.

Off-Page Content Review: Backlinks Pt 1

	Please answer the following questions.
1	*What is the Udacity.com Domain Trust score?* 90
2	*What is the total number of backlinks?* 14.1M
3	*How many domains are linking to Udacity.com?* 49.3k
4	*How many links are dofollow?* 97.9%
5	*How many links are nofollow?* 2.1%

Off-Page Content Review: Backlinks Pt 2

	Please answer the following questions.
6	*How many links are to the homepage?* 15
7	*How many links are to other pages? Why is this desirable?* 2
8	*What is the link trend over the past 12 months?* The link is in an upward trend.
9	*What do you learn from the Anchor Text report?* The anchor text report shows the most common anchor text used both in the domainn and in the backlink, that link out to the analyzed domain or URL.

Competitive Analysis Pt 1

Please answer the following questions.

1	*Which of the competing websites has the most backlinks?* Coursera.org
2	*Which of the competing sites has the most referring domain links?* Coursera.org
3	*What are the Domain Trust rankings of the competing sites?* Codeacademy.com---90 Coursera.org----91 programiz.com---76 geeksforgeeks.org----89
4	*Analyze the competitor rankings for 'Learn Python' in both reports: Do the rankings lineup with backlinks factors? Where do factors not lineup to the rankings?* The ranking do not lineup with the backlink's factors , for example, Udacity is ranked 24th with 14M+ backlinks while code academy is ranked 4th with 47k+ backlinks.

Competitive Analysis Pt 2

Create a comparison chart of Udacity and its competitors to easily compare competitive factors.

	Domain Trust	Page Trust	Number of Referring Domains	Total Number of Links	Estimated Monthly Traffic
Udacity	90	21	49.3k	14.1M	249.6k
Code Academy	90	23	135.4k	10.2M	1.3M
Coursera	91	24	346.5k	20.6M	6.3M
Programiz	76	29	15.3K	214.4K	1.8M
Geeks For Geeks	89	38	74.1K	5.1M	5.6M

Part Two:
Final Assessment and Presentation

Final Assessment: Audit Synthesis Pt 1

Please answer the following questions in complete sentences	
1	*Please write a single sentence summary of your Audit findings.* The website has an average health score for desktop users and a poor health score for mobile users.
2	*Highlight at least one area where the website is performing well.* The Udacity website is logically structured in a hierarchical order that is indexable and crawlable by search engine bots. The Off-Page content summary shows that the website has a domain trust score of 90, 14.1M backlinks, 49.3K domains linking to it with 97.6% link being categorized as dofollow.
3	*List 3 issues that are inhibiting the website's performance.* 1) *TECHNICAL REVIEW: Image sizes are too large, Unused Javascript is running in the background and third-party code seems to be impacting the website.* 2) *2) On-page issue: Header tags are not used properly* 3) URL Errors

Final Assessment: Audit Synthesis Pt 2

Please answer the following questions in complete sentences	
1	*Explain why the **first** issue inhibiting the website's performance needs to be corrected.* *These issues will use up website resources, causing the webpage to load slowly. This will have a negative impact on your user's experience.*
2	*Explain why the **second** issue inhibiting the website's performance needs to be corrected.* Header tags are important to both search engine website crawlers and users to let them understand the content of a webpage. If properly used, the search engine bots will be able to use the header title to rank the page and user will know the content at a glance.
3	*Explain why the **third** issue inhibiting the website's performance needs to be corrected.* *URL errors are responsible for a website's poor health score. Poor or erroneous links affect the communication between the search engine and your website.*

Final Assessment: Recommendations

	List your Top 5 SEO Recommendations below with #1 being the recommendation with the greatest potential for positive impact on SEO.
1	*List your #1 SEO recommendation here* Improve page loading speed for both mobile and desktop users .
2	*List your #2 SEO recommendation here* HTTPs has internal links that point to HTTP
3	*List your #3 SEO recommendation here* Resolve http status code issues
4	*List your #4 SEO recommendation here* Page titles and meta descriptions should be curated using the appropriate keywords and maximizing the character size recommended.
5	*List your #5 SEO recommendation here* H1 titles for all pages should be made unique, curated in sink with the page content ,using the appropriate keywords and maximizing the character size recommended.

Presentation: Defend Recommendation 1

Defend your #1 SEO Recommendation. Explain the importance and potential impact of this recommendation with at a minimum of 5 sentences.

1	*Defend your #1 SEO Recommendation here.*
	The loading speed measures the speed at which the webpage loads for mobile and desktop users. Having a slow loading website will affect your ranking and will not allow you make it to the first page of SERP. A slow loading page is not user friendly and leads to a high drop off rate on the webpage and cart abandonment in ecommerce.
	I recommend that priority be given to improving loading speed for mobile because it failed its core web vital assessment. Fixing these issues will help create a better user experience for users and improve website ranking.

