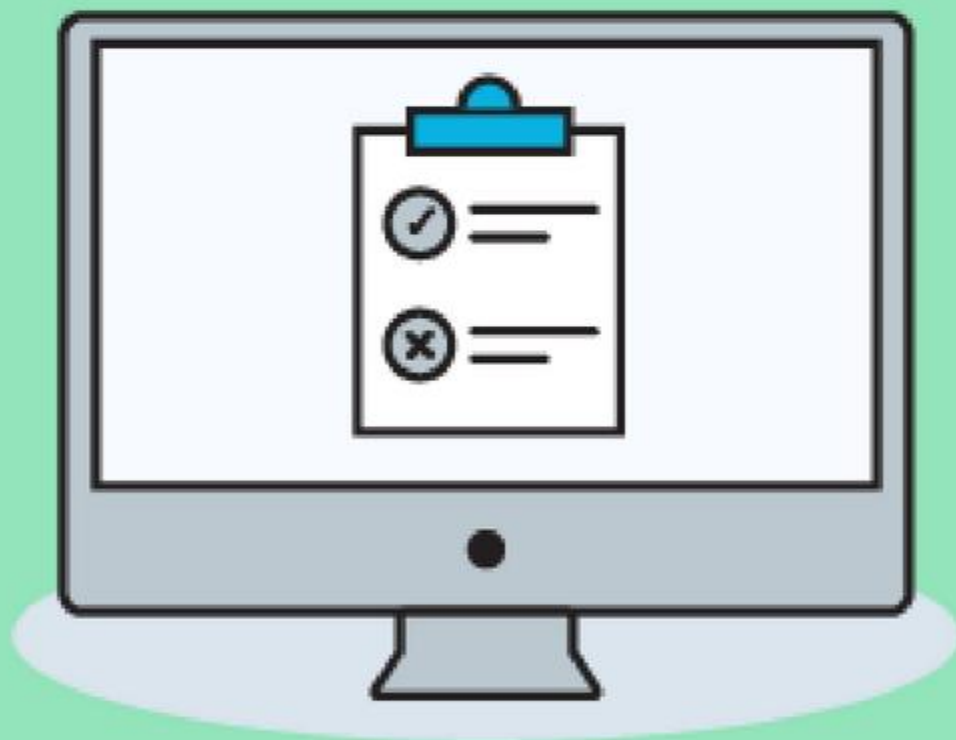


# Project 4

## Conduct an SEO Audit





# Marketing Objective & KPI

- **Marketing Objective** – Increasing the organic search traffic by 25% in sep-oct
- **KPI** – the monthly organic traffic by semursh

**Marketing Objective:**  
DMND, Enterprise, or Your  
Company

*DMND*

*We have a marketing objective to get 50 learner in 2 months*

*To get 50 learner we will target more than 2k to reach our goal*

# Target Persona

My target persona depends on :

- 1- Fresh graduates (business and marketing departments)
- 2- peoples interested in digital marketing
- 3- people who searching for a new career

## Target Persona

Background and Demographics	Target Persona Name	Needs
<ul style="list-style-type: none"><li>*Male</li><li>*25 age</li><li>*single</li><li>*Annual HH income : 1200 \$</li><li>*Lives in Egypt</li><li>*graduated from faculty of engineering Mansoura university</li><li>*works as mechanical engineer in small factory</li><li>*freelancer digital marketing</li></ul>	Ahmed Yasser Elsherbiny	<ul style="list-style-type: none"><li>*I need to get started in a new career like digital marketing because I know little about it</li></ul>
Hobbies	Goals	Barriers
<ul style="list-style-type: none"><li>• Football</li><li>• Art</li><li>• Design</li><li>• Reading</li><li>• Writing</li></ul>	<ul style="list-style-type: none"><li>• Achieve a salary of 80.000 in a year so that I can got married</li><li>• Become a senior in my career</li></ul>	<ul style="list-style-type: none"><li>• Getting stuck in a job because I hate routine</li><li>• life passing him by too quickly</li></ul>



# 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.

	Head Keywords	Tail Keywords
1	Udacity digital marketing	Udacity digital marketing nanodegree
2	digital marketing course	digital marketing by Udacity
3	Udacity nanodegree	digital marketing Udacity review
4	Digital marketing	digital marketing degree online
5	digital marketing degree	digital marketing courses with certificates

# Keyword with the Greatest Potential

Which Head Keyword has the greatest potential?

- Digital marketing degree (85)
- Which Tail Keyword has the greatest potential?
- Udacity Digital marketing Nanodegree(99)

-

# 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.

**URL:**DMND.Udacity.com

## Current

Title Tag	Udacity Digital Marketing Nanodegree Program Website
Meta-Description	Empty
Alt-Tag	Empty

## Revision

Title Tag	Udacity Digital Marketing Nanodegree Program
Meta-Description	Learn how to create campaigns, understand data analytics and track emerging trends to market your business with online digital marketing Nanodegree.
Alt-Tag	1- <meta name="description" content="A man holding iPad and a women in discussion " /> 2- <meta name="description" content="classroom about instructor in a laptop window" /> 3- <meta name="description" content="A man who explain something" /> 4- <meta name="description" content="classroom video in laptop" />



# 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.

Digital marketing degree by Udacity with certificate – Because many people searching for learning and receiving a recognized certificate because there is a large segment that changes its field, so they need the certificate to prove and work with it, so I think there are many learners will search for this topic

What's new in digital marketing- For all beginners in digital marketing or junior workers who need to know the new in digital marketing by market to the DMND advanced track to gain more and more, and be up to date with all new tips and tools to keep up.

Digital marketing the new trend – To explain why all markets turned to digital marketing and gaining its benefits, so they can catch up the trend and learn digital marketing program by Udacity, and let them know about how important is digital marketing now in this days.



# 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	<a href="#">github.com/OpenMined/PySyft</a>	98
2	<a href="#">github.com/amitnness/learning</a>	98
3	<a href="#">github.com/amitnness/learning</a>	98

# 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	Marketing Land
Site URL	<a href="https://marketingland.com">https://marketingland.com</a>
Organic Search Traffic	<a href="#">66.1K</a>
Site Name	HubSpot
Site URL	<a href="https://hubspot.com">hubspot.com</a>
Organic Search Traffic	<a href="#">5.4M</a>
Site Name	Mashable
Site URL	<a href="https://me.mashable.com">https://me.mashable.com</a>
Organic Search Traffic	<a href="#">8.7M</a>



# Page Index

Using the [Pinger](#) 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.

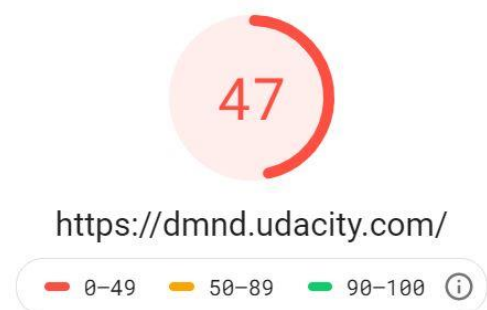
URL	Google Indexed Pages
dmnd.udacity.com	n/a

Because Pages that are not indexed by Google cannot rank

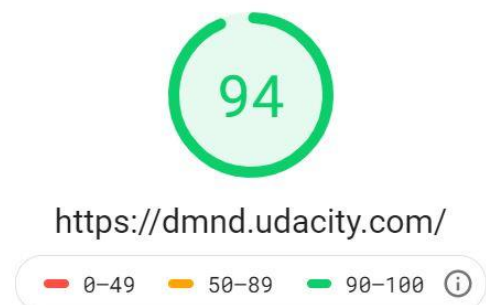
# Page Speed

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.



For mobile



For Desktop

Important to users because, well, faster pages are more efficient and provide a much better on-page user experience

# 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.

Your speed results for dmnd.udacity.com

**Your mobile page speed is 3.9 seconds on a 4G connection.**

---

RATING

**Slow**

[Learn more](#)

It allow more customers to be reached at a quicker rate, proving to be very beneficial





# 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)

- From my point of view if we take it one by one we need to increase the number of indexed pages by google and work for mobile page speed be at least similar to desktop speed and finally to be a mobile friendly we need to increase the speed to allow more customers to be reached at a quicker rate that's technically
- Actually work we need to care more with the keywords and topics types we need to deliver our message at whatever mentality read