Presentation: Defend Recommendation 2

Defend your #2 SEO Recommendation. Explain the importance and potential impact of this recommendation with at a minimum of 5 sentences.

1	*Defend your #2 SEO Recommendation here.*
	HTTPs protocol provides a secure means of communication on the web, but HTTP is not a secure protocol. When a URL is loaded over the HTTPs protocol, it means that communication between the user's browser and the website is encrypted and therefore secure. Having an HTTP link on your webpage will create distrust with your users. All HTTP links should be redirected to HTTPs link to ensure that communication is secure throughout your visitor's interaction with your website. This in turn will enhance the user's experience which is a ranking factor for your website.

Presentation: Defend Recommendation 3

Defend your #3 SEO Recommendation. Explain the importance and potential impact of this recommendation with at a minimum of 5 sentences.

1	*Defend your #3 SEO Recommendation here.*
	Http status codes are the language of the web and search engine crawlers. When the search engine makes a request for your content, your website is expected to return a response: http code 200 OKs. Any other code outside of this shows a break in communication. Having many of these error codes hinders organic traffic to your website. It is important that your website always responds to the search engine crawlers with the right code to increase your website traffic and maintain your ranking.

Presentation: Defend Recommendation 4

Defend your #4 SEO Recommendation. Explain the importance and potential impact of this recommendation with at a minimum of 5 sentences.

1 | *Defend your #4 SEO Recommendation here.*
The page title and meta description is the first thing people see in a search engine result page(SERP) that tells them what your website is about. Based on this information, search engine crawlers decide if your website is relevant to a search term while users decide whether or not to visit your website. An interesting page title and description distinguishes your website from others that are ranking on the SERP page.

We need to ensure that there is no title replication in the description so that we maximize the use of unique keywords to improve findability. If these titles and descriptions are properly curated, they help boost your keyword ranking and improve your clickthrough rate (CTR).

Presentation: Defend Recommendation 5

Defend your #5 SEO Recommendation. Explain the importance and potential impact of this recommendation with at a minimum of 5 sentences.

1	*Defend your #5 SEO Recommendation here.*
	Header tags are responsible for showing a logical structure for your webpage content. The header tags are H1-H6, with H1 being most important and H6 being least important. The H1 tag is the page title which is at the top of the page and gives visitors a high-level information about the page. It is also another important place to use keywords. This title has a high influence on the bounce rate of a webpage. If we can keep visitors engaed then it shows google that your page is relevant which helps with ranking.

Standout Suggestions

Standout Suggestion #1: On-Page Comparison Part 1

Write a 1 paragraph assessment comparing the **On-Page factors** of the web pages listed on the previous slide in comparison to Udacity

1 | *Write your 1 paragraph assessment here:*

The competitor's websites are content rich and show domain dominance and authority on the topic. Their page is organized in a logical format that visitors can understand. On visiting the page, visitors have a clear perception of what they will learn.

Standout Suggestion #1: On-Page Comparison Part 2a

List and defend *in 1 to 3 sentences,* **3 on-page tactics** that Udacity could implement to increase rankings for the term, 'Learning Python'	
1	*List your #1 On-Page tactic for Udacity improvement and your 1-3 sentence explanation here:* #1 Create a SERP feature-People Also Ask (PAA) Create a list of sample questions people who want to learn python might want to ask. This will help Udacity's website appear as a domain authority, and it provides a better chance of appearing on the first page of SERP.

Standout Suggestion #1: On-Page Comparison Part 2b

List and defend *in 1 to 3 sentences,* **3 on-page tactics** that Udacity could implement to increase rankings for the term, 'Learning Python'	
1	*List your #2 On-Page tactic for Udacity improvement and your 1-3 sentence explanation here:* #2 Remove the double hyphen and code from the URL URLs should be semantically correct .They help enhance user experience. A better user experience will increase CTR.

Standout Suggestion #1: On-Page Comparison Part 2c

List and defend *in 1 to 3 sentences,* **3 on-page tactics** that Udacity could implement to increase rankings for the term, 'Learning Python'	
1	*List your #3 On-Page tactic for Udacity improvement and your 1-3 sentence explanation here:* #3 Provide high quality content centred around page topic a) Make the information on "Data Analyst" nanodegree program smaller. It is consuming half of the webpage, and it is not centred around Learning Python. This can be confusing to visitors. b) Add a breakdown of the topic in a logical format with clear descriptions. The webpage is lacking in content. This will help reduce the bounce rate on this page.